

Fine Art of Self-Promotion Session

Persuasive Writing Deep Dive with Real Life Examples

Training with Alice Seba

All Online Business Owners Should Learn Copywriting and Persuasion

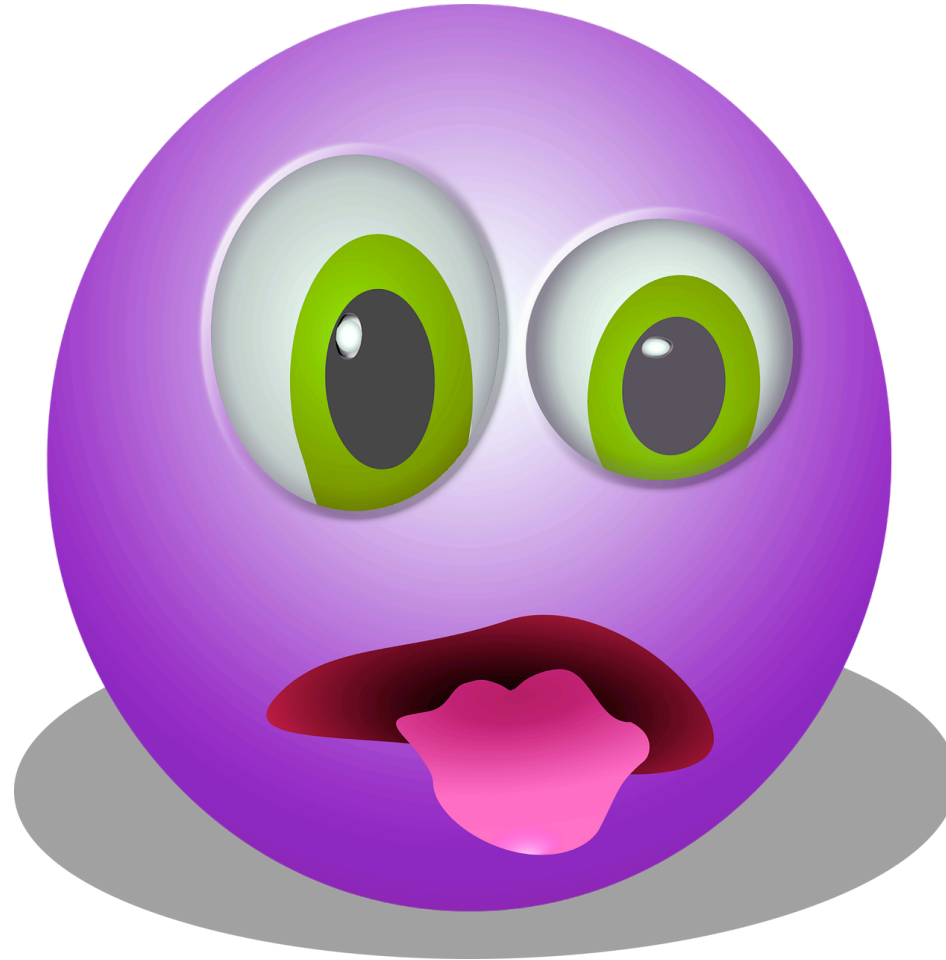
- It's how you build an audience
- It's how you keep your audience's attention
- It's how you make sales and figure out WHAT to sell
- It's how you keep your customers happy
- It's how you get people to spread the word about you

You Can Outsource Help with It,
But It Comes into Play in Every Part of Your Business

This Lesson is Going to Focus on:

- The higher level concepts and things to develop in your persuasive writing practice.
- Live examples from my students...which will give you ideas to craft and edit your own copy for better converting results.

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



LEARN SALES

- Studying the copywriting/persuasion materials
- Printing out the swipe files...and keep them close!

GET TO KNOW YOUR AUDIENCE

- Doing the target marketing/branding exercises...4 documents to download.

Part 1: Key Concepts Of Persuasiveness

You Need to Know What Your Audience Fears, Wants (and Needs)

- The “Getting to Know Your Audience Intimately” worksheets will help you with this.
- Practice will keep you going for the long term.

You Need to Know How You Can Ease Those Fears/Pain to Service Their Wants (and Needs)

- What content? What product?
- Review our session on “Creating Useful Content and Products to Achieve Your Mission”

You Need to Know WHY They Come to You To Ease Their Fears and Service Their Needs and Wants

- USP Exercise in the Copywriting & Persuasion guide and the “Why Your Customers Come to You” worksheet.
- Practice will keep you going for the long term.

You Need to Speak to Them in a Way They Understand and Relate To

- Imagine yourself talking to one person.
- Track what they click and buy.
- If you are part of the audience, leverage that experience.
- LISTEN to their responses.

Brevity is Important, But You Also Need to Be Specific and Detailed

- If your offer is not absolutely clear, they'll just leave.
- If they don't have enough information to make a decision, they won't make one.
- If they can't scan the page for what they need to know, they'll leave (more on this shortly)
- Read the copy guide, use the swipes and PRACTICE!

Understand The Difference Between Features and Benefits

- Features are the characteristics of your product.
- Benefits are what your customers get out of your features.
- Your customers may want to know the features, but they care about the benefits.
- Review the copy guide, use the swipe files and PRACTICE!

