Persuasive Writing Deep Dive

Alice Seba: Hello, everyone. We are here for another Fine Art of Self-Promotion session. Today the topic is persuasive writing. That's all self-promotion: that's the cornerstone of it all. It's one of my favorite topics, so I'm glad to get started.

Let me just share my screen here and we'll get started. I said I was all ready, but then I realized I haven't done this yet. Slideshow, play from the start. Here we go.

Fine Art of Self-Promotion Session

Persuasive Writing Deep Dive with Real Life Examples

Training with Alice Seba

It is The Fine Art of Self-Promotion session. I'm calling it "The Persuasive Writing Deep Dive" with real-life examples because we'll talk about some of the higher-level things about persuasive writing. Seeing it in practice, I think, is how you really get yourself immersed into it.

All Online Business Owners Should Learn These Two Skills

First, I want to say, we can call it "persuasive writing." We can call it "copywriting." We might not even be writing. It could be persuasion when you speak, but most things start with a script or whatever, so there's writing

usually involved somewhere. It doesn't matter what you call it; it's really important.

I think every online business owner should learn it. You can outsource help with it. You can get someone to make your sales pages. You can get people to write your emails, but because it comes into play in every part of your business, it's something you need to know.

You have to have this skill yourself because you'll be communicating. You're not going to have someone else do everything for you, I don't think. Maybe you can afford to have that one person or the team that can do that for you, but most of us are communicating with our audiences and we need to know how to do that persuasively.

Give me one second. I'm going to close the door here because it can be quite loud. I left it open, so I didn't overheat before we got started. This should be good now. All right.

It's how you build your audience, being persuasive, how you convince people and how you get their attention, how you convince them that you're someone to listen to. It's also how you keep your audience's attention.

You can have a great headline or a title to your video that gets a lot of people looking at it, but if you can't continue that persuasiveness, they're not going to keep listening because a lot of people think like, "Oh, copywriting, that's selling." It's not. It's also getting people to listen to you. It's how you make sales and figure out what to sell.

It's how you keep your customers happy. Even your customer service involves persuasion, because sometimes we can't solve every problem exactly how a customer would have wanted. If you're able to communicate or your team is able to communicate in a way that persuades them that they actually did get the customer service they wanted, then that's a good thing.

It's also how you get people to spread the word about you. You're convincing them that your stuff is great, and you're even asking them maybe to also spread the word about you. It's all everywhere in your business.

It's okay if you're an introvert because even though you might not believe it, me sitting here, I am. Doing something like this probably 20 years ago would probably be way out of my comfort zone, but it came with practice

 All of this comes with practice, learning, and things like that. You're going to get there. It can all be in writing to start with, but if you love talking, then you're definitely at an advantage.

Lesson Focus Going Forward

All right, so this lesson is going to focus on the higher-level concepts and things to develop in your persuasive writing practice. When I call it a "practice," I don't mean that you're going to start a copywriting business. I mean just the practice of doing these things and learning them, starting to apply them to the various areas of your business.

We're also going to go through some live examples from my students, which will give you ideas to craft and edit your own copy for better-converting results. I think that if you have looked at the -- actually, I'm going to talk about that in one sec.

So this is the question and what I'm going to tell you about that you'll find in your homework. I'm going to ask you again if you have done your homework. Maybe you're sick of hearing me say this because if you've done it, I'm proud of you and I'm glad.

Have You Done Your Homework?
(Are You Sick of Hearing This Yet?!)

And then you probably know how important it was. I did send out some emails saying what to do. I've reiterated this several weeks now, as well, that it's important, too.

How do I get here? Okay, perfect, because I just want to be able to show you. Let me just check which screen I'm sharing, as well. Why isn't this showing me? "You are screensharing." Oh, here. Sorry about that. I'm trying to expand my horizons.

Wait, one participant. Why can't I do a new share? There. I think if I change the screen, you're not going to see everything I want you to see, so that's why I'm trying. What the heck? Oh, here it is, so "Basic," "Advanced," "Desktop." Let's do "Desktop" instead.

You can probably maybe see the Zoom thing, but you should be able to see the slideshow. Is that correct, if you guys are able to tell me? How do I get the chat here? You should be able to see right now, back on there, that I have the slideshow, and behind it is probably a web browser. That's what we're going to look at in a second.

So, back to this homework of yours, you definitely need to be going through that "Learn Sales Page." This is in your members' area. I will put it in the chat for you right now. I apologize to anybody who's super-keen and done this. I'm going to do this one last time to remind people.

That page is [here](#). You'll find on here what you need here is this, the [download guide and swipe files](#). This is really important. It goes over the concepts of copywriting, which I'm not going to do in a lot of detail today. I'm going to talk about the higher-level stuff.

It also has some swipe files in it. I've been telling you -- and I don't know if anyone's done it -- I would be so happy to hear that you did print those swipe files out. This is what I did when I first started to learn copywriting. I've opened up a few of them.

You open up that ZIP folder. There's a guide, "Copywriting Persuasion." Read that. Read it. Read it and print it out if it helps you read it more easily. Definitely print out these swipe files because they are showing you all the parts of copy, which, if you've done the homework, you already know what these things mean.

These are such valuable documents. They explain what part of the copy is, give you some tips for using them, and then you have all these to draw on. When you are writing, like when I first started working online, I would have these swipe files like this, print it out with me, and then I would go and read.

I don't know which ones I have here. I have "Transitions." Why can't I get it to open anything else? Anyway, there are headline ones, so you get to the headline. There are copy-and-paste opportunities to just fill in the blanks.

I really wish that had opened. Why didn't that open? Let me just do it real quickly for you because I want to show you how useful it is, because the transitions are where you're talking about something and you move on to the next. You want people to keep listening to you, so you can move to the next part.

Now my Zoom is in my way. Here we go. This is the document, "Copywriting Persuasion: Alice Seba." That's what you want to read, but have a look at the swipe file, this one, "Headlines," because everybody knows what a headline is. These are the hardest part, or at least I found when I was writing copy, because it's something you need to do right away to get attention.

Some of these will work also as blog posts, email subject lines, and whatever else you happen to need. "Some blank things only blank will understand about blank." So we would put a number here, "Eight Things That Only Expert Copywriters Will Understand About Getting Sales," or something like that.

You have these ready for you to do because you need to be practicing and putting it into place. Otherwise, that copy falls flat. I look at so many people's sales pages that they think are ready to go, and I'm like, "That's like there's no…"

Here are all the ones that I had open. I guess they opened this way. So there are motivating phrases, like, "Here are some motive…" Oh, sorry. I'm reading the wrong thing. "Before it's gone forever, seats will be sold out any time soon. Only limited copies available, flying off the shelf, selling out fast."

At first it might seem a little unnatural to use some of these, but it'll become more common. You'll fit things in that fit your own style. "Writing Benefits." This is a great one. We're going to talk about features and benefits in a bit, so I'm going to come back to that one.

All right, so I've told you, you have to do your homework. You also should have done the "Get to Know Your Audience" stuff here. I'm going to put that link for you in the chat. That did the same link for me, for some reason. Okay. There we go.

So on this page, there are four documents right here. It's your "Ideal Customer Brainstorming Sheet," "Creating Your Vision, Purpose, and Values," "How to Meet Your Audience," and "Why Your Customers Come to You." Make sure you do that because that will prepare you to do all the other things.

All right. We can continue on, I think, if we're all okay.

Alice: Let's go back to the slideshow.

Part 1: Key Concepts of Persuasiveness

- **Know Your Audience**. So the key concepts, the higher-level stuff that we want to talk about, is you need to know what your -- this is about when I talked about "Getting to Know Your Audience Intimately" worksheets. They're going to help you with this.

- **Know Your Audience Fears**. You need to know what your audience fears, what they want, and what they need. I put "need" in brackets because often you have to appeal to what they want, because they may not really want what they need.

For example, if you are selling a health product that teaches them to exercise, maybe you give them some very simple, quick things they can incorporate into their day. That's what they want.

Really, they need a bigger picture. They need more stuff to become healthier, so you're not always pushing that part on them. You appeal to what they want, but you still need to know what they need so that you can serve them better. It may not be central to your promotions.

When we talk about fear, you need to know. A lot of people think, "Oh, I don't want to play on people's fears," but we all have them. You are helping people come to some resolution of those fears, or get rid of them, or whatever you can do to help them. Understanding what they worry about means that you can serve them better.

Again, you need to go through those four sheets. That's going to help you with that. Practice is what's going to get you going for the long term. You need to keep talking to your audience and interacting this way, practicing these persuasive writing things, whether you're writing blog posts or sales pages. You're going to really start to get it. It does take time, but it's so worth it.

Also, which I kind of said already, you need to know how to ease those fears, that pain, to service their wants and -- again, brackets around the words -- "needs" because you do want to serve them, but you may not make it central to your promotions.

- Know How to Ease Those Fears. So what content are you going to create? What product are you going to create to do this? If you review our session on creating useful content and products to achieve your mission, that is on the main page of our members' area, which you guys should be getting familiar with.

Because we're doing this on the fly, it is maybe a little sometimes difficult to navigate through because I'm still figuring out how the end course is going to look. We put the recordings of the sessions here. It's here for you. You just log in and you grab it.

Definitely, if you were not at that May 5th session or you didn't go through it, you need to get caught up on that, for sure. That's going to help you figure out how you ease those pains, the fear, and service their wants and needs.

- Know Why They Come to You. You also need to know why they come to you for this. We've talked about it before, too, your USP, your unique selling proposition, why customers go to you instead of someone else, or even if it's for your content, why did they come to you for advice instead of somewhere else.

When you download the "Copywriting Persuasion" guide, there is an exercise in there, a USP exercise. Do it. Like I said that copywriting guide is very useful. It has exercises. It has examples. It has everything you need to make this work.

Again, practice. Practice, because sometimes you don't know at the beginning. You're like, "Well, I don't know why they come to me," but the more you help them, the deeper you understand them, the more you realize where your strengths are and it starts to come together.

- **Know How to Speak to Them**. You need to speak to them in a way that they understand and relate to. The way you can start doing this is to imagine yourself talking to one person. Generally, when I'm writing an email, I write it to one person because there is just one person opening that email. They are reading it. They are talking to me. It's a one-on-one type of thing, and that makes it feel like your message is more for them.

When you speak to a group, people can exclude themselves from the group. If you send out an email that says, "I know you guys have been looking for this and I think it's really important that you do this," or whatever, they'll be like, "Well, someone else will do it, not me." When you speak directly to them, they understand that more.

Also, imagining that you're talking to one person makes it easier for you to figure out who your ideal customer is, as we talked about. Who are they? Yes, they're all different, but when you have that one picture in your head, it's easier to figure out what they need.

