



How to Write Persuasive Copy

Based on Consumer Psychology

"Those who don't know how to get people to say 'yes' soon fall away; those who do, stay and flourish."

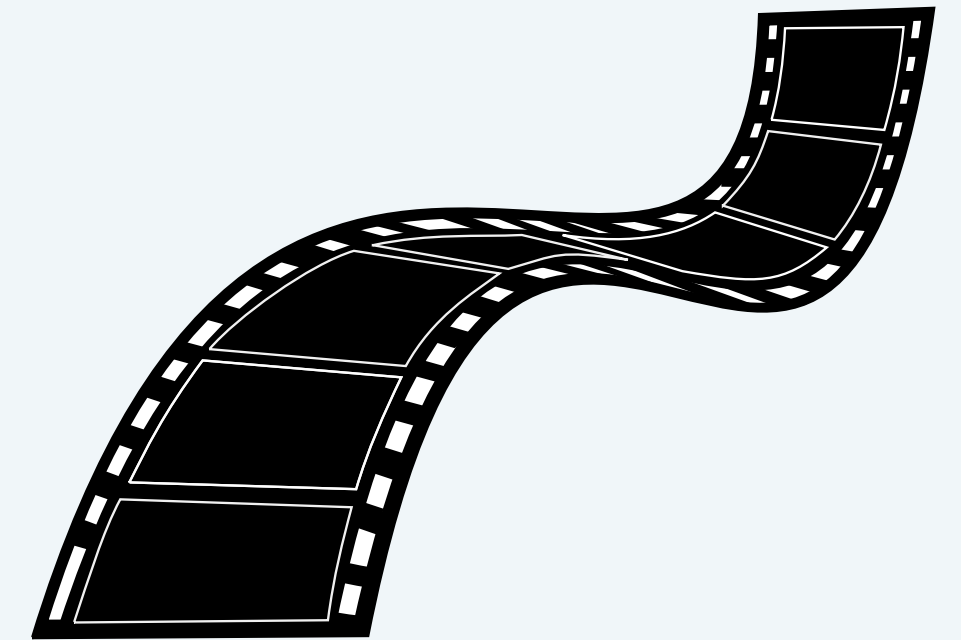
**-Robert B. Cialdini, Ph.D.
Consumer Psychology Expert**

**10 Quick Ways You Can Write More Persuasive
Marketing Copy Starting today**

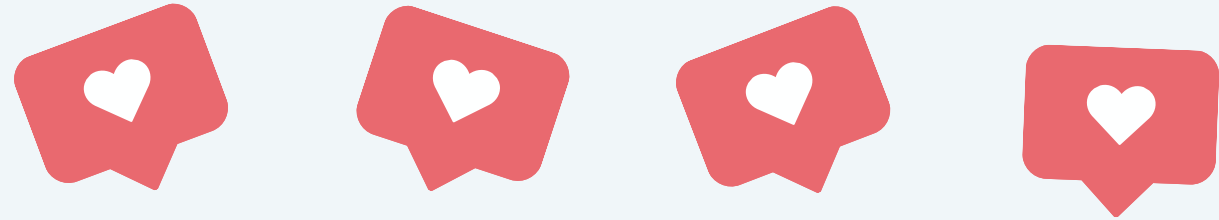
Let's Get Right Into It...

1. Paint a Mental Picture

- Create a movie reel inside your Ideal Client's mind
- Help them picture themselves using your offer
- And in that vision make sure they are the happiest version of themselves



Imagine You See an Instagram Ad for Ice Cream



- Come on down and order a giant hot fudge sundae with three scoops of mint chocolate chip ice cream, two ladles of steaming warm hot chocolate, topped with chopped nuts, all blanketed in a cloud of fluffy whipped cream.
 - We're open until 8pm, mention code SUNDAAE to save 10% today only!
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- Take 10% off all hot fudge sundaes today only until 8pm with code SUNDAAE.

How Does this Work for Online Businesses?

Help Your Ideal Client Visualize Their Ideal Outcome

Travel Agent:

Just imagine spending a week this summer in a beautiful villa on the Amalfi coast in Italy. You swim in the warm and rejuvenating waters of the Mediterranean Sea, you sip limoncello at dusk as you watch the sun disappear into the horizon, you have not a care in the world as the warm summer breeze swirls through your hair. You have found paradise with your family.

Vs.

Book a fun trip to Italy with your family this summer.



Help Your Ideal Client Visualize Their Ideal Outcome

Sales Coach:

Imagine 2 weeks from now you're hosting a discovery call and you feel calm and confident. You're joking with your prospect over Zoom and having an easy and natural conversation. At the end of the call the prospect asks you, "so what's the next step, how do we work together" and you let them know you'll send a link to a contract as soon as you get off the call. They sign up and you've got a new client!

Vs.

Learn how to sell to your ideal client with ease.



