Sell More with Words Blueprint

Copywriting is a skill that develops over time and there is always plenty to learn about what works, what doesn't and how to put it together. This blueprint is not a comprehensive copywriting course, but rather a handy quick-reference guide to make adding a little oomph to your copy quick, easy and painless.

Each section gives you some practical suggestions, wording or other helpful guidance for your sales pages, articles, catalog descriptions and more. Whenever you get stuck, just pull this handy guide out for easy-to-apply suggestions.

Add Benefits to Your Features

Benefits are the reason your customers want certain features. Said another way, they are the advantages your customer receives by using your product. Features are nice, but benefits are what really sell your product.

TIP: Start with a list of features of your product and then determine the benefit of those features. For example:

- Instead of just saying your ebook is 25 pages, show them it's a quick read that saves them plenty of time in learning how to XXXX.
- Instead of saying that your jeans are made of 80% spandex, show them these jeans are ultra-comfortable and are a great fit every time.
- Instead of saying the storage device has 8 GB of memory, let them imagine how much music they could store on the device.

Some common benefits:

- Saving money (discounts, buying in bulk, save money over time)
- Making money (extra income, replace income, investment)
- Saving time (automating, increasing productivity)
- Improving looks (losing weight, flattering attire)

- Improving performance (faster, stronger, quicker, easier)
- ** TIP ** List all the features of YOUR product and then determine the benefit of each one.

Scannable Copy

People often scan sales pages rather than reading them word for word – this is particularly true online where reading large pages of copy make the eyeballs dry out.

This means it's really important to make your copy scannable. You can do this with:

- Bullets
- Numbered lists
- Small paragraphs
- Short sentences
- Simple words
- Formatting with bold lettering and italics sparingly, for emphasis
- Limit distracting navigation.
- Keep your page header or logo simple and short and don't let it distract from your copy.

Just be careful to make everything subtle and truly scannable. Too much color or font change can make your page a disaster instead of easier to read. When you're done your copy, always take a step back and look at from a scanner's perspective and see if it draws your eye in at key areas.

Be Specific

Regardless of what you're writing about - your promise, your proof, your supporting statements - the more specific the information the better.

Use:

- Numbers
- Statistics
- Facts
- Features and their concrete benefits

Headlines

A headline is the attention-getting sentence or phrase at the top of all your pages, whether it's for a sales page, blog post or articles. Headlines are generally in a larger, bold font and the first letter of each word is capitalized.

A headline is where you capture your prospect's attention; therefore; your headline is a critical component of each and every single page of your website. You only have a few moments to grab your visitor's attention before they click away, so ensure your headline does its job. Offer a big promise, arouse their sense of curiosity…it's key to get them to keep reading.

Headline Starters:

_____ Ways to _____

_____ Ways to Avoid _____

_____ Reasons Why

_____ Steps to _____

_____ Hidden Secrets about

_____ Revealed

_____ Little Known Ways

_____ - If You Only Expect the Best

Amazing _____ Breakthrough

Announcing the First _____

Announcing, _____

Are You _____?

Are You Embarrassed by _____?

Are You Fed up with _____?

Discover _____

Don't _____ until You _____

Don't Buy _____ until You _____

Don't Take Another Chance with _____

Exposed! _____

Finally, _____

Give Me _____ And I'll _____

How _____ Made Me _____ and It Can Help You Too.

How a Complete Beginner _____

How Do You Turn a _____ into a _____?

How to _____ in/by _____

How to Improve _____

Imagine, _____

Learn How to _____

The Best Kept Secret _____

The Secrets to _____

The Truth about _____

Tired of _____?

Top _____ Reasons Why _____

Unlock the Secrets of _____

What You Need to Know about _____

Who Else Wants to _____

Your _____ is in Serious Danger

Subheadings

Subheadings are mini-headlines peppered throughout your sales copy and any online writing. They are designed to help your readers find the precise information they're looking for and to grab their attention if they have veered off in their focus in what is on the page.