When you start writing and you start communicating and spreading your message, and people are telling you, "Wow," like people would tell me many times and still do with emails, "I feel like you really got in my head, or I feel like you really wrote this for me," that's a really great feeling. That comes from understanding and communicating with them as though it's one-on-one. It's not one-on-one -- very rarely -- but you make them feel that way.

Also, make sure you're tracking what they click and buy. This is really important in getting to know your audience. If you are sending an email, definitely track the links. Many autoresponder services offer that tracking.

You could look and see what people clicked. If you can tie that into your shopping cart, some autoresponders also have that that help you track conversions on what they buy. I still do it on a lot of blog posts, or if I post stuff to social media where I want to track it, I will track those links. All I do is use a plugin in WordPress called "Pretty Links Pro," but there are all kinds of click trackers.

Make it a practice of doing it, especially at the beginning, too. Track everything because you'll know not only what they want to buy; you'll know what content interests them. Or the way you entice them to click the link, you'll learn about that, what makes them react and take action. Definitely be tracking everything, definitely at the beginning and as you continue, because that's how you do better and better for your audience.

Another way to speak to them in a way they understand and relate to is if you're part of that audience, leverage that experience. When we look at our examples later, different sales pages, you'll notice that in a few cases the person writing the content is part of the audience. They had those struggles, and they overcame them, or whatever it happens to be.

If you are in there, definitely speak to that because it gives them someone that they understand. They feel that you understand them. They also look to you as a leader because you're however far ahead of them. You don't have to be the ultimate expert, as we've talked about before, but you're ahead of them and they can follow you.

Listen to them. Listen to their responses. If you get replies to your email and your social media, read their comments. Or if you're in groups, maybe it could be your own, but it could also be groups of other people who are part of your audience. Listen to what they're saying there or any social media platform.

Pay attention to what those people are saying, even when they're not talking to you. Now, you don't want to spend too much time doing this but keeping your pulse on things and paying attention really pays off because you'll be able to see more. You'll learn more about them, like what they get frustrated by, what they really want to accomplish, what they're worried about. You'll be able to see that kind of stuff.

- **Brevity, Specific and Detailed**. Another thing is, when you are writing sales copy or blog posts or anything, brevity, which means keeping it concise, is important. But you also need to be specific and detailed. What I see a lot of people do is they think, "Oh, people don't read online. I'm just going to keep this short and simple." That often is the wrong choice.

You want to be clear and concise, but you have to give them all the information they need to make a buying decision because if your offer is not absolutely clear, they're just going to leave. If they don't have enough information to make a decision, they're not going to make one.

If they can't scan the page for what they need to know -- so it can be a long page that you have information on. If you make it easy for them to scan, which we're going to talk about in a short bit, that's still going to work for them because they can just find the parts that apply to them the most.

Again, to learn this, you also need to read that copy guide, use those swipe files, and practice. This little bullet point is going to be at the bottom of every slide for a while now. It will help a lot. It really gives you the foundation that is going to help you do this. The more you practice, the better it's going to get.

- **Features and Benefits.** You also need to understand the difference between features and benefits because I see a lot… Also, if you are one of my private label rights customers here, and you look at what we do and maybe try to emulate it, we have a different consideration. When I sell you guys private label rights content, the features actually are very important because you want to know all the pieces of content you're getting.

Giving you lots of content, also, is good. Giving lots of content to people who are just trying to solve a problem might be overwhelming. It's different. We do often focus on features, but we do get into the benefits, saving your time and money and things like that. Definitely know the difference.

Let's talk a bit more about that. Benefits are what your customers get out of your features. I'm going to show you that file again. We have it in the preview here. So this one, the swipe file that you should keep with you, explains what bullets are for. I mean bullet points. It's the "Benefit Bullets." It doesn't say "features versus benefits," but it shows you the feature.

So let's compare some of these. A feature could be used half as much as other brands. For example, if it's laundry detergent and you use less, that's good. The benefit of that is that they can save money for other things that could be better for the environment, those kinds of things.

Low-calorie, great, but what does that mean? That means better health, less weight gain. Step-by-step instructions are the feature that you're offering, but what does that do? That helps them maybe save money, save time. They build their skills and confidence. It could be anything.

We're not talking about specific products, but to give you an idea, what you want to think about is, what is your customer going to see? You're going to give them a report. "We give you a 12-page report." That's what you're going to tell them, but so what? What are they going to get out of that?

How are they going to be able to apply the knowledge that you teach them? How is it going to change their life? Often, when you do bullet points, a bullet point is just a list -- it's called a "bullet point," and commonly, not just in copywriting -- the list that has…

These are bullet points, for example. These are going to be your friend when it comes to copy, all the time. It's part of what makes your content scannable, like I talked about. You might want to do both because you can say, "It's low-

calorie, which means you're going to experience less weight gain." That's a bad bullet point, but I'm just throwing it out there.

You can say both things at once because customers may want to know about those features. In many cases, they do, but they really care about the benefits. That copy guide, again, is going to cover it in more detail. It does talk about benefits, and then you're going to use those swipe files and practice.

- **Easy to Scan Content**. All right, so as I mentioned, easy-to-scan content is definitely your friend in ways you can do that. So what I talked about is, you have this big, huge page. We have fairly long sales pages in many cases because we have lots of content in our packages.

What you'll notice is that we break things up a lot. There's a big headline to grab attention, and subheadlines, which are the smaller headlines that come that break it up, so they know.

Maybe they just want to know. They're going to this. They're like, "I heard this course is really good, and I want to take it, but I want to learn more about this person." They find the subheadline that has information about you and your picture. That's what they're going to go for.

Or maybe they're a person who cares about features. "I want to know what's in this course." They might be that person. They are able to scan and find where you're talking about that on the page. So use bullet points as much as possible. They're perfect for sharing features and benefits, as I mentioned.

Actually, I wonder if I can find it. I saw something that I thought was really interesting the other day. Which way should I take you there? I think we'll go here. Oh, I'm not logged in, not on this computer, so let's go to Facebook because I posted it in our group there, I believe. It was a fact about something that maybe will really bring it home for you.

So there's Biskit. This is it. No, that's not it, is it? Oh, this is it. I saw this tweet on the internet. This person was talking about quoting Semrush, which is a search engine optimization company. I think they have plugins and apps to help you increase your search engine rankings. My business partner, Yusef, uses those, but I don't really know what the company does because that's not my area of expertise.

It says, "Content writing with at least one list every 500 words received 70% more traffic than those without lists." So, coming from Semrush, you think, "Okay, this is an SEO tip." Indeed it is, but why? It's because people engage in content that has lists, that has bullet points. Let's just call them "bullet points."

Whether it's your blog posts, whether it's sales pages, whether it's your emails, if you can incorporate that, they get more traffic because Google and

other people care about engagement. People come to your page, and they stay and read. That's because these pages get engagement. I hope that highlights it and how important they really are.

Use images to draw the eye in and explain certain things you want to convey visually. So it's the same thing when I was talking about a subheadline, maybe where you introduce yourself on your sales page.

You introduce yourself, maybe say a little thing about how you help people or, "I was frustrated once, like you," and then your picture is there. That gives them a clue. Or maybe you're outlining what's in the training program. There's a headline that says what's included, and the image of the product is there.

Sometimes it could be to convey emotions, for example. If you're trying to help people who are frustrated, you might want to have a picture that shows frustration. I do think stock photos and stuff like that are becoming a little bit cliché in doing that, the person, a photo of them, and they're upset that… I don't know. You can use that, though.

Or what's better is making them more personal photos because it makes it more unique. It feels like a unique experience to them. Again, you're going to be working on this. Again, we're going to be looking at examples, so if this doesn't stick in your head yet, we're going to be doing that pretty quickly. You'll see different ways that you can lay out the pages.

- **Justify Your Price.** You also want to justify your price. I think that most people just don't do this part. If it's a super-incredible, awesome deal, like they're like, "I'm getting all this, and I only have to pay this? Wow!" no problem. They're already going to see it.

But most of the time you're selling coaching programs, or courses, or things like that. You're at the end and you go $47, or you go $97, or you go $197. It's jarring because people don't know what to expect. There are so many varied prices of getting help that you need. You need to explain it.

You can talk, and there are different ways to do it, not just say, "And you should pay $47 for this reason." You want to incorporate into your copy, maybe, the cost of leaving the problem unsolved.

So somebody is looking to, I don't know, get rid of the ants in their home. They cause destruction. You have a product that teaches them how to get rid of them once and for all, because they are a pain in the butt if you've ever had them in a home. They just keep coming back. It becomes expensive, or you're spending too much time on solutions that don't work.

You could also justify your price by cost of doing it yourself without insider knowledge, which is kind of what I just said. So you're trying to figure it out

yourself, but maybe it's taking too long, you're spending too much money, you're making mistakes, cost of hiring someone to do it.

If you're teaching something, they can learn to do it once and they could keep doing it over and over again. Or they can hire someone for $5,000, have them do it once, and then you haven't learned anything. That would be a justification of jumping in and purchasing your product.

Or if you offer services, you can still do the same thing, too. You could talk about, a lot of people go and hire cheaply. They end up regretting it, and things have to be fixed.

You could talk about that, like, "Hire me now. I'm going to do it the right way. I have this experience. I have this expertise. I have these testimonials. So you want to work with me instead of wasting your time, trying to cut corners, hiring someone else."

That's why it just came to my head because it's a long time. We have *The People's Court*. I forgot. Milian? Is that the lady who came after the other guys? She always would have this phrase. I think it was in Spanish.

She would translate it into English, and she said it's, "The cheap comes out expensive." So whenever you try to cut corners, you end up wasting time and wasting money. You can use that to your advantage if you're offering things at premium prices.

You can also compare it to something else they readily spend money on that doesn't provide as much benefit. You know you've all seen it, like, "Less than a Starbucks cup of coffee every day," or something like that, or dinner out.

On its own, it's a weak justification, but if you've got all the other things in place, sure, throw it in, because people do often spend a lot of money on things. They don't even think about it, instead of really focusing on something that's going to make their life so much better, the thing you help them with.

So I hope that's useful. Definitely go back into your copy and even see where you may have missed this, where you may have missed the easy-to-scan content, where you may be focusing on features, but you want to get back to benefits.

- Create a Sense of Urgency. Another thing that you want to include is, you want to create a sense of urgency or feel that there's some scarcity involved, that they need to get on board pretty quick. You can do this in different places and wherever you're talking to them.

Show them that they can't let their problem continue to linger. If it's a weight loss program and they're having health issues, those are going to become

expensive. That's going to make it so they're not around for their kids or whatever, or something like that.

