

**5 Critical Copywriting
Components Every Webpage,
Sales Letter, Advertisement,
Brochure, and Any Other
Marketing Piece You Can
Think Of, Must Have in Order
to Be Wildly Successful,
Especially in A Recession
Stricken Economy.**



“What is ‘The Job’ of A Copywriter?”

To write, create, and enhance marketing materials to generate leads and/or sell more product and services through many types of mediums.

To word-smith powerful marketing materials that resonate and evoke action from your ideal prospect or customer.



“5 Sure Tell-Tell Signs That You Need Better Copywriting For Your Marketing Promotions.”

1. Your marketing piece does not _____ or slam the breaks on whatever your prospect is doing and gets them to read your promotion.
2. *Your marketing pieces do not* _____ *from your prospects*
3. Your website doesn't _____
4. *Your marketing materials do not* “ _____ ”
5. Your direct mail promotions do not _____ or _____



“5 Critical Copywriting Components...”

Component #1

Your Headline (and Subheadline)

✓ *The #1 secret of high-response, attention-grabbing copy.*



Your Headline and Sub-headline

Characteristics:

- The 4 “U’s” – is your headline _____, _____, _____ and _____?
- Focuses on their most _____
- Needs to answer at least _____ the following:
 - So what?
 - Who cares?
 - What’s in it for me?
 - Why are you bothering me?
 - Mention “Who” you are talking to...



Your Headline and Sub-headline

3 Proven & Successful Headline Formulas:

1. *Direct _____ + desired _____ + by what _____*
2. *Direct _____ + what benefits directed _____ + tie into newsworthy issue*
3. *... Headline stating a “ _____ ” and promoting “Fear of _____ ”*



“5 Critical Copywriting Components...”

Component #2

Credibility, Proof, and Assurance

✓ *Positioning your product / service as “The Ideal Solution”.*



Credibility, Proof, and Assurance

3 Types of Proofs / Credibility Builders:

1. _____ Proof

- a. *A quote from an industry leader or someone famous to make a point*

2. _____ Proof

- a. *Testimonials*

3. _____ Proof

- a. *Experience for myself or one of my clients experienced*



“5 Critical Copywriting Components...”



Component #3

Product / Services Features and Benefits

✓ *Sell your products / services more often and with higher margins.*



Product / Service Features and Benefits

Features

Clearly describe the product features in terms of

Benefits

Tells how the product will benefit your prospect or customer



“5 Critical Copywriting Components...”



Component #4

Your Offer

- ✓ *Developing and communicating your USP in your marketing materials.*
- ✓ **Strategically using your DVS to increase the value of your offer.**



Your Offer

5 Successful Components of Good Offers:

1. **Position the product / service as the** _____
 - a. *A quote from an industry leader or someone famous to make a point*
2. **Relevant** _____ / _____
 - a. *Bonus materials and free related content*
3. **Builds** _____
 - a. *Show in _____ with _____*
 - b. *Give offer _____*
4. **Includes** _____
5. **Offers** _____



Your Offer

4 Types of Offers:

1. _____ Offer

a. *“Yes please have your consultant meet with me...”*

2. _____ Offer

a. *“I’m not really ready to speak with your sales person right now, but send me some literature...”*

b. *“Yes send me your free report on...”*

3. _____ Offer

a. *“No, I am not interested in your product or services right now because...”*

4. _____ Offer

a. *“I’m not interested in your (product or service) right now but I will be in... or contact me on...”*



“5 Critical Copywriting Components...”



Component #5

Your Call To Action (CTA)



Your Call to Action (CTA)

3 Factors to Remember:

1. Tell _____ what you want them to do

- a. “Go to...”
- b. “Come in now...”
- c. “Call us now at toll free #...”

