

“Copywriting Handouts”

On the following pages you’ll find some of the stuff I used to give away after my copywriting talks.



Feel free to pass this on un-edited to anyone you think could benefit!

On the following pages you’ll get:

- Some Fun (but deceptively powerful) Jedi Mind Control Tricks. Now, you too, can make suggestions like Obi-Wan!
- My 14 Favourite Headline Templates – use them as inspiration or just cheat and fill in the blanks.
- 16 Powerful Words and Phrases to Improve The Power of Your Copy
- Robert Cialdini’s 6 Rules of Influence – if you don’t own his book then I highly recommend you buy it!
- A Pro-Forma Sales Letter that you can use as a basis for your own messages (plus an example of how I’d use it to give you more ideas)

Finally, if you’re not already subscribed to the Lean Marketing blog then do it now...

www.LeanMarketing.co.uk/subscribe

Good luck and let us know how you get on
<http://www.leanmarketing.o.uk/praise> !

Joe Gregory

6 Golden Rules of Persuasion

Based on *Influence* by Robert Cialdini

1. Rule of Reciprocity

Favour = Favour. Concession = Concession.

Give Freebies.

Offer A Big Guarantee. (I'm taking all the risk)

2. Commitment and Consistency

People typically buy on an emotional level. Once they have they will intellectually try to justify.

Appeal To Emotions.

3. Social Proof

Get Testimonials

Tell them ho many people have already benefited.

4. Liking

Write How They Talk.

Pace Them, Their Challenges, Their Needs.

5. Authority

Get authority figures – doctors, celebrities, authors etc to endorse your work or use statistics from authoritative sources.

Write a Book for instant AUTHOR-ity.

6. Scarcity

Set Deadlines.

Limit Stock.

Say No. Make it Exclusive.

4 Mind Control Tricks

1. Confusion

"It's easy to <embedded suggestion>, is it not?"

"You can <embedded suggestion> can you not?"

Try disagreeing with "is it not?" or "can you not?" statements and you'll find it difficult. The way a direct statement is converted craftily into a question softens the effect and makes detection of the suggestion more difficult which makes your message easier to install.

If somebody tells you something's easy you'll feel compelled to try it out to see if they're right. And if somebody gives you permission by saying "you can..." then you'll be tempted to try that thing out too.

Some things you may wish to add to the various <embedded suggestion> slots...

"enjoy yourself"
"pay with your credit card"
"agree with what I'm saying"
"buy my product"

2. Misdirection

"You don't have to, <embedded suggestion>."

"You may not know if <embedded suggestion>."

"You may or may not <embedded suggestion>."

"Don't <embedded suggestion> yet."

"Don't <embedded suggestion> too quickly."

Basically these embedded suggestions seem to take people in one direction when really you're encouraging them to do the opposite.

Presupposing that they will do the thing you want eventually using "yet" and "too quickly" works great.

Adding someone's name after telling them "they don't have to" nullifies your opener. So they'll essentially only hear their name and the suggestion and disregard the "don't have to" portion of your statement.

Some things you may wish to add to the various <embedded suggestion> slots...

"I'm just right for you"
"agree with my point of view"
"sign that contract"
"buy my product"

3. Directing Attention

"Can you imagine... <embedded suggestion>?"
"You probably already know... <embedded suggestion>"
"How do you feel when you... <embedded suggestion>?"
"What happens when you <embedded suggestion>?"

All of these statements work well because the question in most cases will elicit the behaviour/action you want immediately due to the fact that the only way of "knowing *what happens* when you do something" is to actually do it.

Some things you may wish to add to the various <embedded suggestion> slots...

"what it's like to be coached by me"
"make a decision now"
"think carefully about my offer"

4. Playing Dumb

"I'm wondering if you'll <embedded command> or not."
"I don't know if you'll <embedded suggestion>."

"Or not" avoids resistance and softens your statement to a harmless enquiry rather than a direct suggestion. How can anyone disagree with you wondering if they'll do what you'd like or not?

"I don't know if..." suggests a harmless lack of knowledge about what someone will do but it doesn't prevent you from inserting a good suggestion.

Some things you may wish to add to the various <embedded suggestion> slots...

"buy my product"
"enjoy yourself"
"like what I'm doing"
"be excited about my proposal"

There are obviously many alternatives and you can include whatever suggestions you want. Just be sure to set it up so that it's an active doing statement for now or the immediate future. Past tense doesn't quite work as well.

