

YOUR FIRST INFO PRODUCT

LESSON 7

COPYWRITING/SALES VIDEO

- Your sales page is how you sell your product.
- Use your sales copy or a sales video to sell.
- This is how you persuade visitors to buy your product.
- Anyone can become a good copywriter with practice.
- Perfecting good copy or sales video conversions will make you go far with your business.
- We will cover the elements of good conversion getting sales letters and videos on the next slides.

COPYWRITING – “AIDA” BASICS

- “AIDA” is the basis for all good sales messages.
- “AIDA” is an Acronym:
 - Attention
 - Must get your market to read your sales letter or message.
 - Your headline should draw them in.
 - Top paid copywriters spend most of the time on the headline!
 - Peak Interest With Benefits Here
 - Know your market to get their attention.
 - Interest
 - Grab them into your copy with a compelling story.
 - Let them know why they need your product.
 - How will it improve their life?
 - Desire
 - Paint a picture in their mind how their life will be better.
 - Be very specific here.
 - Offer a guarantee.
 - Action
 - Encourage your audience to purchase your offer.

COPYWRITING – QUESTIONS YOU MUST ASK

- Who are your prospective customers?
 - What issues are they struggling with?
 - What are their desires, needs, occupations, age, etc.
- How is your product or service different from the market?
 - Think deep about what makes your product better.
 - Review their products or sales page.
- Why should the prospect have faith in you?
 - Be sincere, be professional, create confidence in your background.
 - Personalize your message to your audience. Like you are talking to a friend.
 - Empathize by showing you care about their situation.
 - Persuade with benefits to give a person a logical, compelling reason to buy.
 - Prove your trustworthiness or believability with testimonials, pictures, etc.

COPYWRITING – QUESTIONS YOU MUST ASK

- What are all of the benefits your product or service adds to the consumer?
 - Don't confuse this with features here.
 - Benefits are what they get from using your product. (Financial freedom, weight loss, etc.)
 - Features include things like number of pages in the ebook or length of video in training.
 - Your headline should start with a good benefit to draw people in.
 - Paint an image for your customer's of life after your product.
- What might your customer's objections be?
 - Walk in your customer's shoes for a moment.
 - Think of questions you have before purchasing.
 - Point out negatives and turn to positives.
 - Research your target market. Forums with product reviews show common objections.
- Why should your prospect act now?
 - Give them a reason to buy now. Examples are special price or value added bonus.
 - They can't afford to keep suffering from their problem. Need to act fast.

COPYWRITING – SALES PAGE TIPS

- Always use a reader friendly font.
 - Arial, Verdana, Courier New, Times New Roman, Tahoma
 - Black font on a white or light colored background work best.
- Highlight your Hot Buttons
 - Hot buttons are the phrases that really drive home a point to your audience.
 - These words should stand out.
 - **bold**, *italic*, underline, **different colors**, **different size**, or Highlighted (in yellow for example)
- Make your headline pop and grab attention.
 - It has already been mentioned, but your headline is extremely vital to your conversion success.
 - Try to promise some kind of benefit or reward for reading that page.
 - Should lure the reader into your copy.
 - Bad headline: **“Send large files to your friends”**
 - Good headline: **“The Easiest most Trusted way to send Super Large Files” or “This Makes All Other File Sharing Applications Obsolete!”**
 - Not just files. Super Large Files. Not just a way. The easiest and most trusted way.
- Create reader friendly paragraphs in your copy.
 - Restrict them to between 4 – 6 lines each.
 - Stay clear of long 10 – 12 line paragraphs.
 - Vary the length of your paragraphs.

COPYWRITING – SALES PAGE TIPS

- Draw attention and promote continued reading with sub headlines and more.
 - Sub-Headlines (Typically are bolded or different color to stand out.)
 - Bullets
 - Numbers
 - Typically these are centered to draw attention.
 - Try not to overuse.
- Create hope.
 - Convenience, comfort, and relief from pain (emotional or physical) is what people seek.
 - Give them hope that your offer can help them.
- Create a sense of urgency.
 - Add incentives to the offer to encourage faster action.
 - Possibly take away bonuses if they are slow to act.
 - Let them know about a possible future price increase.
- Be the authority.
 - Really drive home that you are there to help them.
 - Demonstrate anything you can to show you are an authority in that niche.