Help Your Ideal Client Visualize Their Ideal Outcome

Registered Dietitian:

Imagine you're invited out to dinner with your girlfriends. You're at an outdoor restaurant with fairy lights surrounding your table and a the stem of a chilled wine glass full of rose sits in your hand - there's not a single thought about calories or macros or noom or weight watchers points on your mind. You're fully present in the moment, sipping your rose, catching up with your friends, and laughing at the funny thing Susie's husband did.

Vs.

Learn how to eat intuitively instead of obsessing over diets.



2.Focus on the Means-End-Chain

- Consumers are persuaded to buy based on benefits not features
 - They are looking for a means to an end
 - A way to achieve a desired outcome
- Example:
 - When someone buys a shovel, they don't want a tool with a broad blade attached to a handle they want to dig a hole
 - The same thing is true with online services

Focus on Benefits

- When you joined this membership it wasn't to get access to a live monthly masterclass it was to learn how to market your business more effectively so you can increase sales
- You signed up as a means to an end
- When someone joins your digital course it isn't to get access to your video modules it's to achieve an end result
- When someone hires you for your services it isn't to get to talk to you 1:1 it's so you can provide some benefit.

Figure Out the Emotion Benefit the Desire

- Instead of just talking about the benefit go one layer deeper
- Talk about the emotion that accompanies the benefit
- Speak to their SOUL

Figure Out the Emotion Benefit the Desire

- You buy a shovel to dig a hole so you can build a garden you're proud to show your mom
- You hire a business coach to teach you sales so you can stop feeling anxious before discovery calls
- You bought a meal plan not because you want a handout but because you want to feel stress free when it comes to planning out dinner for the week
- You hired a travel agent for stress free vacation planning

3.Position Yourself Against the Competition

- Call 'em out by their name ... or don't
- Either way position your benefits against theirs
- Make your points very specific
- Don't be shy - your Ideal Client is shopping around
- Tell them why you're the better choice
 - If you don't, who will?

3.Position Yourself Against the Competition

"Our competitors will tell you how convenient their pizza delivery service is but what they don't tell you is that the average delivery time is over an hour. At Pauley's pizza we deliver in 28 minutes or your pizza is free."

3.Position Yourself Against the Competition

If you're a travel agent

“Our competitors will tell you that they can get you a flight from LA to London for only \$300 but what they don't tell you is that you're going to be crammed into a middle seat in coach and have two layovers of 3 hours each where you'll have to get on and off the plane and find some way to spend the time before getting back into your cramped little seat.

At our travel agency we make sure you fly at the most affordable price on nonstop flights so you get to your destination in the quickest and easier way– and we negotiate upgrades for seats with extra leg room for you when possible.”



3.Position Yourself Against the Competition

If you're a dietitian:

“Weight Watchers and Optavia will tell you that they can help you lose 20lbs in three months but what they don't tell you is that you'll probably gain 30lbs in the three months following that because dieting is a consistent predictor of weight gain.

When you work with me you'll learn how to lose weight sustainably to improve your health outcomes, increase your energy, and feel your best!”



3.Position Yourself Against the Competition

If you're a business coach:

“You've seen other coaches tell you that you need to do 1:1 coaching if you want to make six figures in a year, but what they don't tell you is that you're going to burn out really fast if you're trading all your time for money.

When you work with me you'll learn how to sell memberships that allow you to scale your income without having to work more hours for each new client you sign.”



4. Provide Evidence

- As marketers we have to justify the expenditure of money to satisfy our Ideal Client's adult sense of responsibility
- But at the same time, most consumers are busy
 - They don't have time to do thorough research
 - So we have to make it easy by giving them shortcuts
- Shortcuts are quick pieces of "evidence" that buying your offer or service will be worthwhile and your IC will achieve the benefit they want

The Most Reliable Shortcuts

- Social Proof
 - Level 1: words like "best selling" and "spots going fast"
 - Level 2: 10 reasons you should join, 22 reasons to do this...
 - Level 3: a well written example of a customer's personal experience (aka a case study)
 - Level 4: testimonial that shows it works
 - Level 5: multiple testimonials showing that it works

5. Write Very Specific Headlines

- Don't say: Build a Successful Business
- Do say: Start Earning \$50K Months

- Don't say: Learn new sales techniques
- Do say: Learn how to close deals on your sales calls

- Don't say: Go on a fun vacation this summer
- Do say: Visit a Tropical Location and Lay Out in the Sun