To make maximum use of subheadings, use them not only to break up your copy, use

them to:

- Highlight a benefit
- Make an offer or to highlight your call to action

Subheadings are bolded and the first letter of each word is capitalized. It is important to note that too much formatting with subheadings can actually detract from the flow of your web copy. The idea is to keep it simple and make the copy as easy to read as possible.

Power Words & Phrases

Power words are emotionally-charged language that is used to influence your reader. Here are a number of power words & phrases that you can use in your copy:

#1 _____ recommended	eager
_____'s choice	easy assembly
_____-resistant	easy care
action steps	easy to understand
action-oriented	easy-access
advanced	easy-to-use
Amazing!	endless possibilities
At Last!	Exclusive!
at your fingertips	expertly crafted
Attention!	explode
available 24 hours per day, 7 days per	eye-popping
week	Fact:
available morning, noon and night	Finally!
behind the scenes	fine-toothed comb
blockbuster	focus
breakout	foremost
breakthrough	free
brutally honest	free delivery
built for life	free shipping
built to last	from scratch
By Popular Demand!	fully assembled
comfort	Good News!
competitive	Grand Opening!
convenience	Great News!
craftsmanship	guaranteed
critically acclaimed	hands-free
dramatically increase	hard-hitting

heavy duty	powerhouse
hidden	prestigious
high-profit	proven
Important!	pull no punches
Important!	quickly
improved	quickly and easily
In a hurry?	ready to ship
inside	real-world
insider	recognized
instant	reduced
instrumental	remarkably _____
Introducing!	responsive
irresistible	Revealed!
laboratory tested	revealing
last minute	riveting
leap frog	rush delivery
leave [them] eating your dust	satisfaction guaranteed
limited	secret weapon
long-term	Shocking!
low-cost	shortcut
magnetic	shrewd
Major Breakthrough!	simple
maximize	Sneak Preview!
measurable results	step-by-step
mind-blowing	tested
minimal work	time-sensitive
most trusted	time-tested
never-before-seen	trade secret
New!	transform
Newly Discovered!	true-to-life
no expertise required	ultra-simple
no obligation	unlimited
No problem!	unparalleled
no strings attached	unrestricted
no-holds-barred	unrivaled
nonstop	unsurpassed
now	Urgent!
off the charts	Urgent!
official _____	Wanted!
pales in comparison	we pay the tax
peace of mind	without breaking the bank
perfect fit	worldwide delivery
personal service	

Transitions

A common weakness to compelling writing is the absence of transitions. Transitions are what connects one paragraph or section of your copy to the next. Here are some transitions to connect the ideas between your paragraphs:

- And best of all…
- And most importantly…
- But before you decide…
- But if you're still not sure…
- But that's not all…
- Get started right now with…
- Here's exactly why…
- Here's the bottom line…
- I'm sure you'll understand…
- If that sounds good…
- It's all included in the…
- In fact…
- Let me explain…
- More importantly…
- Now, I know what you must be thinking…
- Please, don't let this happening to you…
- Quite frankly…
- Remember…
- So what's next?
- The cold, hard truth is…
- The next step is…
- There's no doubt…
- Today, more than ever…

Sense of Urgency

Even though people may be excited about your product after reading about it, they may just decide they'll buy later. Problem is, most times when they decide to buy later; they never get around to it.

To prevent this, you need to create a sense of urgency. In other words, make them feel like they need to buy now. Here are some ways you can make them feel like buying now:

- Offer a time-limited discount.
- Limit the distribution of your product.
- Offer them extra bonuses or goodies with your product, but only for a limited time.
- Show them how serious their particular problem is and why they should find a solution now.

Whatever you can do to make them purchase now, the more likely you'll make the sale.

Offer

Your offer is what your prospect is going to get when they make a purchase or follow through on your call-to-action – discussed in the next session.

An offer can include:

- A key summary of the benefits
- The price
- Any guarantees
- Any authorizations – for example, I authorize ABC Company to charge my credit card…
- A list of what they're getting when they purchase. This is where bonuses are added so that it demonstrates to the prospect they are getting a really good offer.
- A scarcity or urgency trigger – this is a limited time offer
- They buy now link.
- Credit card/payment options with graphical depictions (these can add credibility)

To make the most of your offer, make sure it is easy to read and that each sentence is very specific. You want people to know exactly what they're getting. If you're offering bonuses or guarantees they can certainly be mentioned elsewhere in your sales copy, however it is a great idea to also summarize them in the offer so the prospect is reminded. Quite often a prospect will skip right from the headline to the offer so it's a good idea to have all of the important benefits and information succinctly summarized.

