



**SKILL 15**

**WRITING**

**GREAT**

**COPY**

**Market Your Genius**  
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# STAGE II: PLATFORM

## MODULE E: YOUR WEB PAGES

### SKILL 15: WRITING GREAT COPY

Here, you will map out the copy for your **SALES PAGE**. You can apply the following principles to your Email Sequence and to your Landing Page as well.

Good copy is essential. Copy is your ***point of contact*** with your customers. The ***secret*** to writing great copy is simple: Pretend that you're writing a personal letter (or a Christmas letter) to someone you love or know well. Make it personal. Share your feelings. Tell a personal story. Establish a personal relationship. Connect on a heart level. Then, follow these seven principles:

- 1. HEADLINE**
- 2. INTRODUCTION (NAME THE PROBLEM)**
- 3. OFFER A SOLUTION**
- 4. ESTABLISH AUTHORITY**
- 5. BENEFITS, BENEFITS, BENEFITS**
- 6. ADDRESS OBJECTIONS**
- 7. CALL TO ACTION**

#### 1. A CATCHY HEADLINE

Your headline is the first thing that catches your reader's attention. This happens very quickly. Your headline will either draw your readers in or they will pass. Create your headline *after* you compose your email or landing page. Your headline will then lead seamlessly into your copy. Make your subject short. Inspire curiosity. Here are 12 formulas for writing headlines:

**FORMULA 1:** Is / Do / Will / How + [Burning Question]

**EXAMPLE:** How much time do you really need to Build Your Practice?

**FORMULA 2:** How to [Result] + [Comparison]

**EXAMPLE:** How to Make Money like a Master Investor

**FORMULA 3:** How to [Result] in [Time]

**EXAMPLE:** How to Build a Full Practice in the Next 3 Months

**FORMULA 4:** How to [Result] in [Time] plus [Overcome Objection]

**EXAMPLE:** How to Build a Full Practice in 3 Months Without Selling

**FORMULA 5:** How to [Result] even if [Objection]

**EXAMPLE:** How to Build an Online Practice even if you Hate Computers

**FORMULA 6:** Little known ways to [result]

**EXAMPLE:** Little Know Ways to Find your Perfect Clients

# WRITING GOOD COPY



## SEVEN COMPONENTS

**FORMULA 7:** The Secret of [Desired Result]

**EXAMPLE:** The Secret of Realizing your Genius

**FORMULA 8:** Coach with me for [Time] and I'll help you [Result].

**EXAMPLE:** Coach with Me for One Hour and I'll Help You Save Money

**FORMULA 9:** Have/build/create [Result] you can be proud of

**EXAMPLE:** Build a Funnel you can be proud of

**FORMULA 10:** The x step guide to [Result]

**EXAMPLE:** The 12 Step Guide to Marketing your Genius

**FORMULA 11:** Who else wants [Result]?

**EXAMPLE:** Who Else Wants to Program Yourself for Prosperity?

**FORMULA 12:** Do you want to [Result] in [Time]?

**EXAMPLE:** Do you Want to Make more Money in Three Weeks?

## 2. NAME THE PROBLEM

Begin your copy with an attention-grabbing opening sentence that hooks your readers. Ask a juicy question, reveal a personal vulnerability or make a bold statement. **Name the Problem** your ideal client is having:

Have you ever.....	You have to see this!
Do you want...	I've had a ton of requests for...
I'll be honest...	I want to offer you a rare opportunity...
I'm excited...	You might be wondering what's so special about...
I can't believe it.	I have a gift for you that you're going to love...
I am pumped that...	There has <u>never</u> been a better time to...
Good news!	Are you as excited as I am about...
Real quick...	Here's a super helpful...
Imagine.....	I have good news for you...
I messed up....	I'm inviting a small group of...
You may recall...	I'm giving away some free gifts...
Whoa!	This only happens once a year...
Wow!	One of the hardest things about...
Help!	I have something really exciting to share with you.

## 3. OFFER A SOLUTION

Put your **personality** into your copy writing. Put your *heart* into it. You are starting a relationship with your client. People are easily persuaded by people that they like. The marketing of Tupperware through "Tupperware Parties" is an example. We prefer to purchase from people that we **Know, Like and Trust**. Build a relationship with your ideal client through your copy. Tell a personal story. Open up. Make it fun. Create a connection.

