



MAKING
SENSE
OF THE

M.E.S.S

HOW TO WRITE SALES COPY FAST

SALES COPY WORKBOOK - MIDDLE

ANNOUNCEMENT

- What is it? Title of the main offer - Your program name)
- What does it do? (your tagline)
- Who is it for? (call out your avatar)

Your offer is _____ (What) _____ for _____ (who)
that want _____ (desire without pain)

Perfect for _____, _____, _____,
and _____. (call out your avatar and all their possibilities)

BENEFITS

- Results
- Come away with (by the time have have finished)

You'll learn how to:

Find a _____

(so you can stop) _____

Generate _____

(perfect for people who) _____

Create _____

Without _____

Build _____

So you can _____

SALES COPY WORKBOOK - MIDDLE

ACTION / RESULT WORDS

INCREASE WORDS

Expand, Maximize, Generate, Gain, Raise, Enhance, Improve, Increase, Outpace, Advance, Amplify, Propel, Enlarge, Accrue, Multiply, Inflate, Magnify, Boost, Lift, Bolster, Grow, design, enjoy, Develop, form, Launch, Achieve, Strengthen, Replace, Simplify, Transform, Exercise, Align, cultivate, Mobilize, Shape, Unify, Navigate, Partner, Secure, Educate, Calculate, Qualify, Assess, Review, promote, Attain, Validate, Reach, Jumpstart, Kickstart, Skyrocket, Convert, Persuade, Test, Track

DECREASE WORDS

Minimize, Reduce, Decrease, Avoid, Stop, Lower, Slash, Reduce, Drop, Shrink, Diminish, Minimize, Cut, Trim, Lessen, Curtail, Shave down, Save, Drive down, Eliminate, Consolidate, Shrink

FEATURES

- What's inside?
- Here's what you'll get?

Name _____

Description _____

By the end you'll _____ (the actual result)

SALES COPY WORKBOOK - ENDING

Writing the ending should be pretty quick as a few ideas has already been written for you.

GUARANTEE

- Try us out for 7 days before making a commitment, this way you get to experience before fully committing.
- If you're not 100% satisfied with the program, the strategies or the support after 30 days, I will offer you a full refund - Pinky promise.
- Join today and I guarantee that this will be the lowest price you will ever see this program

URGENCY / SCARCITY

You can use one or more of these suggestions

- Limited time access
- Limited pricing
- Enrollment closing soon
- Bonuses will expire on
- Launch special (extras and discounted pricing)
- The opportunity cost of not taking this offer now
- The amount you will earn or save my acting now... the faster you act the faster you'll start earning/saving

SALES COPY WORKBOOK - ENDING

FREQUENTLY ASKED QUESTIONS

- How much does it cost?
- Are there any other costs I need to be aware of?
- How fast can I expect to see a result?
- I don't use xyz, so will this still work for me?
- I'm not good at xyz, will this still work for me?
- How long is the program
- How long will I have access to the member's area?
- Can I share/join with a partner or friend?
- Is there a guarantee?
- Do you have others who have used this product with success?
- Will this program be open again in the future?
- I have already tried xyz, how is this different?
- What happens if this is not what I expected?
- Do I have access to everything immediately?
- Do I need any special programs or software to make this work?
- What so of support can I expect to get?
- Is there a community with this program?
- How do I get extra support if I need it?

FINAL STATEMENTS

Start with:

Are you ready?

Here's the truth...

Time is ticking... here's why

Now is the time to act

I hope you are as excited as I am

Provide them with a logical reminder of why now is the time (urgency) or the lack of taking action. Now is also the time to remind them of the benefits.

SALES COPY WORKBOOK - ENDING

EXAMPLES

Influence and Authority

Are you ready to leverage your skills and expertise by creating your signature show to share your message with the world, that results in an increase in

Influence, Authority, and Profits...

The Influence and Authority Method Will Give You The Critical Systems, Processes, And Confidence Building Support You Need To Go From Unknown Expert to Sought-After Industry Authority.

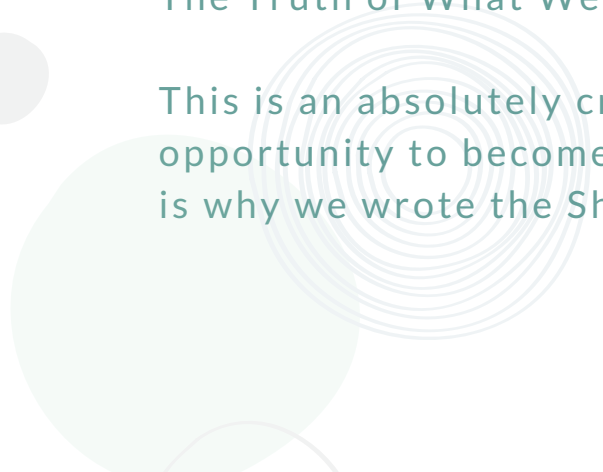
The She Myth (She Success Program)

One of the biggest lies we believe about Empowering Women, is that it comes at the expense of men. We still believe it's a man's world. However, the truth is our future depends on Solving that SHE MYTH!

If you want to break free from the myths that hold you back, then this is the first (and best) step in your journey!

The Truth of What We Have Uncovered...

This is an absolutely critical time for every woman to take the opportunity to become a leader in business and this is why we wrote the She Myth Book...