- **Create a Sense of Urgency**. You can also create a sense of urgency by limiting the time that something is available: for example, a good price. Why do I have that "Start Time" and "End of Sale"? So limited time would be when it ends. Limited time also means start time.

If you're telling people it's coming up, they're excited, and it's like it starts now, then you're going to find that people want to jump on board when you've been creating that urgency prior to actually launching the product.

You could also offer things in limited quantity where that makes sense. Don't shoot yourself in the foot if you're offering a digital course and you only… If there's a reason to only offer it to a limited amount of people and perhaps you're charging a really premium price, go for it.

It should make sense, and it should because your audience is smart, too. If you're just creating limited quantities of something that could be bigger, you have to justify it.

You could do limited bonuses, which means first bonuses for the first so many people who buy, or for a certain period of time they'll be able to get certain bonuses. Of course, when you do bonuses, don't just slap things on there. Do meaningful things.

You guys know we're big fans of printables and things like that. We're a fan of printables because printables are tools. They are things that make it easier, that save people even more time and money or whatever the benefit is there to get things done.

Printables that relate directly, like worksheets, planners, journals, or whatever that helps them accomplish what you're teaching them, those are great bonuses, as are other things that they might need to learn, but just as an example.

Making things exclusive, maybe it's a group that's going to do something live, so it's only a certain number of people. That makes sense. If you're trying to help a bunch of people, you don't want to have such a large group, and they feel like it's something special.

Also, it depends on how you market to your audience, too. You might position yourself as premium and luxury, and that only certain people can have this. So again, if you read that copy guide or print out those swipes and practice, too, this is going to start coming into play for you. It'll start to be something that you do naturally as you communicate with your audience.

You also need to anticipate their questions. This goes back to knowing who your audience is and knowing what they'll probably ask you when you're offering a product or doing things like that, because even if you don't anticipate them, they'll still give them to you.

Sometimes they'll hand them right to you. You don't have to have a crystal ball and know everything in advance, but it helps you create follow-up content. When they ask you questions, that's a great place to make a video, do a blog post, whatever it happens to be, and address those questions.

- **Anticipate Questions**. Also, as you get questions or you just know what questions they're going to ask, include FAQs -- or "facks," however you want to say it -- to your pages because they can boost conversions.

Often, near the end of the sales page, or maybe even after you've asked for the offer and they're scrolling away and they're like, "No, I don't think I want this," then they see a bunch of questions and answers, things that are commonly asked. That will help them make the decision to buy.

It also helps give that "you read my mind" feeling that boosts loyalty from your audience, like I said. When you anticipate their questions or you answer maybe a question that someone else submitted to you, they feel like you know them. It's something that can't be undervalued. To intimately know your audience is going to serve you so well for the long term.

- **Ask for the Sale**. So I think that this is going to be the last one before we start getting into the examples, which I'm excited to show you and to help our students who have submitted their stuff. You have to ask for the sale or give a call to action.

It's not always a sale. If you are doing informational content, it might be a call to action to opt into something, to click a link, anything that you want. You have to ask. Many times, people don't ask. They will have a sales page and they'll talk about stuff, and then they'll have an "Order" button.

You need to -- and those swipe files will help you with this -- have that transition to the "Order" button. You're asking for the sale. You're not just putting an "Order" button up; you're maybe justifying the price, you're creating some sense of urgency at that point, and you ask for the sale.

Same on your blog posts. Many people, maybe at the footer of a blog post or on the sidebar, always have an opt-in form, but they don't say anything about it. It's just there. You need to tie what you just said into, "Okay, and I have more of this for you here. If you go and sign up here or fill in this form, I'll give you blah, blah, blah, and it will help you do blah, blah, blah."

You're doing it right in there, and often, you need to ask more than once for the sale. That may happen more than once. You might mention your free offer at the top of your blog post, and at the end you do a stronger call to action.

On the sales page, and we're going to do this -- you have to be careful with this one -- you might have it more than once on the sales page. You don't want to do it too early and you don't want to do it too often. The examples are going to show you exactly what I mean by that.

When I say, "more than once," that means following up. You need to be talking to your customers, potential customers, by email. You're going to mention it more than once. You're going to be using the strategies we talked about in our last main session about creating products and content.

We talk about content that really sells your products. You're going to be doing lots of that. You're going to be educating them as you sell to them, which makes it so much easier to follow up with them over and over again.

- **You Should Have at the End of Part 2 ….** All right, so at the end of part two, I think you have an overview of how "persuasive" relates to your business. It comes into play in all parts. You want to grab attention, keep attention, and make your customers feel and your audience feel like they got something out of it. They want to keep coming back, they want to buy stuff, and they want to tell others about you.

We did just talk about the higher-level concept to become a persuasive writing expert. Now, you also should know where to get examples and exercises for everything we mentioned. Yes, we're going to actually go through some brand-new examples right now, but going back to that copywriting guide, the swipe files, all that, that's in your homework.

- **Part 2 Live Examples**. You're going to be able to see practical ways on how it works. There are tons of examples. There are tons of swipe files, things you can copy and paste and start incorporating.

So let's look at the next part. I have four sales pages that people were brave and kind enough to share with me and say that I could give them a critique. Just before we start, too, copy is always, in anything you write, a work in progress. Sometimes we have more time to dedicate to it, and it's never very perfect.

If you decide, or if you're here and I've already critiqued yours, don't feel like it's a total… It's always a work in progress, and same with my stuff. You will see that I'm going to say some things, and you're going to go over to what I wrote and you're like, "Well, she doesn't do this."

It's because it's always something that you can keep improving. Just keep applying what you learn and improving it, seeing those results. We do our

best, but don't skimp on it. That's the main thing I want to see. I hate seeing it.

I see it with also people who also sell product PLR products along with me. I know they have great content and I want to share it with my customers, but my customers don't buy it because they haven't made their offer clear. They haven't given all the information. They haven't justified their price.

It just really comes into play in lots of places. If you do want others to promote you, you have to have these offers that convert well. It's all very important.

- **Critique #1 – Michelle Boyd Waters**. All right, so the first one we're titling "Honing In On Your Audience's Fears, Needs, and Wants By Relating to Them." We're going back to what we spoke about earlier.

This is Michelle Boyd Waters' product, maybe Michelle on Facebook, I believe. She's Michelle Boyd Waters, I don't know if professionally as well. It's WordPress Skills for teachers, and it's by teachers. So I have this page open for you. Just give me a sec while I move all this Zoom nonsense. It's in my way that you probably can't see.

Here it is, so here we are. It's a WordPress training program, and the two ladies who created it are in education. I think Patricia is in daycare, childcare, early childhood care, and then, I think, a schoolteacher. I actually don't know what grades, maybe high school -- probably not important, though.

But it is always good to have all the background and to know what you're working with as yourself. The more information you have in your head and you're working with about your offer, who you are, what you're offering, the easier it is to write copy.

Usually, I like to start with the headline when I'm looking at other copy or my own, because every time I go back to one of my sales pages, I always see something about the headline that could be better.

You could split-test your headlines, as well, if you're doing certain changes. If you use a site builder on WordPress, there are often split-testing features that will let you see if one headline works better than another. You need a lot of traffic and a lot of people to purchase so that you have the right stats to figure out which one works.

It's always a good idea because you can change it. You might be actually making it worse, but at these beginning times when we really need to improve our headlines, we are probably just making improvements. That might be a more advanced thing that you might want to do as you grow your traffic.

- Original and Rework. So we have this. It's, "Are you ready to walk away with a website that works? Teachers, stop struggling and start building your side hustle or escape hatch with WordPress Skills, the complete course to building a self-hosted WordPress website, developed just for you."

Now, I think there's a lot here. I think also it's a little hard to read. It has a lot of things going on here, a lot of different colors. From testing, I think that a lot of people have shown keeping it black, maybe red, those kinds of colors. This might -- I don't know. Orange is not a color that draws people in.

Just visually speaking, it's hard to know what to follow here, in my opinion. So because I reworked this, because I'm not able to do it on the fly -- you guys would be waiting forever for me -- I have a slide that I have gone through her headline and given some suggestions.

Every time I open this, I see better ways to do it. This is just me spending a little bit of time on it, just to try to improve it as best I can, quickly. I could keep looking at it and doing it over and over.

That's a great thing to do, also, when you are doing your sales copy, is don't do it all at the last minute. Do it a week before but do a little bit. Then go back, and go back, and go back every day, and you'll see. You'll see all these little holes, things you missed, or things that could be better. That is the best way to write copy, is to do it over time and look at it with fresh eyes.

One thing I like to do, also, when I was talking about the visuals is defocus your eyes, look at your page, and see what draws your eye in. I feel like this headline at the top doesn't quite do it, just visually speaking. This is the rework, which, again, we can do all a bunch of different ways.

I did actually use the swipe file because I tried to borrow little phrases, so you guys can see how it works. It says, "Teachers." I think teachers is the most important thing they're trying -- I think the course is for all of their audience, but this particular landing page is to target teachers, so they need to get that right out of the way, right in there.

"Teachers, tired of struggling to build your side hustle? Here's your chance to change everything. Get instant access to the step-by-step blueprint created for teachers by teachers that shows you how to create your own website and have your side hustle ready to launch in the next seven days. We've been where you are. Learn from our mistakes and get to success faster. Here's how." Then it goes into the copy.

So things I'd like to point out here is that we want to definitely home in on the "teachers." I said this "created for teachers by teachers" because it creates that "I understand you. I know what you need." They're part of the target audience, so they can leverage that.

"The next seven days" is nothing that Michelle and Patricia promised, but I just put it there as something for them to think about. Maybe they do; I don't know how long their course takes. They can put whatever in there. When you can give people that visualization of how long something is going to take, it's going to be great.

I like this phrase, also. They put, "Stop struggling and start building your side hustle or escape hatch." I get that those are two different things. I never heard the "escape hatch," but what I think it means is teaching sometimes is, especially, I think, in the United States, a tough job that doesn't get paid very well in many areas. Some of the working conditions are not very good, so it's like a way to escape.

I didn't want to put both those phrases in here, as I felt it was too much. Michelle and Patricia could decide what's more important, or maybe they do want to keep both of them in there. They could talk about it in the main body, talk about that escape hatch or building the side hustle.

One thing you'll notice is I actually didn't even mention WordPress in this headline. You always have to think about where your audience is coming from. Maybe these teachers already come here and know they want to use WordPress and they can't figure it out.

My guess is that they just want a website. They don't care that it's a WordPress website. Good gracious. You have to keep that in mind always, who your audience is, what they already will know before they come. That's how you'll create way better headlines and way better copy.

All right, so let's go back to the copy itself. I do have some notes because I wanted to make sure I touched on these things. So you noticed how they have a bunch of different ideas here. We call this a "pre-headline." This is the headline, and this would be a subheadline, I think. She has the three different parts, as well, but it's not cohesive. It doesn't totally go together.