**1. YOUR AUDIENCE.** Start by asking pertinent questions. Who are you speaking to? What is their culture? What are their values? What tone and language will resonate with them? Put yourself in their place. What is on their mind? Have an imaginary conversation with your ideal client. What are their needs? Where are they going through in their life? Stay empathetic and connected to your clients as you write your copy. Write your copy one-on-one – person to person. You named a problem that your reader is having. Now. **Offer Your Solution** to that problem or challenge.

**2. YOU:** The better you know yourself, the easier it is to create your writing voice. *You are your brand.* Your brand (copy) can be fun, creative, sexy, inspiring, honest, intense, sophisticated, revolutionary, silly, smart, edgy or humorous. Your brand (copy) is an extension of *you*.

What's **Unique** about your Signature Program? First, identify what's unique about *you*. How do you talk? What kind of words do you use? What's unique, different or uncommon about your style? What expressions do you tend to use? Put those words and expressions into your copy. Read your copy out loud. Does it sound like you? Speak extemporaneously into your iPhone and transcribe it. Find your true voice. Find the language of your heart.

**3. YOUR COPY:** Speak to people's emotions. Speak to what your clients *want*. Wants are more powerful motivators than needs. Needs are conscious, while wants are often sub-conscious. Wants are emotional, while needs are rational. Most buying decisions are based on emotions. People tend to buy on emotion and justify their purchase with logic. When you add an emotional element to your copy, it will have a tremendous impact on sales.

## 4. ESTABLISH AUTHORITY

Why should people listen to you? Establish yourself as an **Authority** (page 200). People tend to obey authority figures, even when they are asked to perform objectionable acts. People depend on those with authority and expertise. We subconsciously want to follow the lead of powerful leaders and experts.

**Demonstrate** your expertise in your copy. Stand in your power. Briefly share your relevant credentials, degrees, and experience. Inspire people to trust you in delivering the results that you promise. Share your personal story. Share testimonials, endorsements, results, credentials and experience. Turn testimonials into case studies. Offer a money-back guarantee.

People tend to be herd animals. We do things that we see other people doing. We want social proof from others. When we are unsure about what to do, we often look at those around us, especially our peers. That's why coaches use **Testimonials**. That's why we get likes and shares on our social media content. Get endorsements from leaders in your niche.

## 5. BENEFITS, BENEFITS, BENEFITS

The most important thing to talk about in your copy is how your clients can benefit from what you are offering. Get over yourself! No one is interested in you, your program or your services. People want to know about the benefits and results that *they* can gain from your programs. A feature focuses on factual attributes. A benefit focuses on what results your clients will get. Good copy focuses on benefits. One feature can have many benefits.

You have already given your prospect a free gift that they could benefit from. People feel indebted to those who do something for them. We tend to return favors. This is why there are so many free samples in marketing. Now, you want to offer your client a **Solution** that's worthy of their financial investment. First, identify the key features of your product.

To identify the BIG benefit of a given feature, name the feature, then complete the following sentence: "This is important because..." Make sure that the benefit is important to your ideal client. A core need is being met. Keep asking this question. Once you can't answer another "This is important because..." question, you've found your BIG benefit.

For instance, a coach offers a system that helps clients market their online practice. This is important because .... *they can now stand out online*. This is important because .... *they can attract more clients*. This is important because .... *they can make more money*. This is important because .... If they have more money, *they will feel safe and secure*. That's what they *really* care about. The BIG benefit is to feel **safe and secure**.

Brainstorm every feature of your program or service. Then brainstorm the benefits of each feature. What are the unmet needs of your audience? Where is their pain? What is the core problem that this feature solves?

PRODUCT FEATURE: \_\_\_\_\_

BENEFIT, LEVEL ONE: This is important because: \_\_\_\_\_

\_\_\_\_\_

BENEFIT, LEVEL TWO: This is important because: \_\_\_\_\_

\_\_\_\_\_

BENEFIT, LEVEL THREE: This is important because: \_\_\_\_\_

\_\_\_\_\_

BENEFIT, LEVEL FOUR: This is important because: \_\_\_\_\_

\_\_\_\_\_

The Core Problem this Benefit Solves: \_\_\_\_\_

## 6. ADDRESS OBJECTIONS

Overcoming objections is a central part of marketing (see page 219). Most people have objections, concerns and fears. Many readers will have apprehensions as they read your copy. They may be thinking about their own fears and objections (consciously or subconsciously) as they read your copy. Address their objections in your copy.