2. Offer at least 2 _____

- a. Website address
- b. Phone number - Toll free works the best

3. _____ on the promise



Postcard Bullet Points



✓ **The secrets of high-response, attention-grabbing copy.**

✓ **Make your marketing materials talk _____ to your**

✓ **Add _____ to your marketing materials**

✓ **Add a _____**

✓ **Always add a _____ underneath**

✓ **Clearly state product / services _____ and _____ that your prospect or customer will get – be very _____**

✓ **Make your promotion easy to _____**

✓ **Add a _____**



✓ **The secrets to writing better marketing materials that will promote and sell your products / services more often and with higher margins.**

➤ **_____ your prospects and/or customers**

➤ Put yourself in their shoes when writing copy

➤ **Learn to _____, _____**

➤ Shorten your learning curve by joining a _____

➤ _____ in my monthly, free online events

➤ **_____ a freelance copywriter that can write powerful, compelling copy**

➤ **Have an “_____” component / side to your business**



✓ **7 psychological triggers that get your ideal prospects to respond to your advertisements.**

1. _____

2. _____

3. _____ of _____

4. _____

5. _____

6. _____ and _____

7. _____

8. Bonus Trigger: _____ and _____



- ✓ How to generate **better quality of leads** that want to know more about your products and services.

Install “_____”:

1. Showing _____
2. _____ **qualifiers** - eliminating people who **should not** respond to your promotion
 1. _____
 2. _____
3. Attach _____



✓ How to position your products and services as “***The Ideal Solution***” – therefore helping you prospects meet their goals, satisfy their needs, and resolve their problems.

➤ Become a _____ for your prospects and customers. ***How?***

➤ _____ *free and relevant information*

Note: We'll discuss how to do this more in our online marketing class



Your USP and Direct Value Statement



✓ **The importance of developing and communicating your Unique Selling Proposition (USP) within your marketing pieces.**

USP Formula:

_____ is a _____ for
Name of company expertise

_____ who want to _____
whoever your serve do what?

_____ the verb of the process
Name of company

to or for _____
for what purpose / in order t do what



✓ The importance of developing and communicating your *Unique Selling Proposition (USP)* within your marketing pieces.

Granison's USP

“I write direct-response copy and devise marketing strategies for clients that absolutely, positively want to increase their sales by at least 30% in the next 57 days or less even during economics slumps, downswings, or full-scale recessions. Guaranteed!”



✓ How to strategically use your **Direct Value Statement (DVS)** to increase the value of your offer.

DVS Formula:

We assist _____ in _____
client or customer industry or business
to _____. We do this by _____.
what we help them do what you do to help them



✓ How to quickly and easily write more powerful and compelling copy...

- Build an extensive “ _____ ”
- Leverage _____ techniques that work!
- Leverage _____ strategies that work!



Response Boosters

- ✓ _____ information
- ✓ “ _____ ” – a bribe to respond
- ✓ some type of _____, _____, “ _____ ” content related to your field of _____ that you give away to someone who will express a lead
 1. On average will _____ of the promotion
 2. Builds your _____
 3. Feel a little beholding to you – creating _____ and _____
 4. Setting the specs – your product / service fits them best
- ✓ _____ – product and services



Response Boosters

“Bait Piece” – a bribe to respond

- ✓ Can be “_____” or “_____”
- ✓ Types of “Bait Pieces”
 - ✓ *Booklets*
 - ✓ *Tip Sheets*
 - ✓ *E-Books*
 - ✓ *Case Studies and White Papers* – good for technical / IT businesses
 - ✓ *Audio & Video files*
 - ✓ *Special Reports*
 - ✓ *Resource Guides* – list of books, websites, etc.
 - ✓ *Software*
 - ✓ *Free Teleseminar and Webinars*
 - ✓ *Free Seminars*



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Copywriting Rules To Remember and Live By...



Copywriting Rules To Remember and Live By...

- ✓ *Write to get your readers attention*
- ✓ *“The More you tell the more you sell...”*
- ✓ **Tap into your prospects most dominate resident emotion – Always**
- ✓ Write enough copy not to sell the product / service but enough to sell on taking action
- ✓ **Usually Color will outsell Black and White**
- ✓ Sell in steps – provide information and then sell
- ✓ **Always, always, always sell features and benefits**



Copywriting Rules To Remember and Live By... The Motivating Sequence

- ✓ **Write to get your readers attention**
- ✓ **State the problem**
 - ✓ Solve their problem
 - ✓ Fill their need
 - ✓ Help them reach their goals
- ✓ **Present your product / service as the “Ideal Solution” (don’t give the solution)**
- ✓ **Proof – show how you are going to solve the problem**
- ✓ **Explain what it is and explain that your solution is better than what others offer...**
- ✓ **What’s the offer?**



Questions & Answers



Contact Information

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