



Phase #4 – Copywriting

The words you need to get your customers to pull out their wallets!

Your USP / Offer / Swipe file

- What is your Unique Selling Point (USP)?
- Who are you speaking to?
- What is your story?
- Who is the star of your story?
- What is the frustration you are trying to overcome for your customer?
- How does your product / service solve this problem?
- What is your offer?
- Who is your primary target market for this product?
- What are your hooks?
- Find 3-5 “swipe files” for each target market.

Organization

- Create outline for your sales letter
 - Grabbing headline
 - Introduce your star through a story
 - (Zeigarnik effect)
 - (Bucket brigade)
 - (Testimonials)
 - Raise a problem
 - Introduce the solution
 - Paint the picture
 - Features and benefits
 - Resolve concerns

- Reduce risk
- Make the offer
- Justify the costs
- Close the sale
- Call to action

Create an outline for your squeeze page

- Grabbing headline
- Invoke curiosity
- Benefits of opt in
- What they will get in return for name/email
- Call to action