Easy to Scan Content is Your Friend and Your Key to More Sales

- Use headlines, subheadlines to make it easy to scan.
- Use bullet-points as much as possible. They're perfect for sharing features/benefits.
- Use images to draw the eye in and explain certain things you want to convey visually.
- Read the copy guide, use the swipes and PRACTICE!

Justify Your Price

- Cost of leaving the problem unsolved
- Cost of doing it yourself without insider knowledge
- Cost of hiring someone (or YOU, the expert) to do it
- Cost of paying a higher price later (or not receiving some other benefit)
- Compared to something else they readily spend money on that doesn't provide as much benefit

You Need to Include a Sense of Urgency / Scarcity

- They can no longer let their problem linger.
- Limited time (start time, end of sale).
- Limited quantity.
- Limited bonuses.
- Exclusivity.
- Read the copy guide, use the swipes and **PRACTICE!**

You Need to Anticipate Their Questions

- It helps you create follow up content.
- Add FAQs to your pages...they can boost conversions.
- It helps give that “you read my mind” feeling that boosts loyalty from your audience.

You Have to Ask for the Sale (or
Give The Call-to-Action)...And
Probably More Than Once

What You Should Have at the End of Part 1

- Overview of how persuasiveness relates to business.
- Higher level concepts to become a persuasive writing expert.
- Where to get examples and exercises for everything mentioned...and more (it's in your homework).

Part 2: Live Examples

Critique #1: Hone in Your Audience's Fears, Needs and Wants by Relating to Them

Michelle Boyd Waters

WordPress Skills For Teachers (by Teachers)

Original:

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.

Rework....

Teachers! Tired of Struggling to Build Your Side Hustle? Here's Your Chance to Change Everything...

Get Instant Access to This Step-by-Step Blueprint, Created for Teachers by Teachers, Shows You How to Create Your Own Website And Have Your Side Hustle Ready to Launch...in the Next 7 Days

We've been where you are, learn from our mistakes and get to success faster. Here's how...

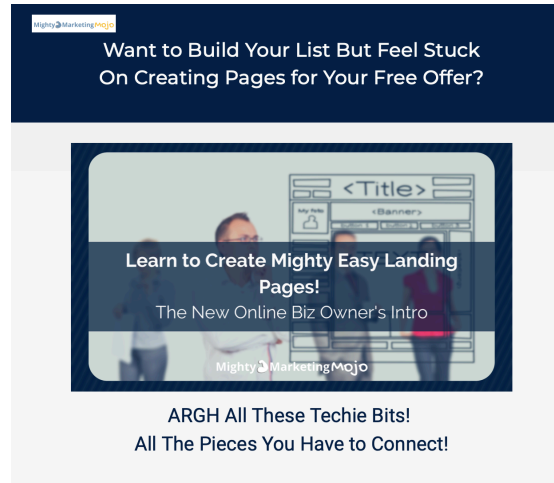
Key Points to Critique #1:

- Relate to the audience and their pain points. Bonus points if you're part of the audience.
- Forget features...what can they achieve?
- Don't ask for the sale too soon and make sure your price is a no-brainer.

Critique #2: Put the Important Stuff Up Top and Incorporate it into Your Pitch

Jennifer E Burke
Mighty Easy Landing Pages

Original:



The screenshot shows a landing page with a dark blue header containing the text: "Want to Build Your List But Feel Stuck On Creating Pages for Your Free Offer?". Below the header is a video player with a thumbnail showing a person in a white shirt pointing at a screen. The video title is "Learn to Create Mighty Easy Landing Pages! The New Online Biz Owner's Intro". Below the video player, the text reads: "ARGH All These Techie Bits! All The Pieces You Have to Connect!".

Rework....

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 Dead Simple for You To Create High Converting Opt-in Pages that Get You More Subscribers...And Ultimately, More Sales

Sign up now for instant access to the step-by-step guidance you need...

Key Points to Critique #2:

- Use the above the fold space wisely.
- Leverage your name in your courses.
- Ask for the sale at the right points only.
- You AND your testimonials are part of making the sale.

Critique #3: What Does the Intended
Audience Already Know and What Do You
Need to Teach Them?

John Cumbow
10 Part “Book of Wealth” Book Series

Original:

"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!"

"An Inquiry into the 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 and among all Nations"

Rework....

Ever Wanted to Hold a Piece of History, Once Reserved for Only the Wealthiest in the World? 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...

Key Points to Critique #3:

- 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.
- Use visuals to your advantage.
- Make it easy for them to order.

Critique #4: Choose the Right Format to Help Your Prospects Make the Right Decision

Faye Elizabeth
Unbreakable Calm Coaching Program

Key Points to Critique #4:

- Talk to the audience, using the medium that makes most sense for your offer and where they are in the follow up process.
- Keep it simple and speak to their pain, showing them the solution they've been trying to get to isn't actually the solution.
- High value and highly relevant bonuses can work wonders.

What You Should Have at the End of Part 2

- New ways to look at your own copy to see what you might tweak. Put close attention to:
 - Crafting attention-getting, benefit-laden headlines.
 - Speaking to your audience's pain.
 - Boosting your credibility through your story and the stories of your customers and clients.
 - Focusing on benefits over features.
 - Ask for the sale at the right time...and yes, that is likely to be more than once in one piece of copy.

NEXT SESSION:

Complete Product Launch Case Study

(with Virtual NO Existing Audience & a Very Limited Schedule)

Questions?
Need Help Brainstorming?
Stuck on Something?

Let's Talk about It!