

**Attention Affiliates: This is one of the best copywriting course you will have ever read, and it's free! This cost a lot of money...but you are worth it! Enjoy! (Just don't be mad at all those books and courses you bought aren't even half as good as this...)**

## **A Powerful Guide To Copywriting**

Sales = 1. Opening the sale and 2. Closing the sale

### **Opening the Sale**

You need to think like your prospect, not like you! "If you want to catch a mouse, you give it cheese!" YOU may like chocolate cake, but if you put that as bait, the mouse probably won't bite.

People are bombarded with messages and promises everyday, they are trained to shut them off. If everyone is automatically running away from ads because of clutter, then the first rule should be, don't let your message look like an ad.

You need to make your advertising itself valuable, put useful information into your content. Be sure to have lots of in "space" so it looks more like an article. Ads looking like articles get 500% more readership than one looking like ads (article looking ads get up to 81% more sales).

Make your content to valuable to not read; give away half of he secrets; keep something intriguing to make them click through. Let them KNOW why they are having red light errors and generally what they can do to fix it (take it apart and stabilize the motherboard)

Most ezine articles (or lenses, blogs etc) on the internet are *overselling* –you need to keep a good ratio between giving away free info and selling, keep that balance, make it high value information

The opt-in rate is much lower on the net already because people are getting wary of spam and overselling stuff. On the net you should use 10 or 20% (of your content) max to sell, not more.

So to summarize on opening the sale:  
**MAKE THE ADVERTISING ITSELF VALUABLE**

Learn to be in perfect sync with what the prospect want. Problems are markets, and this Xbox 360 repair issue is a huge problem with a huge market! Over 50,000 targeted repair searches each month and growing.

People won't do anything unless they have a want or desire – you won't sell an aspirin to someone who doesn't have a headache. The great thing about this product is that people already want it, you just need to direct them. But if you want to warm them up to buying, you will sky rocket your conversions above mine directly (which ranges between 4-8%!)

### The Persuasion Equation

The Persuasion Equation has 4 steps:

Problem  
+  
Promise  
+  
Proof  
+  
Proposition  
=  
Persuasion

Even better is:

Urgent Problem (3 red light error)  
+  
Unique Promise (fix it in 47 minutes)  
+  
Unquestionable Proof (testimonials)  
+  
User-friendly Proposition (60 day money back guarantee)  
=  
Persuasion

Remember you have no power over your audience, they can close the window at any time; the ONLY POWER YOU HAVE IS THE POWER TO ANTICIPATE WHAT THEY WILL THINK AT EACH STEP.

The 5 universal objections, the exits of escape:

1. No time
2. No interest
3. No perceived difference
4. No belief

5. No decision (= “let me think it over”)

You need to ANTICIPATE those exits of escape that your prospect will run for, and you need to close the door for each. Think about how this Xbox 360 repair guide can overcome each of these 5 concerns!

1. No time (taken care of by playing with curiosity (“black book, free report”) + value in the ad itself). The Xbox 360 repair only takes 47 minutes!
2. No interest --> urgent problem. This red light problem will NOT go away until you fix it!
3. No perceived difference --> unique promise. This guide ACTUALLY fixes a red light Xbox 360 and you see it working after
4. No belief --> unquestionable proof. Show testimonials.
5. No decision --> user-friendly proposition. Mention this is a simple guide made for casual gamers with no technical experience and there is a money back guarantee.

The more you create value, and desire, and proof, the more you can charge.

Proof persuasion marketing - If you focus on step 3, PROOF, the response level will go way up. Anyone can make a promise, but nobody buys without a belief.

You can't wait until the end of your ad to show proof. Much better to start early, or start completely with that. This is also the part that most marketers overlook, because it's harder to get. It takes efforts to figure out proof, it's easier to add hypey adjectives.

But that also makes it's valuable - people know, instinctively, that proof is the rarest, and hardest one to manufacture. That's why proof is more important than the other elements. They filter ads and BS by looking for proof.

- Without belief, nobody buys
- The higher the belief, the higher the response
- Make compelling proof the alpha and omega of your advertising
- The strongest ads pile layer upon layer of compelling proof

Here are ways to use proof:

#### **Power proof 1 : Demonstration**

Show the product working! Show before and after shots of an Xbox 360 with red lights then green lights.

Trying to crank up the emotions without proof can work against you – it just sounds like BS and hype. Be careful with this.

#### **Power proof 2: the creative guarantee**

**“Get your Xbox 360 working in under 90 minutes or your money back”**

**Proof element 3: reason, justification**

**“Save over \$100 by not sending it in for repairs”**

**Power proof element 4: specifics**

**“Save over \$115 dollars and repair your Xbox 360 in 47 minutes”**

**Power proof element 5: the exposé**

Doing an exposé means becoming the consumer’s champion.