SALES COPY WORKBOOK - JUST A SPLASH

PROOF

- Before and After
- Logical Reasoning
- Images of Results
- Statics

You can add these anywhere on the page but they work best if they relate to what you have just been speaking about in the paragraphs leading up to the proof. You can use some creative design like speech bubbles and call out or in a box if they don't quite fit with the commentary in the copy.

TESTIMONIALS

- You can add excerpts from feedback from your previous clients
- Screenshots of feedback from social media
- Video testimonials also work really well

Again you can add these anywhere you like on the page, but they are best used when they can support what you have just spoken about ie: if you were speaking about the results of a certain part of your program, and you have a testimonial about that, then add it directly under that section.

You'd want to start with a minimum of 3 testimonials, and the more the better.



SALES COPY WORKBOOK - JUST A SPLASH

CALLS TO ACTION

- YES PLEASE!
- Let's Go!
- Give It To Me (Baby)
- Yep, I'm ready to....
- Join the
- Let Me In
- This Sounds Awesome!
- I'm Ready

It's best to add these throughout your page, with the ones at the top and middle scrolling down to the bottom of the page to the stack section, once you have announced the offer and the stack then all buttons from them on should go directly to the order form

THE STACK

The stack section is basically a recap of the offer, straight to the point it just has the features and the value. Add this 3 x throughout your page, after your features and benefits, then again under your urgency and lastly at the bottom of your page.

Offer Title (name of your Program) _____

Feature	_____	Value	_____
Feature	_____	Value	_____
Feature	_____	Value	_____
Feature	_____	Value	_____
Feature	_____	Value	_____
Feature	_____	Value	_____
Bonus	_____	Value	_____
Bonus	_____	Value	_____
Super Bonus	_____	Value	_____
Super Bonus	_____	Value	_____

Total Value: _____

Regular Price: _____

Today's Price: _____

CTA Button _____

SALES COPY WORKBOOK - THE START

HEADLINE

- How to XYZ so you can avoid
- How To XYZ In As Little As Timeframe
- How To XYZ In As Little As Timeframe... even if you believe/think You Have To XYZ!
- The TRUTH about XYZ... even if you believe/think You Have To XYZ
- The best way to overcome xyz
- How to XYZ in only
- How to skyrocket
- X# Fast Ways ToXYZ And Avoid XYZ
- X# Fool-Proof Methods To XYZ Every Time - Guaranteed!
- How to crush the XYZ
- How to outsmart the XYZ
- How to Fix XYZ in timeframe
- How to get the most XYZ with as little as XYZ
- The Biggest Mistake XYZ make When it comes to XYZ
- The Secret To XYZ especially when
- Finally! The XYZ to Fix XYZ in as little as Timeframe
- The Secret Keys to XYZ
- The Best Way To XYZ
- The Fastest Way to XYZ
- The Best Kept Secret to XYZ now revealed
- How to dominate XYZ
- X# Surefire Ways To XYZ Than You Ever Dreamed Possible
- The Go-Getters Guide To XYZ
- X# Ways Any (Avatar) Can Rise Above All The XYZ Noise In Timeframe Without Having Any XYZ Experience Whatsoever
- Why XYZ doesn't work anymore

Complete the headline with

- Without
- So you can
- Even if

SALES COPY WORKBOOK - THE START

PROBLEM

This is where you will go back and review the big 8 questions that were discussed during the offer incubator method.

- How are people trying to solve the problem now and why does it not work?
- What's wrong with the way they are currently trying to solve their problem? (and what's missing?)
- How are you different?
- When you tell people about your offer, what are they going to say that will counter you? (overcoming objections)
- What might stop your customer from having success with your product or service?
- How will you package this offer?

AGITATE

Once you have spent some time highlighting and agitating the problems it's now time to tell them that it's not their fault, and you can use some of these phrases to start you off.

- You are afraid that you are the exception to the rule
- You feel that hustle and grind is the only way because that's what you have seen others do
- You have tried before and failed
- You are too busy to make the change
- You are stuck in a bad situation and feel there is no way out
- This has been the case for so long you have almost resigned to the fact that this is normal
- You don't believe me
- You can't afford it
- You don't know whom to turn to or ask for help

SALES COPY WORKBOOK - THE START

SOLUTION

Explain How You Are You Different?

- What did you discover/learn they need?
- Why is it so much better?
- Why / How is this different or new?

Unlike other programs and courses that _____, this solution actually works because _____

At this point, it is important to remember that you haven't actually revealed the offer yet, so you are simply just reminding them that the solution and the problem are really important.

This is also a great time to get them to use their imagination and future pace... imagine themselves as your (future based avatar).

Imagine radically transforming XYZ
Imagine when you are able to XYZ
Imagine not having to XYZ ever again
Imagine kickstarting XYZ

MEANING

Why Does This Even Matter?

In this section, it is important to state what they REALLY want.

- So what do they really want?
- Better Health, Wealth, Relationship, Entertainment/pleasure
- More/better time spent with family and friends
- A healthier body
- More Money
- Freedom, clarity, energy, balance..

SALES COPY WORKBOOK - THE START

RAPPORT

Show Them Why You Are the One To Teach Them

- Your Qualifications
- As seen on
- Your personal story
- Your Media Bio
- Links Examples of you in action

HANDY COPYWRITING TOOLS

Here are a few copywriting tools that you may find really useful.

www.funnelscripts.com/funnelscripts-webclass

www.closerscopy.com



www.tracymwilson.com