COPYWRITING – SALES PAGE TIPS

- Study Effective Sales Copy
 - Spending time to read what top copywriters have done is key.
 - Research Gary Halbert, John Carlton, Bob Bly
 - Google top copywriting swipe files.
 - Old sales copy from old ads is some of the best material.
 - Look at top converting products on Clickbank.
- Proofread
 - Poor grammar or bad spelling will crush your credibility.
 - Simple proofreading from your preferred word processor is a good start.
- Be Unique – Your Unique Selling Proposition or USP
 - What distinguishes you from the crowd.
 - Think of creative ways to differentiate yourself.
 - Encourage them to buy from other competitors first, and let them know they will be back to buy from you.
- Test Your Copy
 - Get traffic going to your sales page so you can really track conversions and sales.
- Guarantee
 - Offer a money back guarantee for your offer of at least 30 days.
 - Takes away the doubt in the reader's mind.

You're About To Learn...The **Exact Blueprint** for building An Enormous list of **hungry buyers**, & The Exact Strategies To Generating Massive ***Piles of Cash* On-Demand!**

Believe It Or Not, One Simple List Is All It Takes...

"Warning; Simplicity Prevails!"

From the desk of: 

Date: February 26, 2014

Dear Marketer,

Really not sure how you found your way here today but now that you are and you're reading this letter, I most likely don't have to work very hard at the process of convincing you that the single most important element of online marketing success is list building.

And yes ... I am going to say something right now that you probably have heard a bazillion times before... 'the money is in the list'.

Say what you want but it is true! So what's the big problem? Why aren't **you** making a huge load of money?

Why are you finding it so hard to build a huge, responsive, opt-in email list that you can use to make massive amounts of cash on demand?

You just might be one that has this list building **all figured out** when it comes to getting a visitor to opt-in to your squeeze page. You may have built a pretty nice size list but have been **clearly disappointed with the results** that you are presently getting from that list. So what we are talking about is more than just having a huge lists just so you can boast to your buddies that you have 100,000 email addresses in your database.

I'm talking about a RESPONSIVE list. Personally, I'll tell you right now that I prefer growing a list of highly responsive buyers that increases my bank account every single day ... than a list of 100,000 which practically just waste the bandwidth of the email server it's hosted on ... because it doesn't even pay for the monthly service.

I am trying my best to present to you the option of you really taking things to the extreme when that massive list you have becomes a **highly responsive** money making machine working in overdrive all on autopilot.

I am talking about actually getting a hold of some of that money that you keep hearing, "is in the list!"

I am thinking you are starting to Get my drift! I am talking about having the very list building, **money extracting blueprint** in your hand. That very blueprint is out there and you have just stumbled across it today... It's what I call "Simple List Building Blueprint" ...

Introducing...



The Simple List Building Blueprint - Home Study Video Course

Introduction To List Building

01



Here are just a few of the secrets and techniques you'll get from this high content session:

- ✔ Warning Simplicity Prevails
- ✔ This session will focus on why you should build their list in the first place. Learn the basic methods that are being used for list building and the different types of lists out there like a free list or a buyer's list.

- ✔ Also will go over what is to come in the course. This session will focus on why you should build their list in the first place.
- ✔ Learn the basic methods that are being used for list building and the different types of lists out there like a free list or a buyer's list. Also will go over what is to come in the course. This first video will **really stress the importance** of building and will encourage you to focus your attention on building that list.
- ✔ Of course you have a great offer but most of the time nobody ever finds out. Finally know how to go about creating that free give away offer that will be compelling enough to get your visitors to give up the contact information. Miss this and that offer will just set their and you will be left scratching your head wondering what went wrong.
- ✔ How to correctly use a lead capture page to grab **more opt-ins than you ever thought possible**. Do this the wrong way and you end up leaving a lot of leads ... I mean, money on the table...

Setup for Profitable List Building

02



This video will detail all the things that need to be in place so you can build your list effectively.