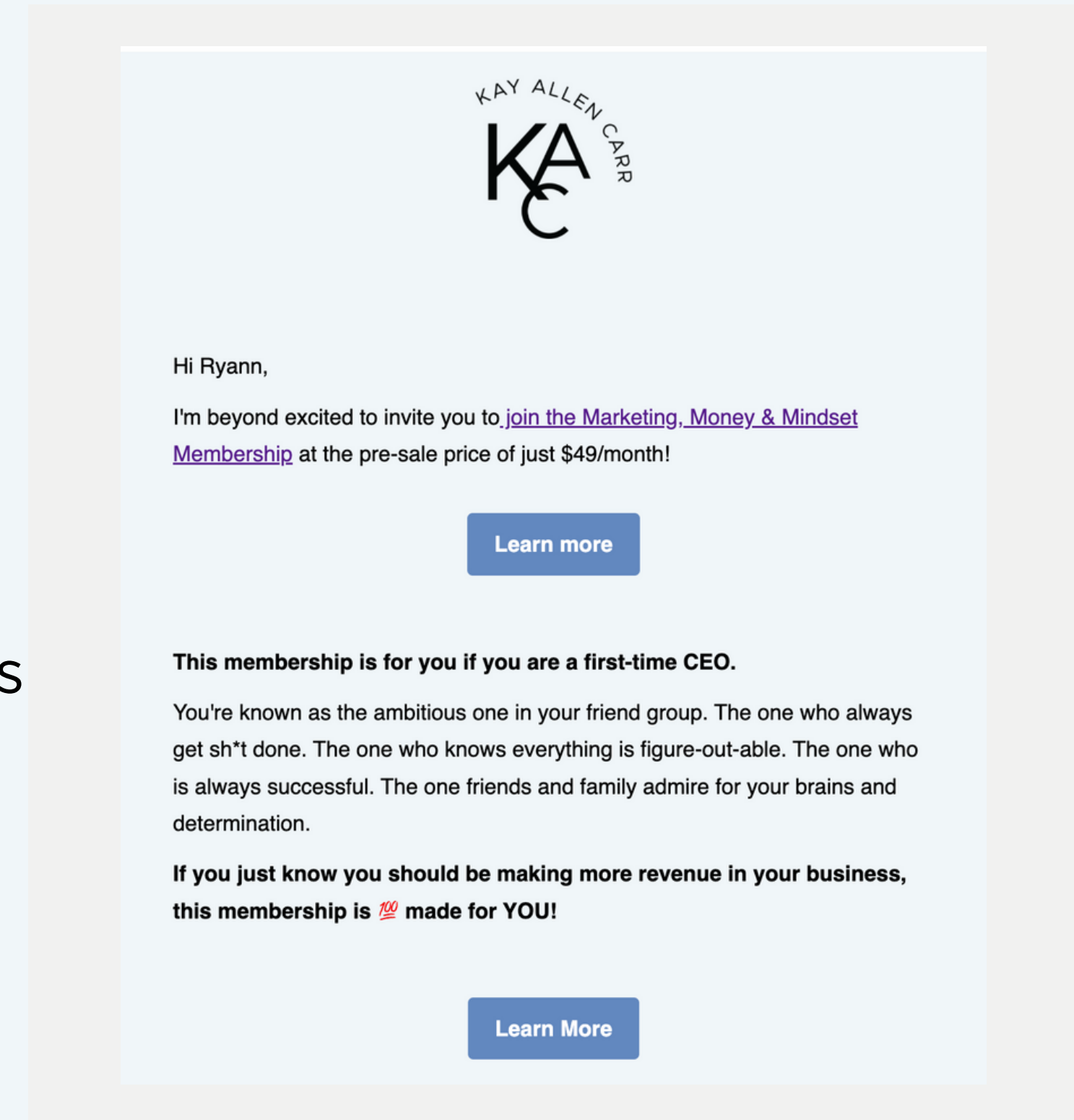
- Don't say: Brighten Up Your Home
- Do say: Buy High Quality Lamps that Will Brighten Your Home

6. Use Emotion

- No emotion: The weekend is young and most of your friends have already made plans well in advance. You, however, sit at home alone.
- Emotion: If you're sick and tired of staying home every weekend doing nothing but scrolling Instagram while you watch your friends out enjoying the night ...

7. Don't Write Long Paragraphs

- Don't write textbook chapters for paragraphs
- No one wants to read a wall of text
 - It looks intimidating and boring AF
- Keep your paragraphs short - no more than 5 lines
 - Even shorten when you can



8. Create Urgency to Move People to Action

- Use words like:
 - Buy before...
 - Space is very limited...
 - Fast action bonus ends on...
 - Price only guaranteed until...
 - Space is limited to just 20 zoom attendees
 - Good only for the first 5 signups

9.Capture Attention Quickly

- Headline starters that capture attention
 - Free - Free Webinar to Learn How to...
 - New - New Digital Course Where You'll Discover...
 - Now - Now You Can Finally...
 - Introducing - Introducing the New...
 - Do You - Do You Wonder How to...
 - Would You - Would You Ever...
 - Starting Today - Starting Today You Can...

10. Use the Contrast Principle

- It's easier to agree to give you \$50 instead of \$5000
- But when selling offers a common mind shortcut or belief is expensive = high quality
- So how do we get people to buy our low ticket offers?
 - By contrasting them against our high ticket offers

10. Use the Contrast Principle

- Make sure your audience knows that you have a high ticket offer and talk about it often
- Mention it before you mention your low ticket offer
- Your audience will think "man, I wish I could afford that" when they hear about your high ticket offer
- And when you next introduce your low ticket offer they will not think "this is cheap and low quality" they will think "wow this is a great deal!"

Okay now it's your turn to talk....
Q&A