**“Don’t do that dangerous towel fix, you will damage your Xbox 360”!**

**Power proof element 6: Explain the mechanism**

**“This Xbox 360 repair fixes the problem at the source: by stabilizing the motherboard with common household tools”**

**Power proof element 7: Sell against type**

**“Fix your Xbox 360 safely in under an hour using some actual tools-not just wrapping it in a towel and praying it works!”**

**Power proof element 8: acknowledge disbelief**

**“Yes it only takes 47 minutes, but that’s because this problem is easily fixed by stabilizing the motherboard---it is not hard!”**

**Power proof element 9: highly believable source**

**“This Xbox 360 repair guide was made by a gamer with no technical experience, so it is very simple!”**

**Power proof element 10: testimonials**

**Use testimonials from [www.Xbox360fixed.com](http://www.Xbox360fixed.com)**

Another thing you should work on is the contrast principle: if you put one hand in hot water and one hand in cold water, then both hands in lukewarm water you know that even though it’s the same temperature, one hand will feel the lukewarm water is hot, the other cold. It’s the power of contrast.

About 90% of products fail. Why? Because they are trying to create value instead of channel current needs to purchases they want. My Xbox 360 repair guide is proven to sell

as I met the needs of the market and addressed their fears.

Ultimately a new product succeeds because people want to buy it, not because you want to sell it. Thankfully a lot of people are buying this guide and there is so much more room for traffic! There are tens of thousands of untapped searches waiting to be directed to this page with your affiliate link!

Design will often play a more important role than actual copywriting. Making things look like articles, guides, etc will go a long way to increase your conversion.

### Specializing the product can help a lot

Xbox 360 repair...(no pull)

Xbox 360 repair for Xbox Live Gamers

Xbox 360 repair for Ezine readers

Xbox 360 repair for YouTube watchers

Etc etc

They are all 99.9% the same stuff, but people like that it addresses their segment

Do your research. Don't write headlines before you do- or else it will influence you and you may miss key quality elements you could use. You want to be wide open to anything that could be used

Pareto principle. 80% of your results come from 20% of your efforts. Ask yourself constantly: "is this leading me to my main goal?"

Spend 3 hours a day on your CORE activity. That means if you are doing article marketing, spend at least 3 hours a day on it. If you are doing video marketing, spend at least 3 hours on it. You must be ruthless about getting your 3 hours a day!

Ordinary things consistently done produce extraordinary results.

Here is a rough time budget:

- 40% research (this is already done for you though, just see the sales template)
- 40% writing
- 20% polishing

Regularity of schedule greatly increases your productivity. This seems counter-intuitive for writers because they want to benefit from being "on a roll" and if they "don't feel like it" they think they should just wait for the next roll. It is not advised to do this, you should stick to a regular schedule.

While you're sleeping, your subconscious mind is doing millions of activities, it can handle a little request for headlines very simply. You gain an extra 6-8 hours of productivity, while you are sleeping, your mind will play with a lot of different combinations for you. Give your subconscious mind an assignment before you go to

sleep

### **Advanced Writing Tactics**

#### **1. Start your body copy by continuing off your headline**

You don't want any dislocation between headline and copy. You don't want a speed bump.

#### **2. Don't address your readers as a group**

"Dear friends", "folks", "all of you" - NO, do not use those!

People don't register to that kind of address – be personal

#### **3. "Curiosity headlines":- when you don't even know what the ad is about**

"What does the 3 red light error mean?"

#### **4. Benefit driven headline are four times more likely to work**

Sometimes the curiosity headline works better, and when it does, it's a blockbuster...but mostly it's against the odds

"Cut your Xbox 360 repair bill by \$115"

#### **5.For strongest results of all, combine benefits AND curiosity**

"What causes the 3 red light error and what is the secret to fix it for under \$30?"

#### **6. To defeat a "killer", impossible bad-ass objection, your best strategy is to attack it head-on in your headline**

"Fix my Xbox 360 from home? You have got to be kidding"

#### **7. Never try to manufacture desire. Much better to channel existing desires.**

This product is MADE to sell. This is taken care of for you.

#### **8. Avoid marketing "challenges"**

Avoid risk whenever possible. This product is proven to convert between 3-8%. This is a hot product, work it while you can.

#### **9. To write good headlines, try different combinations of the persuasion equation**

"The secret to fixing an Xbox 360 from home or your money back!"

#### **10. Use the "if...then..." technique**

"If you've got 47 minutes and some basic tools, you can fix your Xbox 360"

#### **11. Useful phrases for starting body copy**

"Picture this..." and then a common problem that they might face – paint the scene

"Has this ever happened to you?..."

"Now you can (fill in benefits)"

"Imagine..."+(happy experience post product use)

“imagine having all your family’s medical and dental bills paid for tax-free.”