- ✔ We will **walk you through** the list of software you need, the ethical bribe for a free giveaway, the structure of your squeeze page, etc.
- ✔ This video will go into detail as to what you need to create to giveaway product that will have people **stumbling over**

themselves to give you their name and email just to get their hands on your ethical bribe. We will address PER, creating audio interviews, creating your own content such as an e-newsletter.

Getting Your Emails Read

16



- ✓ The tried and true methods for getting your emails read and opened. This is essential for anyone that wants to build a full time income from their list efforts.
- ✓ How to legally spy on your competition to find out exactly what is working today in email marketing. Internet marketing is changing constantly and with this technique you'll find yourself on top of what works now...
- ✓ What if every email you sent to your list was read thoroughly by the majority of your readers? Do you think that is powerful? You bet it is and it could get you more sales that you can dream of...
- ✓ How to build a hugely responsive list by doing email marketing "the right way". Doing it the wrong way could cost you thousands of dollars in lost sales and probably already has.

This video training series is exactly what **ANYBODY** should use to make money online.

Whether you are a newbie or not, this video course will be the answer to all those people who want a real step by step list building method.

For anyone sitting on the fence who wants to build a real online business, with a list to match, but don't know where to start, **start here**

Take just a moment and read what one successful online entrepreneur thinks about the **power and effectiveness of list building** for their business.

"List Building is the #1 Thing You Can Do Online!"

"Focusing on list building is the #1 thing you can do to **ensure your online business is a success!** The money really is in the list. If you are serious about your success, than you will focus on building your list up!"



Paul Counts
Speaker, Author, Online Entrepreneur



And What About Bonuses?


Don't worry I knew you would ask so I got this covered as well...I didn't forget the bonuses ;)


**Professionally Produced PDFs To Go With Each Training,
Thank You/Download Page, 2 High Converting Squeeze Page Templates You Can Use To Build Your List Up!**

- ⇒ Follow along with each video session using these professionally written PowerPoint PDF trainings.
- ⇒ **Stop straining to see what is on the video presentation. Now you can open up your PDF to the very presentation used for the training to see exactly what is going on.**
- ⇒ 2 Professionally written- High converting Squeeze pages for you to use to start capturing your very own leads to begin growing your very own list of leads.
- ⇒ **Thank you/Download Page to ensure you are ready to deliver your product to your customers in a professional manner.**
- ⇒ When you stop and think about all of the time and money you are saving right now with just this bonus alone you can easily see that I am here to make sure you get the easiest start possible getting set up and making money through your very own list building efforts. The Real world Value is easily \$297.00

Who Should Get This Simple List Building Blueprint Video Home Study Course?

-  **YOU ..** If you're **new** to Internet marketing and want to get off to a blazing start. There's no quicker and easier way to get into profit fast than list building and learning how to market to your subscribers.
-  **YOU ...** If you **already have a big list** and want to learn how to maximize the profit that you're presently mining from that list. You're bound to pick up a few invaluable pointers that you never knew before.

 **YOU ...** If you want a **fast and simple way** to learn about email list building from a couple masters that are actually in the trenches and doing the things that they are teaching you about. This is no lame theory but solid step-by-step practical techniques you can use immediately.

 **YOU ..** If you want to learn the same secrets shared in courses and seminars worth over a thousand dollars ... for pennies on the dollar.

If you think that you already know all their is to know about profiting from an opt in list then please simply refer this page to someone who needs it...but if you realize that you can always learn **new secrets and techniques** that could double, triple, or even quadruple your sales...this package is for you!

The bottom line is that you **don't** need technical skills ... marketing experience ... a ton of money ... name recognition ... not even a full time effort ... a huge list or even any list at all ... to benefit from this package.

What you do need is a willingness to learn and willingness to accept that there are **tons of secrets** out there that no one has shared with you about email marketing...

"But This Sounds Like An Expensive Course"

You know, I couldn't wait to get to this part because *I know that you're going to be pleasantly surprised.*

You see, normally a course like this will be sold through the mail for at least \$297 and even higher. I know that a lot of marketers **wouldn't hesitate to grab it up** at this cost. And for all that you are getting it would be a steal at that price.

But instead I've decided to let you have this for a **drop-dead bargain**, so you're not even going to pay anything close to that amount ...