Yes, these ellipses are a lazy way to do it, but it connects the one idea to the next. This was the transitions that we talked about that I showed you in that swipe file. "Here's your chance to change everything," and it continues. Then here at the bottom, "We've been where you are. Learn from mistakes and get to success faster. Here's how," which is an invitation to continue to read.

So I think here where we go, they do talk about teaching and, "The pandemic is tough enough. Trying to build your own WordPress website at the same time is next to impossible." Again, do they know that they want a WordPress site? I would work more on that. Agitate that problem that they have. They want a side hustle, or they want an escape hatch.

They're just teaching the WordPress Skills, but if they can educate their audience about creating a side hustle in the copy, that will draw them in and make them interested in learning how to figure this piece out. Your copy can be educational in that way.

So this is an "Order" button. Like I talked about, you might have to ask for the sale more than once. Here, let's see where it goes. It goes straight to $97. Think about it. You came here. You're like,

"Okay, I'm a teacher and I want a website. I don't really know what WordPress is, but let's try," and you're like, "$97." I'm like, "No, no." If there's a reason they would already know they wanted to do it, then I would put that there. But I think that's way too early to be asking for a sale.

Again, if they're new to WordPress… Also, she put a little bit of information here, then says, "Still not sure." I'm like, "Yeah, they're definitely not sure because you haven't even told them what you're offering," so maybe that's not the right thing here.

Here she's saying, "You've heard that WordPress is a perfect tool." I don't know. If they definitely have, do that. If you're not sure, explain it to them. I don't know. It's the most popular platform. I don't know how many millions of people use it or how many millions of websites there are but put that in there. Why? Because it's easy to use, it's very adaptable, all that stuff here. So this covers it a little, but I wouldn't put the subhead of "Still not sure" on it there.

Then we go to bullet points, I believe, so "brand-new to WordPress," which should maybe put this all together. Here's a bullet point thing, so I'm going to read a little bit of it. It says,

"Here's what you get. We include five overview lessons, including one on the difference between posts and pages, plus video lessons to introduce you to the dashboard, admin bar, widgets, and how to change your password. We include 10 video lessons on the media library, how to upload images from your computer or a website, deleting in it…" Okay, I messed up.

This is so technical, and it's stuff. As you can see, it's featuring that this audience, these teachers, are not going to care about. They're not thinking, "Okay, how do I change my password when I make a website?"

I think we're trying to give detail, and I totally get it, but you have to put yourself in the mind of the prospect. They do not care about this. It's too technical. You need to tell them what they're going to learn, in layman's terms, and why it's important, the benefits. This is where you want to start with that.

Maybe later you're going to lay out all the differences because they are teachers, after all. Maybe they do want to know exactly what they're going to learn, but don't lead with this because this is too much. Bold the important things. I think they did that a little bit here, but maybe some of what's in these bullets isn't that important.

All right, so let's keep going. "WordPress Skills is right for you if blank, and then you have a brand-new self-host, but you're struggling to update it. You've had a WordPress blog. You're out of ideas and getting frustrated."

I personally think this should be way up here because you want to give them a reason to stay and continue reading. I feel like these bullet points don't address the person who's new and wants to build their website. I believe they teach. Maybe I'm misunderstood it, but I believe they teach this. This is people who already have experience.

So like we said, now we get to the price. There's no justification of it. Ninety-seven dollars is a lot, but it's also reasonable for a very detailed training that helps them accomplish this goal and saves them thousands of dollars of getting a website built.

As online marketers, most of us know probably you can get a website for $500. People who aren't, they're coming from the outside. The website designers, the people who would set up WordPress, they're going to get possibly charged a lot more, so it could potentially save them thousands of dollars there.

So this really needs a lot more justification, which can happen throughout the copy, but just before it happens, why should they shell out $97 for this.

I think that it's good to have what looks like an order form and a summary of what they're going to get right around here. I wanted to show you an example. I don't think this is the best example. I'm still trying to figure out how to lay this out better, but there are three different options here.

You should write out your order form where you can. List everything that they're going to get, or close to the order form, because if they have to scroll, they're scrolling to find out everything that's there. By the time they get to the end, they'll have missed stuff. You want to lay it out for them. Also, for us, this is a price justification, and it also lays out what they're going to get.

Don't do this this way, exactly this way, unless you sell private label rights content, because we justify it in the time they're going to save to create the stuff themselves and the cost to create it.

You're not going to run through if you're selling a training program. You're not going to tell them how long it took you to put it together. You're going to

talk about how much time it's going to save them, or how much money it's going to save them in solving the problem and stuff like that.

It's just an example. We totally lay out everything that's included. It's clear, they know, they have an idea of how much this could have cost them to do themselves, and there's a reason to buy.

Let's go back to Michelle's. They do have a "fack," an FAQ. I prefer "FAQ." I was really happy to see that. I think they could add a lot more in there. You can also add things that persuade them that this is -- a little bit more copy in here. Make sure they're useful questions and things that they'll want to do there.

And then, actually, this was great. Suddenly, Michelle and Patricia have told us who they are, but I think they should have told us before. Especially if we're going to do that "teacher," though, if they want to go with that angle about "created by teachers for teachers," move this up.

Also, make it look like it's part of the conversation. This is two little bylines put in here but incorporate it into what you're saying. You're going from one section to the other, and it all makes sense. You're going to refer to something you just said.

You're also going to tell them what you're going to say next, and you want to incorporate it nicely. They should be saying it loud and proud, who they are, and putting it way up here, somewhere near the top.

It depends. Think of your sales page as being a story. It should make sense. You're thinking about, what does the customer want to know when they first get here?

In this case, I think it's teachers who are looking for a way to have that side hustle, the escape hatch. They're not sure how to start. They help them, and this is who they are and how they're able to help them go into what this training covers and go from there. I think that would make a big difference.

- **Key Points to Critique #1**. All right, so that is number one. If I'm going to lay out some key points to this, I would say, relate to the audience and their pain points -- bonus points if you're part of the audience. In this case, they're teachers. They figured this out. They should leverage that, as well.

Forget about features. What can they achieve? Or not totally forget about them, but don't just tell them the features. Also, don't ask for the sale too soon, and make sure your price is a no-brainer.

So we're going to do the next one, which is critique number two, from Jennifer Burke. It's Mighty Easy Landing Pages. She said, "It's kind of funny that I'm asking for a critique of my landing page about landing pages." That's

all right. We can all benefit from someone else's perspective when they go and look, which is another thing you can do.

If you know someone who is in your target audience, a friend, you can ask them. If they're not your target audience and they don't know about marketing, then maybe they're not going to be able to give you as much good feedback.

Talking with other people also in our Facebook group, I think it's fine for you to post and ask for a critique that I can give you some feedback and the other members can. Maybe to start with, don't put the link up top.

Just say you would like a critique, is that okay, and then I'll validate you, because we can have people coming in and just posting their sales pages, pretending they want feedback, but they're trying… I don't think my group is like that, but that happens. Do use the group to get this feedback. Also, in our Q&A session, if you want to look at something of yours, we can do that.

- **Critique #2 – Jennifer E. Burke**. All right, so let's go to Jennifer's. When I'm looking at this, I think this is a place for a video, but it's not a video. So if it wasn't, if it's just an image, I would say, "Jennifer, what are you doing?" because this is taking up a lot of space up at the top. I don't know why it's there, but I think it's a video, which will start to sell the offer and it would make sense.

I still think we can work with some of this stuff here and figure that out, but I do think that this header probably needs to go up. It looks like a header. It's going to be a part where people expect to see a logo, which they do. It's going to be something they ignore.

If it's an important part of your message, don't make it look like a page header. Make it part of the actual content where they draw their eye in, because even if you go to a website, let's say, now watch me show you something terrible that I did.

This is the part we ignore. We always ignore this part, and we go straight here. Make sure that you're not putting things up in a spot that's going to be ignored, that have to do with your specific offer and what you want them to know.

- **Original and Rework**. So let's go back to the slides because I have a little headline rework. I want to rework this one so many times. That gets to me. I would still go through it many times before I made it okay, because I wasn't sure.

Sometimes it's hard to know what to put in the subheadline or that because sometimes the subheadline gets ignored. It's smaller. Maybe you want to make it bigger, so people make sure to read it.

We went from, "Want to build your list, but feel stuck on creating pages for your free offer?" I feel like that's a little awkward. The ultimate thing is you want a page to get more subscribers. The "free offer" thing, I use that phrase a lot, too, but I think, to most people, they're not thinking, "What is a free offer?" I want subscribers. That's what it is.

"All these techy bits, all the pieces you have to connect." I do like that, actually. That's like personality. It's relating to the person. Here's what I came up with. Again, I did consult the swipe files to help me, so they will be helpful to you, as well.

"Ever wondered if there was an easier way to get more subscribers on your list? Look no further. Forget the tech and frustration. We make it," and you see my typos, "dead-simple for you to create high-converting opt-in pages," I think I might use that phrase, "that get you more subscribers and ultimately more sales."

So there's a benefit there. You get the subscribers, and ultimately if you have subscribers, you're going to get sales. "Sign up now for instant access to the step-by-step guidance you need." It tells them they can do it right away, and they it tells them to continue. "This is the step-by-step guidance you need." I didn't directly tell them to keep reading, but I think that is implied there.

You're asking, "Alice, the I in it should be capitalized like the other words in the sentence." Oh, the "if"? I know. We make it. We make it. Oh. I don't know why. Why didn't I capitalize that? I think sometimes I think about the rules in creating titles, so end wouldn't be -- I don't know why it isn't. That's not a rule. Yeah, of course, if you want to read it and go over it many times before you make it final.

All right, so let's continue on. I like the name. One thing I liked about what Jennifer is doing here is her website is called "Mighty Marketing Mojo," so she's calling this "Mighty Easy Landing Pages." I love that, that connection with the brand. If all of your courses have that word in there, it creates nice branding for you. I think it's a great idea if you can do that in your product names.

So here I think we have the same problem. Maybe it's not a problem, but here it just says, "So you've probably heard you need to build a list and that email marketing is far from dead, but did why you know why you need a landing page, how to create this? And after this training, you will. Cool! I'm ready now for this training."

I don't think they're ready. It was great to an order form, but if this is a video, if this is meant to be a video, then it's more likely that it could have been done that… I would put the "Order" button below the video and say, "If you're

ready to start now, join here or keep reading for more information," because a lot of people will skip the video, as well.

