

Copywriting Secrets

Copywriting is one of the best-kept secrets in any successful business.

Very few people are aware of this method and even fewer practice it, but copywriting is a '**selling skill**' that drives successful marketing.

So, what exactly is copywriting? It is the clever use of words aimed at promoting your business. It is the art of selling your service or product, via the suggestive use of text.

The **purpose** of copywriting is to sell. You're basically selling without the usual selling jargon, and you're not selling the way you would normally envision. Most people view the selling aspect as a car dealer trying to use deceitfully 'slick' sales tactics that don't always result in the desired outcome. That's *not* what you'll be doing.

The **FIRST** step is to **assess your audience**...one individual at a time. The audience is comprised of diverse individuals. One needs to connect and create a rapport from the onset of your meeting them in order to relate your message effectively. Take a moment and imagine that you're speaking to your audience, one at a time. Now, observe what is going on in their thinking process by being alert to their body language and facial expressions... and collect those details in your mind.

Focus on the big question that you need to ask yourself and truly understand your goal. Ask yourself, "*What keeps them*

awake at night?" If you understand their priority, then your chance of 'selling them' increases dramatically. Your task is to create a visual in response to their concern as they ask themselves, "*What's in it for me?*"

By being clear about their concerns, the remedy toward a solution is that much closer. Awareness is the key!

Knowing their priorities removes your needs from their desired goal...Remember that it's not about you. Remove yourself from the picture and view their vision from their personal perspective. It's ALL about them. In a figurative sense, you cease to exist.

Secondly, there is one **key rule** in copywriting and if you deviate from this rule, then you're doomed. If you learn only one thing about copywriting, then you need to learn this rule.

The Collier Principle, which is: "*Always enter the conversation already occurring in the customer's mind.*"

Every person, whenever they are buying anything, often creates a silent conversation within their mind about something... they are always thinking. People ask questions 'inside their head' and your 'job' is to 'beat them to the punch' if you want to close the deal. Answer their question(s) before they even have time to form the words in their mind.

When you enter their conversation with a pre-determined positive response, even before they have time to formulate their concerns, you won't have to sell them...they will automatically be sold. Mutual understanding will be an immediate result. If you abide by this principle, and this principle alone, then your success will outshine all others.

Thirdly, I'm going to share with you, the most **powerful**

word in copywriting. It is a word that you have read all the time and a word that you know. You have read this word several times while reading this. So what is the most powerful word you can use in copywriting?

You!

Imagine that you are living in New York and you want to buy a product or service. You go to the website and you read...

“I’m a _____ in New York and I have videos and reviews of my products.” Or...

“You’re looking for a _____ in New York and you probably want to watch videos and reviews of our products.”

Each message relays the same suggestion, however, which results in greater success? ...It is the second one that uses the words ‘you and your’. They are more suggestive and therefore increase the effectiveness. It is for this reason that you should steer clear of using ‘I or me’. Your influence should be focused toward their perspective, not yours.

Now, let’s move along and note, that while ‘they’re’ reading the text on your website that states, *“You’re looking for a _____ in New York”*, they may be saying to themselves, *“Yes I am.”* When they continue and read the part that states that they probably want to ‘view’ videos of the product or service, they may be saying to themselves, *“Yes, I do want to watch videos.”*

It becomes clear to say that the word ‘YOU’ is the most powerful word in copywriting.

Fourthly, one of my most prized techniques in copywriting that I use all the time is **social proof**.

Social proof is the number ONE selling technique that successful salespeople use. You can give social proof through the use of pictures, testimonials, a list of clients, and anything that shows people the results of your product. Once again, you're selling them without really selling them. You're allowing them to sell themselves by viewing what it is you offer and the benefits that others are receiving from your product or service. Your product and/or your service 'sells' itself!

That is why I am such fan of video testimonials. It's one thing for you to say that people are going to love your product but it's another for them to see people raving about it. Genuine, candid emotions can't be 'faked'. Testimonials are truly priceless commodities in a 'sellers' world.

Companies such as 'Amazon' and 'Yelp' have been successful due to the very real reviews of satisfied customers. When consumers seek out a good restaurant in an area or to research an online purchase of an unfamiliar product, they are often swayed by reviews. People search for other opinions and compare with fellow shoppers in order to make the best decisions in purchasing a product. By comparison shopping, a valued opinion of a pleased consumer can make the deal with a minimum, if any, resistance to the initial purchase.

Now let's talk about the **Fifth** item that is just as valuable, if not more, than the text itself.

The **layout** of the text...the way the words are being visually presented, is extremely important.

Pay attention to how people view the words on your website and marketing materials as well as the way you frame your

message. Whenever you're doing 'copywriting', be mindful that your words are easy to read. Be sure that you are leading the eyes of the reader and be cognizant of the folks that choose to scan the message rather than read word for word. Your printed words need to create that visual image for them while the words provide a guide toward that goal.

Now, with all this talk about copywriting, the **Sixth** and last suggestion is crucial. Failure to follow through with this could leave you scratching your head and questioning a poor outcome, leaving behind lots of money on the table. That one thing is having a **call to action**. A call to action tells the consumer exactly what to do. Nothing happens unless they take action.

You can have the best product the world, you can have one million reviews, and you can have the best videos and website in the world, but if they don't take action, then you won't sell.

This, sounds simple but for some reason it is overlooked much of the time. The power of suggestion and positive talk creates positive action. Tell the customer exactly what outcome you expect. If you want them to call you, then tell them to call you. If you want them to e-mail you, then tell them to send you an email. The more steps you have in your sales process, the more detailed you need to be in your explanations of suggestions. If you expect them to follow through ten procedures, then you need to explain in detail, and be very clear about those ten specific items. It would be beneficial for them to repeat to you, what they heard, to ensure clarity. Perception and interpretation of our words have a direct impact on our intent. If our message is misunderstood, then it's all over.

Have a call to action in all of your copy. You can tell them to 'click here' to watch videos... You can tell them to call so-and-so's number... You can tell them to send an email to so-and-so... You can tell them to 'click here' to download something. Whatever method you use, you're telling people exactly what to do. You are leading the way.

And so...

What is the best-kept secret in marketing?

COPYWRITING!