



Turning Words Into **CASH!**

- 1) Copywriting = **SALESMANSHIP IN PRINT!** It's the ability to turn words into money by influencing and persuading your target market.
- 2) Copywriting is how to get people to **TAKE ACTION**

This is in the form of:

- *Getting people to click on a link in an email or funnel page.*
- *Getting people to reach out to you on messenger via social media post*
- *Getting people to click on an ad*
- *Getting people to book a call*
- *Getting people to buy from you*

- 1) Use single sentence paragraphs in your copy! Try to keep sentences short when you can!
- 2) The internet is just a VEHICLE for your ads, messaging, products and services using audio, visual (video) and text. Years ago, it was newspaper ads, direct mail, radio ads etc which can still be applied with internet marketing / advertising but everything is going digital and will continue into the future!
- 3) Copy always beats design when building a funnel. This is why some of the worst looking funnels convert best.
- 4) Always design your funnels and sales pages based on READABILITY & SALESMANSHIP not just to look good!

Biggest Copywriting Problems & Strategies That People Overlook on Their Ads, Emails, Social Media Posts, Websites, Funnels, Sales Pages & Webinars!



- 1) Not being INTERESTING enough.

- 2) Not influencing and persuading based on marketplace problems and desires by leveraging a BIG BENEFIT!
- 3) Not building a RELATIONSHIP and bonding with your potential customer!
- 4) Not writing directly to your CORE CUSTOMER AVATAR
- 5) UNDERSTANDING what is going on in your prospect's minds!
- 6) Great copy is talking WITH somebody not talking AT somebody!
(CONVERSATIONAL)
- 7) People like to buy from people from they KNOW, LIKE & TRUST
- 8) Ads must be around 3rd - 5th grade level so there not too complicated.
(When writing copy try to write to an 8 – 12 years of age child so even they could understand!)
- 9) Never assume your customer knows what you know so you must explain everything in SIMPLIFIED language!
- 10) Become a problem solver in your copy by twisting the knife so they know the severity of the pain they are in and then POSITION your OFFER as the SOLUTION to their PAIN / PROBLEM!
- 11) BELIEF in what you are selling is crucial for good copy! 97% of people don't truly believe in what they are selling and that is one of the biggest reasons they fail!
- 12) Good copy creates CURIOSITY & INTRIGUE!
- 13) Good copy must overcome the main OBJECTIONS of your potential customers!
- 14) Research your own market – NINJA TIP... talk to a customer service rep of other similar companies / products you are selling and

ask what the big problems people are suffering with in that niche market!

- 15) Start your copy by using a HOOK to grab ATTENTION and then leverage a STORY!
- 16) STORIES SELL by transferring information and destroying your leads biggest self-limiting beliefs! Sell via a STORY! This is where you start with a dramatic emotional scene and then go back in the characters life explaining the lead up to that moment and then provide the solution (your product) to the big problem.

Example: Rags To Riches Story!

Movies leverage the origin story to create excitement. A great movie to watch that leverages this is... Batman – The Dark Knight!



Watch the opening scene from that movie and be aware of the drama, excitement, curiosity and intensity and then apply the same when writing your copy / story!

- 17) If you can get 2-5% clickthrough rate on an ad you are off to the races and can scale!
- 18) When writing copy it must be BELEIVABLE otherwise people will switch off.
- 19) Use outrageous headlines / subject lines for emails

EXAMPLE: *You Have Got To See This...*

- 20) Be EXCITING in your copy! And build your own SWIPE FILE based on control ads that work and has made you profit then split test against your control to keep improving!
- 21) MODEL successful ads and sales pages that are proven to work from competitors. This will massively fast track your results when running paid ads!

Underground Copywriting [CASE STUDY!]

7-Figure Sales Page Mastery!

Whenever I write copy for a sales page, an advertisement / traffic campaign or a webinar I NEVER start with a blank canvas.

I always funnel hack my competitors and model something that is already working in the marketplace.

However, I try to make it BETTER & DIFFERENT!

Below I have attached some sales page links that have made over **\$1,000,000 in PROFITS** for you to get ideas from, learn from and model when writing your own sales page as you advance in your online business!

One of the V.S.L sales pages is currently making \$100,000 PER DAY on the weigh loss niche

(See examples and links that you can MODEL & GET IDEAS from on the next page!)

#1 - COACHING / CONSULTING SALES PAGE

Would You Like Me To Hand You A \$30 MILLION DOLLAR Profit Blueprint ...For Free?"

From the Desk of Ryan Deiss

November, 2015

Dear Friend,

If you want to *exponentially grow your revenues in the fastest time possible*, this is the most important letter you'll ever read.

Here's why.

Over the past two years, my company has spent more than **fifteen million dollars on internet advertising** - and as a result, we've made an amazing discovery that is *consistently growing profits by 1,500% ...across more than 23 different industries.*

Here's How It Works

When you spend \$15,000,000 on traffic, you're going to get a LOT of traffic. (It got us well over 50 million visitors.)

Click the link to read the full sales page.