I think that this is great, this beginning. "You've heard you need to get visible to get clients or customers. You've heard about building an email list. You've heard about lead magnets, freebies, or opt-in offers." Cool. I like Jennifer's style. She's very relaxed, and you can feel that. It would be great to… I can't remember if she's on the page, but we want her on the page.

"I bet you've read blog posts or seen a dozen emails on sales pages, lead magnets, and list building. You may have even gone to a webinar or two, even taking a course about you need to start an email community."

It does touch on those pain points. I think that, also, "I feel that pain and I've been there and know how to help online business owners." So they're relating to the audience and trying to agitate that problem so that they know they need a solution.

I think that's great. I think, though, overall, as we scroll through, there are just too many. I wouldn't put the call to action in there so many times on such a short page, or if you are actually asking for the sale at that point, like if you're introducing them to the "Order" button and giving them a reason to do it right now, then you can keep doing that. You have to make all those connections there.

The bullet points I noticed is, "These are the six critical elements that make a page convert. Learn simple layouts of landing pages." A small point on this one, though -- "convert." If someone is new, they might not know what that means.

If you say, "convert to subscribers," it's something more. It'll put something into their head that they'll understand, even though they might not know conversion and all those jargony-type words.

Be careful with the wording that you use, because you have to think about who's coming here. I'm thinking if it's someone who hasn't written landing pages before or really needs help with it and doesn't quite get it yet, you need to maybe simplify things for them a little bit.

It's the same thing here. We have Jennifer here. I think it's always good to… Where she was talking about this, "I've been there and I know," that's the perfect place to introduce yourself. Don't worry if you're like, "Oh, it's going to be too much information. They don't want to know about me. They just want to know what this is."

If you lay it out nicely, like she's laid it out nicely, she has headlines so that they can come and find what they want to read. It's easy for them to just, "I don't care who she is. I'll keep scrolling." If that someone has that thought in

their head, it's easy enough to do because they can just go to the next part. I think she should be introduced up further.

Also, there's no price justification here, either. It's just $67 and go with it. What are they going to benefit from it? Yes, obviously, as an experienced person who has written and made lots of landing pages, I know that if I can make a good-converting landing page, I'm going to make more than $67, no problem.

That part, you've got to put that in their heads, what the importance of this is and how to justify it, maybe how to hurry up, but there's no real urgency on this. It's just, any time they want, they can come and do that.

There are also some testimonials, which are great. Also, if you have a lot of testimonials, you might want to finish up the bottom of the page with more testimonials. I would put some up top, as well, because the social proof of that, people who used your products, is something that really helps save them.

They have pictures. They have their real name. There's what they do for a living. These are believable. They're believable because I know they're true. I know Jennifer would only put true ones, but I'm saying, as someone who doesn't know, you can look at a sales page sometimes and know that someone made up those testimonials.

I think that's good for Jennifer's. Let's continue on because we have two more. We're going a long time today, but I hope it's useful. You can always review it later, as well.

- **Key Points to Critique #2**. The key points from Jennifer are to use that above-the-fold space wisely. Again, if she's putting a video in there, that makes sense. Leverage your name in your courses. The business name is what I meant, the branding. She did the Mighty Easy Landing Pages.

Ask for the sale at the right points only. Do be careful with that, because people might continue scrolling if they're not convinced yet. Sometimes you also want to be thinking about it. When someone is scrolling and they stop here, they might think this is the bottom of the sales page. I've done that when I've landed somewhere and I'm just in a hurry. I do that. I'm like, "Okay, the 'Order' button's here."

This one is pretty good because there's a space there, but sometimes they separate the top part. You actually have to scroll a little to see there's more, and I'm like, "But I haven't been convinced, and I think that's the whole page, and I need to…" I'm like, "That's not enough information for me."

You and your testimonials are part of making the sale, so put your story out there. Who are you? What do you have to offer there? We're going to talk about this a little bit more in our next training, too. We're doing a product

launch, a total case study, and that story about you. If you're like, "What am I going to say about myself?" I think the next lesson will help bring that together.

- Critique #3 – John Cumbow. All right, so we've got John Cumbow, 10-part *Book of Wealth* book series. It's a series of 10 books that I guess must be in the public domain. He is offering them as a package on Amazon, and he created a landing page to promote it.

Here we want to keep in mind -- and this came into play in the other ones, too -- what does the intended audience already know? What do you need to teach them? I must admit, because I only got to spend a little bit of time on these each, that I was confused by this one. Then I read it a few times, and then I got it.

I don't know who's coming to this page. I think this product is obviously for people who are really into history, perhaps book collecting, those kinds of things. I'll just scroll through it quickly, so you can see it's like something that hasn't been available for 120 years. I guess it got published then.

He doesn't say it here, but I think it's in the public domain, so he's put a bunch of the books on Amazon, volumes one through 10. He must drive traffic to this page to explain it before he gets there.

One thing when you first come to this page is the outdated look of it. Sorry, John. I'm one to talk. I am not usually big on making it look very modern and professional because sometimes the more modern you make it look, you actually take away some of the readability because you're focused on the visuals as opposed to getting people to find the headline, subheadline, and tune in and read.

I actually think that was something here I want to show you, where Jennifer has this "Who am I?" This looks pretty, but it doesn't inspire you to read this part. I don't think it's just my eyes, but the white on the blue looks nice, but it's not very readable.

Sometimes you have to stick with the basics. You don't want to make it too fancy. There are lots of page builders that you can make a modern-looking thing and have all those elements but be careful with some of this stuff. Same with this headline, "Who am I?" It kind of stands out, but not really. It should maybe stay in the same format that these are in.

- Original and Rework. So, back to here, I think that it's okay that it's a simple page. I would definitely get rid of this header, which takes up too much space -- I don't know -- and then the background. It's very old-school. I think there are better visuals, simple visuals, the actual looking at the books, the

insides of the books. You don't need this background thing at all, which would be way better visual elements than these.

I think that I want to go straight to what the offer is, too. It goes to Amazon. It shows all his books, and then I think that gives people a lot of choice. Again, I don't know the exact purpose of this, but to me, it seems like I would put them in a package of 10.

Or I would link to them all individually and talk about each book on this page, because people, if you've got their attention on this page, they want as much information as possible before they go and click to the next part.

So here you're telling them they're all on Amazon, all 10 of them. You haven't really told them a lot about them, and you expect them to come here, where they have to scroll through something else.

Giving the summary of each book, an image of the book, maybe a look inside of it, because this seems like a book that would be very visual, lots of pictures and things to see that people who love books and love history are going to be really interested in. Then just link them. If it's all 10 separate books, link them to each individual thing where you talk about the book.

Going back to the headline, "Now you can own *The Book of Wealth*, once available only to the wealthiest individuals and families in the world. Now, for the first time in more than 120 years, you can own *The Book of Wealth*."

Then it says, "An inquiry into nature and distribution of the world's resources and riches and a history of the origin and influence of property, its possession, accumulation, and disposition in all ages among all nations."

I think this also could really use a video because the people who are excited about history, you can get them interested. You can get them seeing what's in the books. I think that would be an excellent addition here.

I tried to work the headline in. Again, I don't know who's heading to this page, but given that I wanted to spend a little time on each person, I worked with what I had. So I said, "Ever wanted to hold a piece of history once reserved for only the wealthiest in the world?" which he has, too. I liked that. That was good. That appeals to exclusivity and things like that.

"Here is your chance. For the first time in 120 years, you can own the exclusive 10-volume series that dives deep into the nature and distribution of the world's resources and riches in all ages and among all nations. This opportunity doesn't come along every day. Here's how to get in on this."

I don't like this "Here's how to get in on this," but I just left it there because I couldn't do my… I'd have to sit and think about it as though it was my own

sales page for a while and edit it. Like I said, I would go back day after day and try to tweak it until it's quite right.

I think we talked about a lot of the notes I had to share with you. Also, I'm not going to go through all this copy, but again, talking about the specific books, also talking about the nostalgia of it, I think that's what's important here, is that, again, it's people who are into history, people who love books. You want to really tap into that as much as possible.

- **Key Points to Critique #3**. So the key things, I think, to take away from this one is to understand what your audience already knows and what you might explain to them. Make them feel what it's like to own something so luxurious and special.

Remember, we talked about creating urgency and scarcity and making things exclusive. This is a perfect kind of offer that you could do that with, using visuals to your advantage. We want to see the books. What's inside of them? What are the titles? What is it all about? Make it easy for them to order, instead of having them go to another page and try to find what they want to order.

- **Critique #4 – Faye Elizabeth**. All right, so the last one we're going to do for today, actually, is a Google document by Faye Elizabeth, who has the Unbreakable Calm Coaching program. She teaches people to have serenity and calm in their life, something that many of us… Well, we all need it, but we need it maybe more than ever.

She said that she gives this document out to someone who has expressed interest. I thought that was interesting, and I think, after I do this critique, she's going to come back and talk to me a bit more.

To me, it seems like a Google document is an awkward thing to send to somebody who already expressed interest in what you do. I'm thinking maybe a video because people who take the time to watch are probably coachable. That means that you can interact verbally with them and do good coaching with them.

Or maybe instead of sending them right here, give them some place to answer some questions. Maybe do a questionnaire or a quiz. Quizzes are great for qualifying your prospects and getting them excited about what you have to offer them.

I use Thrive Themes. That's my landing page builder. They actually have a quiz component in it, so you can ask them questions, which are leading questions because you're trying to get them to think about the things you can help them with.

Then you can give them a little report based on what they answered and basically tell them -- which you are still being honest about -- that you can help them. It's like, totally, they've already done some work to think about what it is they need help with. They see how you can help them, and then they're more likely to get started.

Or it could be a little, five-minute webinar that is done like an automated thing. Someone comes to your website. They're interested. They can sign up for the next time. The automated evergreen webinars, you can set that up with GoTo Webinar. They go in there and they see it.

- **Original and Rework**. Anyway, it's a document, so let's work with the document. Perhaps it's working great for Faye. If I hear more, I'll let you guys know what she says about it, but I think the format could possibly be improved. That said, I think she's got some good copy here.

ThriveCart has nothing to do with Thrive Themes. I'm not sure. The name is confusing, but here, let's see if I can find their website for you. I think they're just [ThriveThemes.com](). Yeah. It's [ThriveThemes.com]().

It has lots of… I purchased it mainly for the landing page builder, but it also incorporates your autoresponder. You can create nice forms on there. There are quizzes. I don't use all the stuff that's in there, but there's tons of it if you do want to check them out, lots of great tools.

The quizzes I have used. I want to use them more, actually. They take some thinking, but I have always found that the results of them are incredible because they're already doing the work and know that they want to work with you or purchase your product, once they've done it.