Acknowledge objections (fears), call them out and transform them with your copy. This will help your readers take effective action. Three key objections that people feel are around money, time and need.

**1. MONEY:** Describe your product as an investment rather than an expense. Show them how your solution will ultimately save them money. What will it cost them if they don't sign up? What will it cost them to find the solution in a different way? Focus on the transformative value of your product or service.

**2. TIME:** "I don't have the time to learn and utilize your offer." Let them know that learning how to use your system takes little or no time. Time management is one of the systems that you offer. Your offer will actually save them time in the long run, compared with other options.

**3. NEED:** Some people may decide they don't need it now. Address their wants. Allow them to see a larger context in which this is something that's aligned with their highest needs, desires and goals.

Read your copy through the eyes of your ideal client. When are they raising objections? Why? This is where you add text to address their concerns. Brainstorm every objection (fear) that your ideal client might have, then identify how you can transform their fear with your copy.

We're talking about trust here. Always make integrity your highest priority. It's better to support a client in *not* buying your program, if the program doesn't meet their deepest needs or serve their greatest welfare. You will earn their respect in the long run by taking the high road.

## 7. CALL TO ACTION

The final stage in your copy is your "Call to Action". Here, you are inviting your client to step up and address the unmet needs that your product fills.

Don't talk about *cost*. Ask for your client to make an **investment** in themselves. Get customers to make a commitment. People want to be true to their word. If people commit to a goal, they are more likely to honor that commitment. Meeting a commitment or honoring a pledge builds a positive self-image. This is why children are forced to repeat the Pledge of Allegiance. Train people on your list to take small actions, such as clicking on a link.

Offer bonuses and special offers for a limited number of people or a limited time. Perceived **Scarcity** generates demand. Saying that offers are available for a "limited time only" encourages sales. The less there is of something, the more valuable it becomes. We tend to be sensitive to potential losses. Emphasize the potential for a missed opportunity. Offer a bonus that's limited by time or by quantity. Get it while it lasts!

Communicate your **value**. You may want to hire a copy writer. Good copy writing for landing pages can be expensive, however. A little research is valuable. Check out the copy writer's style to see if their style works for you. Can they speak in your voice? Check out the copy on other landing pages. What speaks to you? What motivates *you* to buy someone's product or service?

If you decide to write your own copy, remember to have:

1. **A CATCHY HEADLINE** that makes readers want to see more.
2. **AN INTRODUCTION** that invests readers in continuing.
3. **MAKE A CONNECTION:** Make your copy personal. Speak from your heart. Let your reader get to know you.
4. **BENEFITS, BENEFITS, BENEFITS:** Focus on their needs and the specific benefits they will get from your program.
5. **ESTABLISH AUTHORITY:** Share your experience, your success stories and testimonials from happy clients.
6. **ADDRESS OBJECTIONS:** Help them transform their fears.
7. **CALL TO ACTION:** Get your client to make a commitment. Use limiters.

## INTEGRATION (TEMPLATE)

Now, you can write the copy for your Sales Page or Email, using the seven steps above as a template.

1. **HEADLINE (FILL THIS OUT LAST):** \_\_\_\_\_

\_\_\_\_\_

2. **INTRODUCTION (WHAT IS THE PROBLEM):**

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3. **MAKE A CONNECTION (TALK SOLUTIONS):** \_\_\_\_\_

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**3. ESTABLISH AUTHORITY (WHY SHOULD THEY LISTEN TO YOU?):**

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**4. BENEFITS: WHAT IS YOUR SOLUTION TO THEIR PROBLEM? WHAT WILL THEY GET? WHAT WILL THEY BE ABLE TO DO?**

**BENEFIT #1:** \_\_\_\_\_

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**BENEFIT #2:** \_\_\_\_\_

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**BENEFIT #3:** \_\_\_\_\_

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**6. OBJECTIONS (ADDRESS THREE POTENTIAL OBJECTIONS):**

**OBJECTION #1:** \_\_\_\_\_

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**OBJECTION #2:** \_\_\_\_\_

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**OBJECTION #3:** \_\_\_\_\_

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**6. CALL TO ACTION (MAKE YOUR OFFER AND ESTABLISH VALUE):**

**OFFER:** \_\_\_\_\_

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**CALL TO ACTION:** \_\_\_\_\_

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