



The Copywriting Formula

The purpose of the copywriting formula is to

Grab your target markets attention

Assist them in their decision-making process

Lower their risk in taking the next step in the buying process

Before you start determine three things

Purpose - what is your ideal outcome from producing this copy?

Audience - Who are you talking to and what's in it for them?

Fear / Frustrations - what are your target markets fears and frustrations

The Six Step Copywriting Formula

1. Capture Attention
2. Engage Your Prospects:
3. Intensify the problem / Solution
4. Offer Solution
5. Social Proof
6. Call to Action

Grab their attention, you can use colours, pictures, graphics and of course a head line

When deciding a head line consider the 'hot button' of your audience. What is on their mind? Why did they search you out in the first place.

Consider the following exercise;

Put yourself in your potential audiences shoes...imagine that you are a prospect seeking out your service.



What's going on in his / her life that they sat down and searched for you?

Write a paragraph here about what is going on in their life:

What specific search terms did they use to look for you?

Write down 10 search terms they may have used when looking for your service.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What specific service will you provide to solve their problem. Get specific, if you're a coach don't just say coaching..work out exactly the



steps you will take, what answers will you give them, what results can they expect to get.

Write a paragraph below:

Now to create your headline, use the information you have gauged from above to really hit the hot button of their problem

Start with an attention catcher and then add the frustration point

Examples could include:

Discover the 7 steps to.....

Find out how.....

We have never released this before....

The 5 biggest mistakes....

The one thing nobody is telling you about.....

Don't settle for the first one. Write 15 potential headlines below;

- 1.
- 2.
- 3.
- 4.
- 5.



- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Now you have your headlines narrow it down to your top 3. If you're part of a business or industry social media group then run a survey in the group and see what other people find most intriguing.

Engage Your Prospects:

You want to keep your prospects reading. You do this by focusing on what is in it for them. They will want to avoid a pain (frustration, problem, challenge) or seek a pleasure (desire, solve a problem, give them a solution).

You want them to be agreeing as they read the copy and thinking, "yeah that's me"

Some examples:

Have you ever felt you are not reaching your potential? (frustration)



Imagine life when you can step out of your business and it makes more money than ever (desire)

Have you read all the books, attended the courses but nothing seems to work for you? (frustration)

It's easy to impress your friends, but what if you could impress your accountant? (desire)

Write 10 problem focused sentences:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Write 10 solution focused sentences:

- 1.
- 2.
- 3.
- 4.
- 5.



- 6.
- 7.
- 8.
- 9.
- 10.

Intensify the Problem or Solution

Once you have engaged your prospect it's time to turn up the heat. This is where we want to really get to the hidden frustrations and desires. Aggravate the problem or highlight the solution.

Facts and figures, statistics and survey info works great here.

Some examples;

Less than 16% of Australian's have enough money to last their retirement

If you just took this one step.....you would be able to.....

Most business owners in your industry have bought themselves a job, and it pays less than working for someone else with 10 times the stress

Did you know that studies have found that business owners who work on their mindset have anx amount ...of (greater results)

Write down 10 pain intensifiers

- 1.
- 2.
- 3.
- 4.



- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Write down 10 pleasure intensifiers

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

The Solution

In this section you want to address your prospects pleasure or pain and show how you can ease the pain or lead them to the pleasure.

Build a case for your business and educate them about your solution.

Don't focus on features, focus on benefits.



Write down all the features of your service and then write down how that benefits your client

Feature	Benefit

Now you know the benefits, create statements that incorporate the benefits along with your unique selling proposition (USP)

Examples;

You are not alone (x company) has helped (x clients) with the same problem you are facing

After working with (x customers) we have worked out the exact formula to produce (x result)

This service has helped

In this course you will discover exactly how to...

Write 10 problem solving solutions

- 1.
- 2.



- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Write 10 desire creating solutions

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

The Proof

Add social proof to your copy. It will give you credibility, increase the trust level and therefore reduce the perceived risk in the eye of the client.



Include them in written form, audio or video

Testimonials that overcome your customers objections are the most powerful.

Write your top 5 client objections;

- 1.
- 2.
- 3.
- 4.
- 5.

Now write a sample testimonial that overcomes these objections:

Ask some of your satisfied customers to write a testimonial. Get specific when you ask them to increase the chance their testimonial will overcome future objections.

Examples;

‘Could you please write a testimonial about how I solved x problem for you?’

‘ Could you address how you thought you couldn’t afford it but it has actually made you money?’

Add the testimonial into your copy.



In written form consider using the objection and how that testimonial over came it

Example

Tony began working with us in 2019, at first he thought he couldn't afford it, but it has made him much more than it cost..(Insert Tony's testimonial)

Call to Action

All your copy should inevitably lead to a call to action. Make sure you have considered this call to action from the beginning when you consider your purpose and audience.

Call to action could include

A purchase

A free discovery session

Head to www.website.com to subscribe to our

Email us to receive

Only have one call to action per marketing message.

i.e don't say call, email or head to our website

Remember to lead your prospects down a path where each call to action seems low risk.

If this is there first-time hearing of you consider sending them to a free call to action

If they have tried your free service ask them for a small purchase

If they have made a small purchase, it's time for a larger purchase

If they have made a large purchase then perhaps an ongoing subscription