So we're back to here. She starts out saying, "This program is not for everyone, so I'm not going to try and sell you, but for those of you who it is for, it will make all the difference in your life." I like that. It breaks the ice, as this is, "I'm just going to explain what I do, and it might not be for you," but then also says, "If it is for you, this is the place you need to be." I like how that's worded.

Then she talks about the problem. "Here's the problem. You're tired of overwhelming anxiety and stress taking over your life. Whether this is something you've been experiencing for years or even more recently, you might have noticed a shift in your energy, mood, and even physical health, due to these feelings."

I think that "stress and anxiety" is kind of vague. We know what it means. We often think that we need to solve the problem that is causing the stress and anxiety, but maybe it's the way we cope with things that we're not able to deal with.

I think people don't always understand that, that they're able to better handle all these other things when they have the fundamentals that Faye is going to teach them. I don't know if she needs to explain that a little bit more.

Also, then she goes into, "Here's what you need to make that happen. These are the three primary pillars that you need to focus on." I think this is way too technical, especially in a document or a written thing. It seems like a lot.

It lays it out well and it makes sense, but I think this would be better as a video. For sure, a video explaining this probably is better because you'll see that the chart changes as you go through. That could be that each step can be shown in a video.

Sometimes we've got to just go out and do those videos. I have no idea. Maybe Faye has some, too, and maybe she doesn't mind making them, but in this case, I see that as being much more useful. Also, if it's a document where they've already expressed interest, maybe you need to cut to the chase a little bit more.

So we have the bullet points again, and so this one goes straight to the bullet points and features. I think I might save the features until later, but talk about the benefits, or at least do them together.

"A 12-week, self-paced course, and then a bunch of bullet points, teasers of things you're going to learn, like what to do when you feel blah, blah, blah, like this. You'll know exactly what to do." You give them all these little tidbits of what you actually talk about in that course.

I think personal development is a great way to use bullet points to your advantage because a lot of things about personal development are counterintuitive, like if you want better control over things, you have to let go of control.

I don't know exactly what Faye teaches, but there's probably a lot of those things where some of her advice you would think is not the right thing to do, but you explain it. Those are perfect things to tease with in bullet points.

There is this point. I love this, where she goes into this. "There are three things you likely need right now: a plan, the tools and support." So she lays out and says the things you need and want, but her offer fits perfectly into this.

It's a great way to… It's mind control, not exactly, but it just says, "You need this. You need to have a plan, you need the tools, and you need help. And I'm here. This is how I do this for you." I think that's great. That's brilliant.

There are also lots of nice testimonials in her document. They're very detailed, so let's read Rebecca's. She is not using the full names, and I think that makes sense in the type of product that she's offering. It's personal.

She does have their pictures. This looks like a very real picture to me. I'm sure it is. Again, I'm not questioning Faye. What I'm saying is, you need to think about the optics of somebody looking at your stuff, so this has a feeling of validity.

"I have difficulties talking about or even admit when I'm having a hard time, but Faye Elizabeth had me literally shaking and crying, releasing so much pent-up stress and pain that I've been carrying this week. It's been a tough week, and I had no idea that this is what I needed. With every breath, I could feel so much tension released. Thank you, Faye."

That is an incredible testimonial, so it definitely should be used. I feel like, in this document, it's hard to read. The font is small. I don't know if it's… It's an image. It's from a website. The way it shows in the page is quite small, so I would share those loud and proud.

Then she also has a FAQ. Thank you. I don't know why I keep saying it the way I don't like it. "What does 'Unbreakable Calm' mean? How much time will this take?" This is great stuff. This is very helpful. Also, in a way that she said that people already have expressed interest, assuming they maybe know some of this, this is definitely key stuff that they're going to want to see.

So then we go to the thing: what's it all going to cost? "You can get started with us today." That testimonial was good. I could relate to that, too, as someone who has an anxiety disorder and who had troubles asking for help previously, things like that that I could relate to, but if I came to this…

"You can get started with us today for $2,400 or four payments of $600 or just one-time…" Oh, I see what she's done. Okay. $1,997 one-time payment." So there are a couple of things I want to say here, and you guys know already. We're not convinced here.

Even if we read everything, it's like it's $2,400. That's a lot of money. I'm already stressed out enough, so I've got to shell out this money? You really need to work in that justification, that urgency, all those things, to make them realize that this is worthwhile.

Also, I think the wording of this is confusing. Because you start out with the $2,400, it already sounds like it's $2,400, but really it's only $1,997 if they pay once. Be careful with how you phrase this. I would say -- this is if you're on a budget -- you can pay $600 a month and then the one-time payment option. You can, totally. It depends on who your audience is, I think.

SBC is asking, "Wouldn't you put the one-time payment on the top?" I think in this case you would. On a sales page, we often do the budget one to the left and we say, "This is how you save the most money and you don't have to pay again." That's what I would do in that case.

I would put the budget option and go to the right, but in this case, in a format where you're going from top to bottom, I would agree you'd probably put that at the top. There needs to be way more stuff here than just listing that.

Then, here, what do we actually cover in the program? This is good, actually. These bullet points are good. It definitely needs to be talked about before you tell them the price, I think. I think that's another important thing to see.

Often, if your price is higher and needs more justification, you don't want to pull it out too early. You need to do that work. It takes more. It takes more effort to sell that that higher-priced product. If your price is crazy-amazing and it's a deal of the lifetime, then you can probably bring it out earlier and bring it out more often because that just follows in with it.

Then it says, "Bonus surprise: if you act today, you will also get immediate access, too." That's brilliant. I love it. It's smart to have those, "If you act today."

It would be easier to do this, if she was speaking to the person, to say, "Can I sign you up today?" She doesn't want to do that hard pitch, so I totally get that she might not want to be on the phone with them, but it makes it more of an urgency thing if she was able to do it that way.

All right. There's no picture of Faye in here. We don't learn about Faye, but I assume that if someone has already first interest, they know who she is. I would at the very least end it with a picture of yourself and make it a little more personal. I would probably put the picture up top and say, "Hey, I'm really glad that you decided to do this," like this stuff that she has up here, and introduce myself briefly at least.

If they don't have a lot of information about you, you need to put your qualifications. When I say "qualifications," I don't always mean official qualifications. In many cases, we're just teaching people stuff we know, not because we've been formally educated on it.

Those are our qualifications, whatever it is that will make people relate to us. If we're teachers and we're teaching teachers how to do this, I've done it. I'm a teacher. That's my qualification. Don't call it "qualifications." I'm just saying what we're doing there.

- **Key Points to Critique #4**. All right, so I think the key points -- we can go to the full slideshow again -- from that one is talking to the audience, using the medium that makes most sense for your offer and where they are in your follow-up process.

- **Critique #4**. I don't know that the document is the best way to get someone on board. I also think that reading a webpage feels different than reading a document. A document feels like work, like a book or something like that, but

people read and look at webpages all day. It's natural. It's normal. It usually is bigger. It fills the screen. It's easier to read. I think that they're just used to that.

Also, keep it simple and speak to their pain. Showing them the solution they've been trying to get to isn't actually the solution. Okay. This is goes back to my thoughts about how people who are stressed out think it's the things that are happening in their life that are stressing them out, but it's more of that mindset.

I think Faye has a unique way she can position it and say that that she helps people get past that, that you're going to be able to show them a new way that's going stay with them for a long time, as opposed to just solving the problem that's stressing you out right now.

High value and highly relevant bonuses can work wonders. I love that she had those bonuses there. She said it was if you sign up today. Very good.

Sentu: "If you would the…" I'm reading. "The font that is on here is American Typewriter." It's one of my favorite fonts, but I have noticed that people with PCs -- I don't know if you have a Mac, but I have a Mac -- it looks different. I don't think it looks good on the… Yeah, it's American Typewriter.

Participant: Did you say that's for Mac or PC?

Alice: I think that it is available for both, but from what I have seen -- and your experience might be different -- I saw someone use it on a PC and it didn't look exactly the same.

Participant: So now we know. Now we know what computer you've got. My other question was a while back when you were showing someone else's work. Hopefully, you'll be able to understand from the way I phrased my question.

Alice: Yeah?

Participant: You were pointing out that there was a bullet point, and then you encouraged her to add sub-bullet points that talk about…

Alice: Oh. I forget which one that was. I do remember what you're talking about. so we have Mighty Easy… Was it this one?

Participant: No. I think…

Alice: Or was it Michelle's, the teacher one?

Participant: Yes, yes, yes.

Alice: Okay. Let me grab that.

Participant: So you were saying, tell them what they're going to get. It's not quite here. I think it's probably…

Alice: I don't remember… I totally remember what you're talking about, but I don't remember what it was.

Participant: It's not this one. It's definitely not this one because that's…

Alice: It must be this one. It has to be this one because I think then we did the books and it wasn't Faye's, the one we just did the coaching, so it has to be this one.

Participant: Yeah, it wasn't the books.

Alice: Oh, I know what it was. I think I do know. No, but it's not there. It was a place where it said three things, what you're getting, or something.

Participant: Yeah.

Tammy: Right there, it's right there. You had said, also, I think it was add in more benefits, but that these weren't applicable.

Participant: Yeah.

Alice: I don't think that's exactly what -- because this is more of the, if it's right for you. It was a place where they said there were three things that were included? Why can we not find…? What was the question, and then just maybe I'll get it?

Participant: So the question was -- because you were saying, give them a teaser of what they can get when they sign up for it or whatever.

Alice: Oh, it was Faye's. It was Faye's.

Participant: Yeah. This is the right website or the right thing that was a document. So my question was probably lower down, but…

Alice: Yeah. Here it is. Here.

Participant: That's right.

Alice: Yay.

Participant: That's right. I think you were talking about the course and what they might get and all that kind of stuff. My question is, say you're offering a coaching or a therapy session. You don't know what they're going to bring, so you don't know what benefits they're going to get. It just depends on what they bring, how they show up.