Your investment? ... (drums rolling) a meager **\$97! \$37 Today!** No, that's not a misprint ..Now you must be wondering **what's the catch**, well there's one. You have to do just one thing to get it at this crazy low price right now... **Just take action!**

What more can you possibly ask for?

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What more can you possibly ask for?

"I'm Slashing The Regular Price of \$97

Because You Need To Have This Information In Your Hands Right Now And I'm Willing To Take The Loss Just So You Can Get Access To It!"

By now you must be wondering if I've lost my mind and I don't blame you. It's not everyday you see online marketers giving away their valuable secrets like this. But I have a perfectly rational explanation ..

I Have Removed "All" Of The Risk

I am so sure that you're going to be fully satisfied with this package and the extensive services provided, that I am removing all of the risk on your part with my 60 Day full money back Guarantee.

Yes, you have our guarantee that The Simple List Building Blueprint Course is as POWERFUL as I say it is. I am so confident that you'll succeed with this program that I have removed any risk from the equation. But if for some reason you find that this program does not meet your satisfaction in any way you may ask for your full refund...No questions asked.

You see, I am confident that this will be one of the best offers you have ever experienced in your life, and the only one of it's kind on the Market today offering you the support and help that you will experience from our program. The bottom line is that I would not deserve your money if I did not live up to my promises.

You can rest assured that this course will exceed your expectations. But more than that, I want this to be your final stop that makes all your list building dreams come true...

Fast Action Bonus

One more special surprise offer for the real action taker.



Lets summarize all the incredible benefits you'll receive in just a few seconds from now:

The Simple List Building Blueprint	What You Get
All Of "The Simple List Building Blueprint Video Sessions (\$97 Value)	The Complete Set Of Video Trainings Downloadable, And Full Of <i>Profit-Pulling Secrets And Tactics You Can Use Today!</i>
The <u>Incredible</u> Bonus Module (\$297 Value)	PDFs & Squeeze Page Templates
The Incredible Fast Action Bonus Course (\$47 Value)	Grab the 4 Ways To Make \$1,000 Online course right away!
Total Package Value: \$441	Your Price Only \$97 \$37 Today!

So don't wait! Make sure you order now to qualify for the **fast action bonus**. ACT NOW while you still can...

YES Jeff & Paul! I Want To Secure My Copy Of "The Simple List Building Blueprint" Video Home Study Course Immediately!

- ☑ I Understand I'll Be Receiving **All The List Building and Profiting Tactics** I uncover in this course to begin profiting like mad!
- ☑ I Further Understand That On Top Of All The Incredible Benefits Included, I'll Also Get Access To **The Bonus Offers & The Fast Action Bonuses Worth Thousands Of Dollars** If I Act Now...

On That Basis, Let Me In At This **Insane One-Time Investment Of Only \$37 (Save \$60)** For My Home Study Course.



Give Me The Simple List Building Blueprint Right Now!





I'm so sure that Simple List Building Blueprint will provide you with the results that you're looking for that I'm willing to back it up **for a full 60 days**.

If you're not completely satisfied with it, even if it's on the 59th day of the guarantee, all you have to do is let me know and I'll insist that you let me give you a **full refund** directly from my bank account, no questions asked. It's just that simple!

To Your Success,

Jeff Wellman & Paul Counts

P.S. Be sure to treat this package as though you paid the full price of several hundred dollars. Don't let this just gather electronic dust on your computer. It's better if you let this pass rather than get this package and not put it to use.

P.P.S. Now you can finally **stop worrying and start profiting** more from your online business! You are just moments away from discovering the secrets to List Building, creating high converting squeeze pages, and getting traffic to them to put your list building into overdrive.

P.P.P.S. Make sure you act fast in order to pick up the Fast Mover's bonus! Only the first 50 get this deal! So act quickly to claim your copy!



DISCLAIMER: Every effort has been made to accurately represent the product and its potential. Results vary with every individual, and your results may or may not be different from those depicted. No promises, guarantees or warranties, whether stated or implied, have been made that you will produce any specific result, income or sales as a result of purchasing/subscribing. Your efforts are individual and unique, and may vary from those shown. Your success depends on your efforts, background and motivation. As with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee you will earn any money.

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