### **12. Use the “hard to believe” question**

Sometimes you have a lot of benefits and it seems too good to be true. If that is the case try “Hard to believe? Perhaps. But I’m not asking you to believe anything just yet, until you see the evidence for yourself. All I ask is that you refrain from disbelieving while I show you my proof. It will take just a few minutes, yet the rewards can be enormous because...(go back to benefits)”

This is a trick to switch off the adult “be careful of the hype” voice in the prospect’s head

### **13. Never let a negative statement alone, follow it up with a positive and proof**

“The Xbox 360 red light error will not go away on its own...but you can fix it yourself in 47 minutes”

### **14. Use a blueprint to have your copy flow (use these sentence starters)**

You have got to use an outline/blueprint. Ask yourself: Can I start reading the add somewhere in the middle and sort of be driven back?

“Moreover”

“Not only that but...”

“What’s more...”

“And we are just getting started”

“This is why...”

“In addition...”

“Because of these factors...”

The key is to make people keep reading even if they jump anywhere in your content. Don’t give them an excuse to click away.

### **Influence**

Cialdini did an experiment with a mother turkey and a skunk (which kills their babies) that was fake. When he put the fake skunk in the mother turkey attacked it and ripped it to shreds. Then he put a recorder inside the skunk that went “cheep cheep” like her babies. This time, the mother took the skunk and put it in her nest!

### 6 major influential principles

Humans are influenced by these 6 major principles. Try to build them into your content.

- 1) **Law of reciprocity:** if they do something nice, we feel obligated to give something back.
- 2) **Law of commitment and consistency:** if we made a commitment in the past we do all we can to remain committed to those past actions/choices.
- 3) **Law of social proof:** when we don’t know what to do we look around to see what others are doing; it’s why testimonials work.
- 4) **The liking principal:** we do business with people we like. Compliment sincerely and they will like you.
- 5) **Authority:** when we don’t know what to do, we look around to people in authority.

- 6) **The law of scarcity:** is it always going to be available to me, and if it's not, I better get it now. We want what we can't have. We want what is scarce. Scarcity drives up our need to have it.

Anything can be used ethically or unethically.

- ✓ More or Less
- ✓ Easy or Hard
- ✓ Sooner or Later

Mankind is greedy, lazy, and impatient. Look for ways to make things easy, fast, and valuable.

When your creativity fails, just create an Enemy.

“Forget the hype of “fix your Xbox 360 with a towel” etc etc

Multiple benefit headlines are extremely persuasive ...and easy to write!

“Xbox 360 red light repair in 47 minutes that saves you 6 weeks of wait time and over \$115!”

### **Good habits list:**

- Make your ads as good as articles, with great headlines, visuals and facts
- Do the research properly
- Commit yourself to the 1% rule – learn and improve 1% a week – it compounds FAST
- Be ruthless about getting your 3 hours of productive time a day – 3 solid hours behind that core activity every day
- Write like a crazed arsonist, don't care about anything – then let time pass, and edit like Supreme Court Justice. Don't edit as you write, it's like driving with the breaks on.
- Read an ad a day – every day – see how the market evolves – keep hunting for new ideas
- Always be learning – most fascinating and rewarding business on earth
- Experiment with formats – less copy on the copy, or more, etc etc

### **Extra Writing Tips**

The eye is a creature of habit – don't fight it

Use serif types, that's what people are used to reading – most newspapers use them

Avoid sans serif types (ones that fall vertically)

86% difference in favor of serif in one of his tests

People get tired much faster when reading sans serif

Arial 20pt also works very well

If you put your headline above the illustration, you force the reader to fight against “reading gravity”. Put the visual on top and the headline under it.

Photos out pull illustrations/drawings. This has been proven over and over again because photos have real credibility

Start body copy with Drop letters (big letter like magazines/papers do)

Avoid reverse type (white text on black background)

Long copy out pulls short copy...if it's readable

Keep paragraphs short (5-6 lines)

Good sub-heads to break up long pieces of copy

Keep sentences fairly short

Never put a period after a headline...it depresses response.

A period means stop...it stops the reader from continuing.

Likewise, never end the bottom of a page with a period...

Have a cliffhanger... something that pushes people to keep reading

Photos should have captions. Readers look for them.

The eye is drawn to that spot, it's a precious moment to say something in a caption

One of the most likely thing to get read

Don't waste that opportunity

Try to end with a PS – most widely read thing after the headline

Use sub-heads as “recharging stations” to boost flagging interest

Write them with care, almost like mini headlines

### **Desires**

You want to channel desire in your copy. Try focusing on the Desire Checklist:

-Recognition (respect, fame, exclusivity, status, prestige, popularity)

-Rejuvenation (longevity, health, energy, fitness)

-Relaxation (fun, leisure, having the luxury of time do what you want)

-Relief (from share, pain, difficulty of any sort)

### **Overcoming writers block:**

Go for a jog

Take a hot shower

Video games (my favorite)