14 Winning Headline Templates

Experience Shows That Simply Surrounding Your Headline With “ ” (QUOTES) can increase readership by up to 27%. Use Title Case (ALL CAPS are just harder to read. Sentence case lacks importance)

1. The TOP TEN Reasons _____ And What To Do About It
2. A Simple Solution For _____
3. "How _____ Did _____ And Why You Can Too"
4. "How Doing These ____ Simple Things Can Make You Into A _____"
5. "How To _____ & Why It Works"
6. " ____ Secrets of _____"
7. "Why Doing _____ Will Lead To _____ Again and Again"
8. What your _____ isn't telling you about _____ that could _____
9. How to avoid _____ because of _____
10. _____ Money Making Uses For _____
11. ____ Surefire Ways To _____
12. How To Improve Your _____ In ____ Easy Steps
13. Which of These _____ Mistakes Have You Made Already?
14. Guard Yourself Against _____

16 Persuasion Words & Phrases To Add Power To Your Sales Copy

1. You
2. FREE
3. The Truth About...
4. Discover...
5. Do You...
6. How To...
7. How Much...
8. How Would...
9. Secrets Of...
10. Hate
11. Yes
12. At Last!
13. Imagine...
14. Protect
15. New
16. Facts You...

“ _____ ”

Dear _____

PAIN MOTIVATION

Aren't you just _____ of _____?

It seems the more you _____ the more you _____. I know from experience that this vicious cycle can really get you down.

But, experience also shows, that people who fail to fix this problem often find that things get much worse:

- _____
- _____
- _____

Is that really what you want?

GAIN MOTIVATION

Well what if there was an easy way for you to _____? You'd be interested right?

Good because when you invest in _____ you'll discover:

- _____
- _____
- _____

Just take a moment now to imagine how your _____ will be different when you take positive action today. What will you see, hear and feel that lets you know?

SOCIAL PROOF

One customer, who was in exactly the same position as you last year sent me this...

"Thank you! Your _____ enabled me to _____ and it was much easier than I imagined. I've already doubled my _____ and things can only get better. I'm recommending you to everyone!"

Customer Name

ELIMINATE RISK

Now I know that you may still be wondering if this is right for you so I'm going to make you a promise that will make your next decision easy.

If after _____ days you're not getting _____, _____ and _____ then I'll give you a full, no-quibble, refund. I'll take on all the risk so you don't have to! That's my personal guarantee.

CALL TO ACTION

All you need to do now is _____ to get your _____ and take your first step towards _____.

Warm Wishes

P.S. Remember, your investment is risk-free and you could be enjoying _____ in the next week.

“7 Surefire Ways To Win More Clients, More Easily”

Dear **Struggling Entrepreneur**

PAIN MOTIVATION

Aren't you just **sick to death** of **constantly having to hunt around for new clients**?

It seems the more you **follow the advice of “the experts”** the more you **struggle to attract clients**. I know from experience that this vicious cycle can really get you down.

But, experience also shows, that people who fail to fix this problem often find that things get much worse:

- **Their current stream of clients dries up**
- **Their income and self-esteem suffers**
- **They may even have to go back to working for someone else – or worse!**

Is that really what you want?

GAIN MOTIVATION

Well what if there was an easy way for you to **create a constant stream of great clients who pay handsomely for what you do**? You'd be interested right?

Good because when you invest in **The Lean Marketing Toolbox** you'll discover:

- **How to create a simple marketing system that makes you money 24-7**
- **Ways to increase your fees and simultaneously double your clients**
- **How to enjoy more time and freedom while business takes care of itself**

Just take a moment now to imagine how your **whole life** will be different when you take positive action today. What will you see, hear and feel that lets you know?

SOCIAL PROOF

One customer, who was in exactly the same position as you last year sent me this...

*“Thank you! Your **marketing system** enabled me to **work less hours and make more money** and it was much easier than I imagined. I've already doubled my **profits** and things can only get better. I'm recommending you to everyone!”*

Mr ABC, Management Consultant, Birmingham

ELIMINATE RISK

Now I know that you may still be wondering if this is right for you so I'm going to make you a promise that will make your next decision easy.

If after **90** days you're not getting **more customers, more income** and **more free time to enjoy with your family** then I'll give you a full, no-quibble, refund. I'll take on all the risk so you don't have to! That's my personal guarantee.

CALL TO ACTION

All you need to do now is **go to www.leanmarketing.co.uk/products** to get your **hands on the full set of Lean Marketing toolbooks** and take your first step towards **easy and sustainable financial success as an entrepreneur**.

Warm Wishes

Joe Gregory, www.leanmarketing.co.uk

P.S. Remember, your investment is risk-free and you could be enjoying **more high paying clients** in the next week.