Alice:	So you could say, taking from previous sessions that you have -- and I think this is great and this gives you lots of fodder, especially after you have more and more clients -- give examples of some of the things that people have discovered, obviously without any information that would reveal who they are or anything like that.
Participant:	Yeah. See, I was going to say you can guess at what kinds of things could come up and say this could be about guilt or whatever, anxiety. Or some of the benefits might be some relief from anxiety, or strategies to help you, that kind of thing. You can anticipate, is what I mean.
Alice:	Exactly, which is like the FAQ and all those things that we can know. The more your audience, the more you can put these things out to them as possibilities or know that this is what they're wondering about.
Participant:	Okay. That's great. Thank you.
Alice:	That helps? Awesome.
Participant:	Yeah.
Alice:	Okay, so where are we now? I think at the end of part two, where we just did these examples, I would like to give you new ways to look at your own copy to see what you might tweak.
	I think we can learn a lot when we look at things with fresh eyes, thinking about that audience, who is looking at this. I bet if you guys go back to some of the things you wrote and just look at it a little bit differently, you'll be able to see where you can do even better.
	- **What You Should Have at the End of Part 2.** So things to pay close attention to, I think, are those attention-getting, benefit-laden headlines. Use those swipe files. They're going to help you a lot. Speaking to your audience's pain, boosting your credibility through your story and the stories of your customers and clients, as well, so it's not just you.
	One thing, also, just as a matter of a small point that I've noticed in a few sales pages, too, where I was trying to find out who sold the product, they put testimonials first, and then I thought, there was one testimonial. I thought that that was the person because I'm skimming. I'm like everybody else. I'm skimming to find what I want, so put yourself up there. Also, the stories of your customers and clients are part of the story, as well.
	Focus on benefits over features. Ask for the sale at the right time, and yes, that's more likely to be more than once in the copy. I think if you go back, just looking at those five things, you'd have a lot of improvement, engagement, and hopefully conversion on that.

So you're asking for the sale only at the right time because you've done the justification. You've created urgency. You've done it all. It's a work in progress, too, like I said. You just keep going back to seeing what you can do to improve it.

Participant: Can I ask a quick question?

Alice: Of course.

Participant: Is it always best to put yourself, a picture of you, and a little bio above the testimonials of other people?

Alice: I'm sure there would be an example where you might not want to do that. I just thought of some examples. If you have multiple testimonials and it's clear they're testimonials, it's probably fine.

I just found that someone had posted one testimonial, and then they didn't post anything else. I think maybe they didn't even include themselves. I assumed that that was the person who made the product.

Participant: Got it. Got it. Okay.

Alice: So I didn't make that connection with that person because it's… I think it's important. People like to do business with people, so make sure they know who you are and they're not thinking you're somebody else.

Participant: Would you put your picture and your bio on any kind of lead magnet that they download?

Alice: Usually, yeah.

Participant: Really? Okay.

Alice: At the very least, it's at the bottom. Like what I said on Faye's, she's already talked to these people -- I assume she has talked to them -- and like, "Your picture's somewhere." On my lead magnet page is usually my picture at the bottom, just assigning it to your success or whatever. Then they see me. I'm real.

I don't always introduce myself on the free stuff because if the free stuff is already enticing enough, you may not need to prove yourself. But if it's important and your expertise is particularly important, you might want to do that.

Participant: Yes. I was just thinking. Thanks for saying that because I was thinking, in my case, when they download the free lead magnets, I'm hoping they will then go on and book me for one-to-one sessions.

So in that case, it would be important, I think, for me to put my bio and then a link to say, "If you want to talk further, here's a link," kind of thing. "Here's my calendar schedule. Book a link," or something, or, "Book a…"

Alice: On the opt-in page or after? I would put that on the thank-you page so that they could talk to you further, because you don't want to distract them. There's a reason you're giving out the opt-in. I assume the opt-in also, if it's a report, has some call to action in it.

You're taking them. It's all a story, so there you're telling them, "This is what you can get for free. Here's where to get it. This is how I'm going to help you." They download it, and then this is how they can get more help. It's all a flow.

On the thank-you page, I think it's okay if you want to have them contact you directly then. Also, put that in the report as well, how they can do that, but don't create too many distractions.

Participant: So the call to action on the actual downloaded document is…? The call to action is to book me, right?

Alice: If that's what you're selling, then yeah, absolutely. You might also want it in the document that they download.

You might also want to include a little "Read Me" file or something, a text file or something in it. It just tells them that, "This is what you've got. I've included this." It's really short, and then you say, "And if you want to book a time with me…" Then you could put the link in there, as well.

Participant: So you do it both places, on the document and on the…?

Alice: You can. I don't always do the readme file, but I think it makes sense because if a person downloads a bunch of files or a ZIP folder and there's one little thing they can read to check, "What is this that I downloaded?" I don't know. It's very focused. It tells them what to do next.

Participant: What do you put in the readme file, your bio?

Alice: No. Well, have you seen it in software and stuff sometimes, or…? This is old. Now you hardly ever install software on our computers, but we used to get these big ZIP folders. Then there'd be a "Read Me" file, and it's a text file. It's a very simple text file.

You could just say, "Thank you for downloading instructions for using this, so read the report. Step one, read the report. Step two, book me," or something like that, something really short and simple, just basically like instructions. Or call it "instructions." It used to always be called a "Read Me" file. It would be the file that you read. Maybe young people don't know that anymore.

Participant:	Okay. I think I know because I think you or maybe someone else, when we download some of your stuff, it'll say something like, well, as you say, "Instructions" or "Read Me First" before you start opening up the other…
Alice:	Some of mine have it or the license document, but also, I think, do you know Nicole Dean? I know Nicole Dean does it quite readily. If you don't know her, then maybe it's not her.
Participant:	Yeah, no, I don't. Is she a PLR a person as well?
Alice:	She is a PR person. She has CoachGlue. She actually has great content you might want to check out.
Participant:	Oh, I know CoachGlue.
Alice:	Yeah. CoachGlue is Melissa and Nicole.
Participant:	Oh, okay. Well, I don't think I've ever bought any of their stuff, though. That could be why I haven't seen the "Read Me" file.
Alice:	All right, so any other questions, or anyone want to look at something? I have some time. Or while you're thinking, I can tell you about the next session that I'm really excited about, actually. We're going to do the beginning part next time, but then I'm going to also deliver you updates on this.
	- **Next Session – Complete Product Launch**. Basically, I am helping someone create a complete product launch from start to finish. They have virtually no existing audience and a very limited schedule and are about to go on vacation. We're still going to make it work.
	So I want to show where you start from scratch, how you decide. I think that's the important thing. You know how I said it's never really perfect? It's always a work in progress, but your product launch, too. There is a way to do a product launch that it's going to consume you. It's going to also be worth the effort, but it's going to be a lot of work.
	In this case study, I'm going to give you lots of ideas of where you can cut corners and why you might want to cut corners so that you get it done or the practical stuff, because the ultimate, perfect product launch, that's exhausting. So I wanted to give you guys lots of ways to do things that will get you good results, but also won't kill you in the process.
Participant:	That sounds good. I'm really looking forward to that. That's in two weeks, right?
Alice:	Yes, and then July and August, before I send you the recording of this one, I'm going to go through the July and August schedule. It's going to have

	to be different because I won't be around -- summertime family vacations and things like that.
	September, we'll probably go back to the very regular every second Thursday, but I will put it in there. It's always in that members' area, the main page. Our schedule is there, so it's always up-to-date for you there.
Participant:	You will email us if we don't get a chance to get into the members' area?
Alice:	I do email. Yes, I will, and that's why I'm saying I'll have the schedule ready by the time I send out this recording and transcript so that I'll remind you of it. Sometimes the emails get lost like that, so I'm going to try and make sure.
	I think most emails I do send to you guys that are about this program, not to my regular list, I do put the link to your members' area, the main page, which is in the chat, as well. Let me find it for you. Where are you, chat? I had the chat open. I don't know why. Blah, blah, blah, blah, blah, blah.
	Never mind. I'm just going to copy and paste it here. It's AliceSeba.com/self-promo-members, and that is the main page. It will always be the one that is the most up-to-date, so if an email got missed, you'll always find it in here. I'll keep that.
	You have to log in for that. You guys all have a login, obviously, if you're here. You just have to log into the members' area and you'll be able to access all this stuff and see the schedule. That's usually here, right below the video.
	So I've only planned to June 30th, but it's going to be good. We're going to have a good time, and then we'll figure out what we're going to do for July and August, but there will still be stuff coming for you. It just might not be on the same rigid schedule.
	All right, and so anybody else? Anything you want to ask?
Tammy:	I was wondering. I have a lot of catching up to do, so this is my first time. As far as sharing landing pages and stuff with you, do we just send it to you by email?
Alice:	Your options would be to do it in the next live session, because I'll always give you a chance at the end. The other things I would do is, in the members' area, I would go under… Email is not always the best for me to be organized.
Tammy:	I understand. It's not the best for me, either.
Alice:	So you could leave a comment here. You could post in the group, but each page in the members' area has a comments area at the bottom. If you want to suggest under "Learn Sales" there, do it in the group or the next time we get together. You can email it to me, but I think that's…

Tammy:	So I would put the link to the page there?
Alice:	Yeah, you can. Yes. Here I would. This is just us, just the people who are in the program, so I'm not going to think anyone is trying to do any kind of self-promotional thing. You're just talking about the program.
	In the Facebook group, maybe you just say you're looking, and then you can ask the other members, too. Maybe they'll have suggestions, as well. Just say, "I'm looking for feedback." You guys know where the Facebook group is? Here it is.
Participant:	Maybe show us.
Alice:	I'll give you the chat link, the link in the chat, as well. Join there, and just you guys are welcome to post in here, as well. Maybe don't start out with the link here because it's more public and other people might be moderating the group. They might delete something that comes right out with the link.
	I'm happy to do it in the group, too. Just say, "I'm working on this and I would love some feedback. Could I have some?" We'll go from there.
Participant:	So really, if we wanted to send you something in advance of the class for you to look at, the best way is to post it in the post area at the bottom of the page that we were looking at before?
Alice:	Yeah, that would be great. Well, you can email me. It probably doesn't matter. I just find email is a little harder to keep track of because there's a lot coming into the inbox. So having it posted somewhere, it makes it easier for me to keep track of it.
Participant:	Okay.
Tammy:	I'll put it on the Facebook. That way, I can get feedback from other people, too.
Alice:	I think that's great. Then maybe if I do another round of these videos, or even if you post it, if I have time, I'll do a more detailed one or I just might post a comment.
Tammy:	Yeah, because they're already created and they're live, but I don't get traffic to my site. I just share it here and there, so I don't really know if it's that great or not.
Alice:	You need to fix that problem, too, the traffic.
Tammy:	Yeah. I am.
Participant:	I hear you, Tammy.