Call-to-Action

A call-to-action is what you want your reader to do once they read your content and is a critical element to getting the results you want. It may seem obvious to you what they should do next, but if you don't tell them, they may not know what to do or simply choose to do nothing.

Here are a few call-to-action examples

- "Buy Now" (but you can do much better than this – give them a reason to)
- "Download your free report."
- "Call today to reserve your space."
- "Click here to start your free trial."
- "Click here for a guided tour of our website."

- "If you found this article helpful, sign up for the XXXX newsletter to receive more weekly suggestions, guaranteed to XXXX."
- "Don't waste another minute, get yours now."
- "Stop the vicious cycle and make a change now."

Whatever you want your readers to do, be sure to guide them through the entire process.

Closing

Tidy up your conversations with your readers and have a closing. After you've made your call to action…give them another reason to take action.

- "It doesn't matter if it's the middle of the night on a Sunday…"
- "It's in your hands."
- "It will be the best $XX you ever spent." (use this if the price is one of the attractive things about your product)
- "Order now and see for yourself."
- "The choice is yours."
- "Today's the day to finally make a change."
- "You'll be glad you did."

Post Script (P.S)

To P.S. or not to P.S., that is the question…studies have shown that on a sales letter, people read the headline, they read the first paragraph and then they zip down to the bottom of the page, generally looking for the price or summary of the offer.

This is where they run into your P.S.

Your P.S. will reiterate the benefits and it will have a call to action. If the headline and the P.S. do their job, your prospect will now go back and skim your sales letter for relevant information.

Because people readily read the P.S., it is your last opportunity to make an impression on your prospect and close the sale. P.S. is appropriate for sales pages, free offer pages, emails and any pages where you sign your name.

- "Don't forget…"
- "Don't need the whole system, but are interested in _____?" (Make a downsell

offer)
- "Every day that goes by…"
- "If it's really time to make a change…"
- "If you act by…"
- "If you're tired of…"
- "Order now and you'll also receive _____."
- "Remember you're always…"
- "Still skeptical? _____"
- "You're satisfaction is always guaranteed or your money back."

FAQ (Frequently Asked Questions)

When we sell online, we aren't always there to help overcome our potential customer's objections. However, that doesn't mean you can't help them with answers to many of their possible questions. When you product is new, you can guess at common questions people will have about your product, your order process, you guarantee, etc. and put together a FAQ for your website. As you drive more traffic and sell more of your product, you can add to your FAQ so that you can retain more of the customers that would have otherwise just clicked away.

- Is there a money-back guarantee?
- What is your return policy?
- Why is your XXX better than everyone else's?
- What can I expect by purchasing XXX?
- Any other questions that people often ask before buying.

Editing Your Copy

Once you've written your sales copy, it's time to lay it to rest for a bit. If you keep staring it, nothing is going to jump out at you. Take a break and come back later or the next day.

Edit to make sure:

- Each claim is supported and is specific.
- Each sentence makes sense and that thoughts are completed.
- You have a transition between ideas.
- You are credible. Add facts & statistics; use your company name, address, phone, etc.
- Benefits are included for all your features.

- The prospect is the focus of the copy.
- First letter of each word in your headlines and subheadines are capitalized.
- The page is easy to read – scannable.
- Content is conversational.
- Use action-oriented words, eliminate jargon, excessive punctuation and meaningless adjectives.
- Your call-to-action is clear.
- You have a PS, if appropriate, and that it highlights the benefits of buying.
- Your offer is compelling.
- Words are spelled correctly. Pay particular attention to "It's" and "Its" and "You're" and "Your." These are common misspellings.
- Don't worry about the length of your copy. It can be as long as it needs to be to give your prospects all the details they need to make a decision. Just make sure it is concise and each word and phrase serves a purpose.