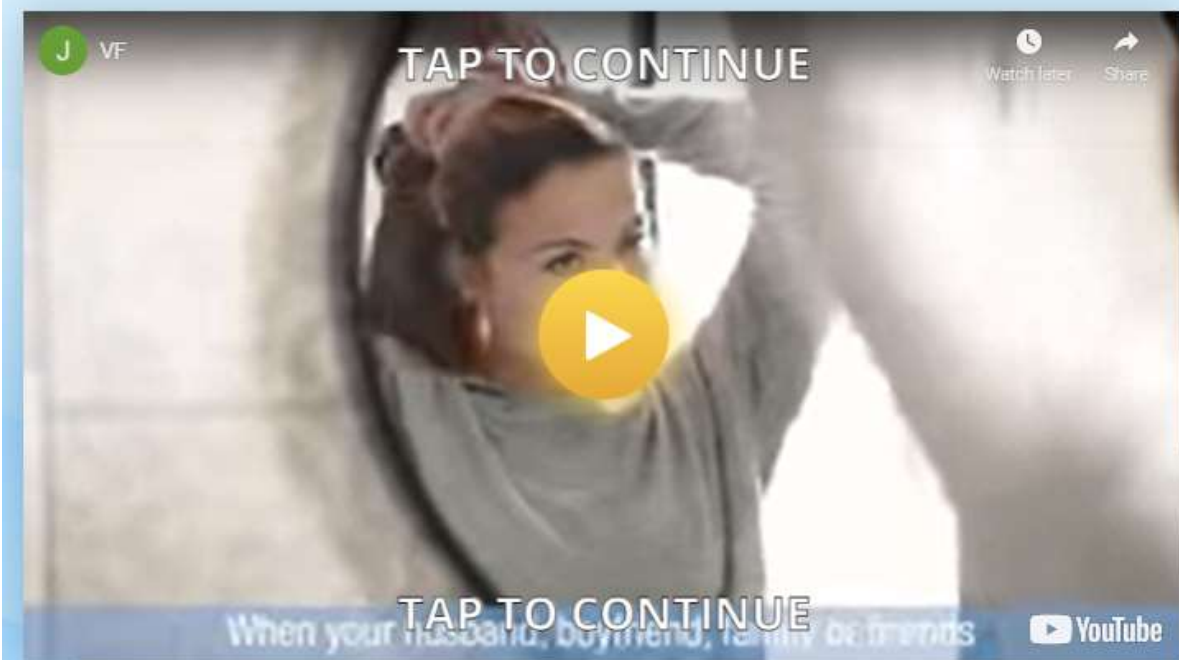
<https://swiped.co/file/consulting-salesletter-from-ryan-deiss-frank-kern/>

**#3 - HEALTH PRODUCT VSL (VIDEO SALES LETTER –
NUMBER #1 ON CLICKBANK**

MAKING \$100,000 PER DAY!

CLICKBANK® | TRUSTED & SECURE

The Most Powerful Female Fat Loss Trick Ever?!



Click the link to watch the VSL (Video Sales letter).

<https://venusfactor.org/welcome/?hop=>

#4 – EBAN PAGANS & DAVID ANGELOS DATING & RELATIONSHIPS LEAD MAGNET FUNNEL + SALES PAGE! (WAS MAKING \$25,000,000 PER YEAR!)

“You’re About To Learn Secrets That Most Men Will Never Know About Women...”

Inside you’ll learn...

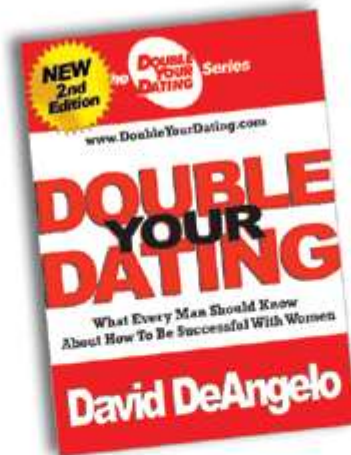
- “The Kiss Test” - How to tell if she’s ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use “secret” body language to keep a woman’s attention.
- How to approach a new woman that you’d like to meet - and exactly what to say to start a conversation without “pick up lines”.
- Fun places to take women that are FREE - no paying for expensive dates...
- And much, much more...

Just use your first name and valid email as your password - then click the “Free Instant Access!” button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

Free Instant Access!



“Here Are Some Of The Secrets You’ll Learn Inside My Informative eBook”

“You’ll” strategically implies they will buy & read the book.

Here's a sample of some of the great things you'll learn:

- I've tried every 'pick-up line' in the book, and I found out something that I didn't expect in a million years. In chapter six I'll explain to you why most 'pick up lines' cause you to lose before you begin, and what to do instead.

Click the link to watch the VSL (Video Sales letter).

<https://swiped.co/file/double-your-dating-sales-letter/>

If you want to see more examples of TOP COPY from some of the best copywriters in the world so you can get ideas and model for your:

- ✓ **Lead Capture Pages**
- ✓ **Lead Magnets**
- ✓ **Sales Pages**
- ✓ **V.S.L's (Video Sales Letters)**
- ✓ **Webinars**

Here is a great website to help you:

<https://swiped.co/>