Tammy:	I've done everything I know how to do.
Participant:	Blogging?
Tammy:	Yeah, that's there, too. I've also done vlogging, with a V. I take the transcripts and I've put it on the page, too, to help with SEO, and vlog, vlog, vlog.
Participant:	Guest vlogging, have you tried that?
Tammy:	I used to. I actually did Facebook Live for every single day for over a year.
Participant:	Wow.
Tammy:	Now I just do it once a week, so it's less people now. It's more about just sharing and giving tips and offering the program, but again, I don't know that I'm that great with it. Since Facebook made a lot of changes, it went from getting 30 to 40 people involved to one. That's just been enough to make me want to burn it.
Alice:	I think that's what she's suggesting to you, is tap into other people's audiences, right?
Participant:	Yeah.
Alice:	So find other blogs that would let you post.
Tammy:	Oh, I see.
Alice:	Or see if somebody else who has an audience wants to do a Live or do a webinar, or something like that.
Tammy:	Oh, okay. I thought you were telling me to have people. I'm like, "Well, if I'm only getting one…"
Alice:	[Laughter]
Tammy:	Yeah, that's a good idea. I've done that quite a few times, but unfortunately it's been with similar people like me, so it hasn't gotten me too far with it. I do enjoy doing it because the work I do, I enjoy sharing the information. It's very helpful.
	I am definitely planning. As this stuff gets better, then I think I'll feel more confident as I'm sharing it out there, as well.
Alice:	Oh, awesome.
Tammy:	So thank you for all of this. I love it. I'm totally addicted, probably too much.
Alice:	You've got to be doing, not just listening, right?

Tammy:	Mm-hmm, a hundred percent.
Alice:	Yeah. Like I say -- I think I said it a billion times, so I'm going to say it again -- those swipe files that I printed out, it's just practice. It's just forcing it to start with, and it's like that's awkward. That's weird, but you do it, and do it, and then it just becomes natural.
Tammy:	I'm looking forward to it. I missed quite a few, so I'll be looking at that right away.
Alice:	Okay, and on the main page there, you'll see all the recordings from our previous sessions. There are transcripts, and if there were extra documents, it's listed there. It's all on that main "Members Area" page.
Tammy:	That's awesome. Thank you.
Participant:	The swipe files that you're referring to, what's in them, because clearly I haven't had a chance to look at them yet?
Alice:	Oh, I showed them at the beginning.
Participant:	I wasn't here. I got here late.
Alice:	Yeah, so do I still have them open? Here's an example. So it's under "Learn Sales." Am I in here or "Learn Sales"? This one, so it's under "Learn Sales" and then download the -- I'll give you the actual link directly to that download.
	Inside that file, there are a bunch of documents. It's probably already in here. Yeah, I've already got it here. There's "Copywriting Persuasion: Alice Seba." That is the guide. Definitely read through that, beginning to end. It's really good. It has lots of examples. It has practical exercises. I made this years and years ago, but it's evergreen. I keep using it because it covers the topics so well.
	The rest of these are swipe files, so there's "Transitions," where you're going from one part of the copy -- you want to keep that flow, keeping in there -- "Price Justification," "Pre-Headlines," "Power Words," "PSs," which we never talked about. Then the one that I was showing you guys was "Benefit Bullets."
	Even though the main document tells you what these are, the swipe file, if you forget, at the top it explains how to use it. Then it gives you lots of examples. So in this case, this isn't necessarily as copy-and-paste, but it shows you what's the feature and how does that become a benefit.
	On the "Headline" one, for example, it's lots of fill-in-the-blank stuff. Use them, and then you'll know…

Participant:	Are those headlines, headlines for blogs or what?
Alice:	Blogs, sales pages, it can all be incorporated into different things and the more you do it. So you see you've got -- this is so simple -- "Top X Reasons Why Blank," "Top 12." You start to see that the more you look at these, numbers provide specificity that get people relate to that. Then there are different words. Another one that's really good is the "Power Words."
Participant:	Oh, yeah.
Alice:	It's the basics of copywriting, but I've got a huge list from you. I used to use them all the time. I used to go in here… Well, I used a book that I used to go in all the time and just incorporate that, how I could incorporate these words. Again, that seems awkward and forced and weird, but it was just a matter of practicing. Then you just use that more, just that language that evokes vision, and people can feel what you're talking about.
Participant:	Oh, that's great.
Alice:	Yeah. They're super-useful.
Participant:	I remember someone saying that my one-liner from my website wasn't dramatic enough or wasn't… Well, I think she did use the word "dramatic." What she meant was it wasn't powerful enough. It was bland and unimpressive, so I thought, "Oh, okay." This is great. I think I need to download these power words and try and make it more dramatic.
Alice:	Yeah. I just kept them by my computer all the time, printed it out, and looked at them, because on the document, you're scrolling, but when you have the piece of paper right in front of you, it's really useful. I was actually going to print it out for you just to show you guys, to convince you, but I had troubles with my stupid printer. Actually, it inspired me to maybe look at them a bit more, too. It's been a long time, so going back and refreshing things for myself.
Participant:	I'm curious to know if "guilt" is on there.
Alice:	"Guilt," "gullible," "guts."
Alice:	I don't think so.
Participant:	Are these powers only meant to be positive?

Alice:	Nope. They're not, but that's a good one. I do not have them all. I only have 465 for you. You should write in "guilt," "shame," all of it. Those are not on here. Oh, "shameless," I put. But they're not: they're not all negative. They're not. They're not all positive. I think a lot of them are positive, but there are some negative ones in there, as well.
Participant:	Yeah, because you would need to use some negative words to hit their pain points.
Alice:	Oh, yeah, for sure. Oh, definitely, definitely.
Participant:	Oh, that's great. Well, you've now motivated me to go into this file and look at all the swipe files.
Alice:	I've said it 5 billion times now. Yes.
Participant:	You mean in this call or in the previous calls, as well?
Alice:	I mention it every time, but this time I felt like I was like a broken record -- just kept saying, "Get the swipe files. Get the swipe files."
Participant:	Well, I'm glad you did because you're using it at the beginning.
Alice:	That's why. I ask for the sale many times over, even though it's not… They're ready for you to download. Call to action.
Participant:	Yes, yes, exactly. It's always good to end that way, isn't it?
Alice:	Yes. All right, so I think we've been here for over two hours now. It's been great. I love doing this. It also gets me excited about fixing some things and working on new things, too. Seeing your questions are helpful, too. Deb, I've heard seven times. Deb says, "Don't they need to hear 10 times before they buy?" Yeah, on average. There is an average. Some people will buy it right away. Others… Yeah.
Tammy:	It used to be seven. They said it's increased to 10 to 12.
Alice:	Oh, because of all the messages.
Tammy:	Yeah.
Participant:	Why has it increased to 10?
Alice:	Everybody's selling.
Tammy:	Ten to 12, actually.
Participant:	Oh, 12.

Tammy:	Yeah. It's 10 to 12 because there's so much more that people are seeing. They're shutting down to it, and also, our attention span has decreased.
Participant:	What was that? Sorry. What was the last bit?
Tammy:	Our attention span is now less than a goldfish, literally.
Alice:	Yeah, which is why I think a lot of people, when they do the copy, they make it shorter and they leave out all the parts. What the key is is to be concise but have it easy to find, because everybody looks for the page for a different reason, what they want to know before they buy.

Some people will read it all. Some people will scroll straight to, "What am I getting?" all the different things that as long as you make it easy to scroll and work for that short attention span's attention, which that's what I don't understand, actually.

This is just a personal thing, how they say our attention span is dwindling, but that people like video. I find my terrible attention span doesn't like video, but I guess it's just a different way of processing information. |
Participant:	Yes, that's right. Yes. I was speaking to someone today who said that she doesn't like videos. She only likes tags, and her husband will only ever watch videos. He won't read any text.
Alice:	This home is the same way.
Participant:	Yeah, so I think it is the way the brain processes information.
Alice:	Mm-hmm, which tells you that maybe having both is often useful as well, right?
Participant:	Yes. Yes, absolutely, and certainly video with subtitles, so even within the video they've got choice. They can turn off the video and just read the text.
Alice:	Yeah, which I used to find very distracting, but now that my eyesight is failing, I actually have subtitles on all the time. What a wonderful world we live in with all this stuff, but yeah, it's overwhelming to people.

So Deb's point is very good. You've got to stand out. There's got to be a reason people come to you. It doesn't have to be that you're the smartest, the most experienced. It's something else that you offer them, how you make them feel, how they are able to execute from what you teach them, how you teach them. |
| **Participant:** | Ultimately, it is about how you make them feel, which is what Maya Angelou was saying in her poem. I can't remember her quote. |
| **Alice:** | They'll forget what you said, but they'll remember how you made them feel. |

Participant: That's right. By the way, Alice, I just want to say I really, really like your signature tagline, if that's what you call it. I don't even know what it is, but the signoff of, "To your success," I really like it. It's very touching. It's very positive and affirming.

Alice: Oh. I thought you meant something else. Oh, yeah.

Participant: No, no. When you sign off on your emails, "To your success," I was like, "Oh, that's very nice."

Alice: I always have a picture there, a name, and sign it.

Participant: Yep, you do.

Alice: It's like a letter, right?

Participant: Yeah.

Alice: So are your opt-in pages. So are your sales pages, your blog posts, also. I often sign off blog posts, too, especially when they have a call to action on them.

Participant: Do you sign them all off as, "To your success," even in your blogs?

Alice: Pretty much. I have one blog currently, which would be on EKit Hub.

Participant: Or do you use different ones for different mediums, like different signoffs for different mediums?

Alice: Oh, I don't know. I usually keep it pretty consistent. I want to find a post that I made, so for instance here, you can see our sign off.

You can see our selection of done-for-you products and templates here. You can add as many as you'd like to your cart and save 50% on your entire order. One coupon per customer only.

To your publishing success,

Yusef Kulan and Alice Seba
Your Partners in Easy Product Creation at EKitHub.com

Participant:	Where are these blogs? I've not seen them before.
Alice:	This is on EKit…
Participant:	I saw a blog I want to read.
Alice:	What you're looking at? We always sign it here, and a little tagline, too, like, "We're your partners in easy product creation," for example. Come up with something, a title, like, "You could be CEO of my company," but that's boring, so think of something. This is a blog post, but we do. We sign it off anyway.
Participant:	Where…?
Alice:	Where am I right now?
Participant:	No, no, no.
Alice:	No.
Participant:	Yeah, this website, because I saw a blog.
Alice:	This is EKit Hub, where we sell the printables, PLR, or print-on-demand products. There is a blog.
Participant:	So there are blogs on EKitHub.com, right? Yeah, there it is, "How to Determine the Price of a Product." That's what I want to read.
Alice:	Oh, I see what you're saying. Ha. Let me see what they wrote. Yes. It's a short, little post, but you might find you some useful things.
Participant:	Yes, it is.
Alice:	All right, so I think I'm going to head out. I appreciate you guys coming and how we had a very big, small group today. I know it's a long program, so not everybody can come every time. They know they have the recordings, but it's really nice when you guys are here and also adding lots of things for everybody to think about, including myself, so I appreciate it.
	All right. Well, take care, you guys. See you in the group, see you in the members' area, and I'll see you in two weeks, as well. So in two weeks, Thursday, I think, is June 30th.
Participant:	Yes, it is.
Tammy:	Thank you so much for everything.
Participant:	Thank you.
Alice:	Take care. Bye-bye.