

“How To Learn The True Basics Of Copywriting In The Next 30 Minutes!”

Dear friend,

What’s your conversion right now?

0.5% ... 1% ... 1.5%?

In some industries, getting 0.5% means laughing all the way to the bank because this is going to make the owner rich. In others ... it is not even enough to break even the money spent on getting traffic.

But if there’s something that we all want, this is more sales.

If you are a freelancer, you want more clients ... or clients that will pay you more.

If you are an Internet Marketer, you want that most of the traffic that hits your page to convert into paying customers ... no matter if it’s now or after a 14 day email sequence.

If you are a DM publisher, you want to bring a new name on the file and maybe even make money on your promotion. When mailing a single prospect costs \$5, you can’t take a lot of risks. You want to make at least \$1 for every dollar invested.

So no matter how you put it, conversion is important.

As a copywriter, I’ve knew this for a long time.

But how do you achieve conversion?

That’s a good question. Some people think it’s all about the “tricks”. If you set your headline in a certain color or if you use a different type of video. Others think it’s only about the fundamentals, like a good headline or a powerful offer.

The truth is somewhere in the middle.

In 2014, in order to sell effectively, you need to combine both CRO strategies, that are usually usability or design related with classic principles of salesmanship.

You need to know both how to write amazing bullet points and how to format your squeeze page for maximum effectiveness.

In a market dominated by services like Twitter or Facebook ... in a world where we text each other instead of calling ... your prospect’s attention is a very important currency and it is rather hard to get for free.

You need to stand out. You need to be bold. You need to make him say ...

“Wow, I want to read this”.

It is not enough to write it for them to read it. You need to be two people in one, both the expert, the nerd that knows everything and the glamorous rockstar that pulls him in.

Is it easy?

I don't know ... but it's not as hard as it seems.

Writing good copy is actually easy as long as you realize it has nothing to do with copywriting and everything to do with human nature.

You know who are the best copywriters in the world? The guys that are not in copywriting. That seems as a paradox but let me explain.

Writers are not the most social beings in the world. Actually, we become writers because we don't want to deal with other people. Writing is not exactly at the same level as programming, as it involves a lot of creative thinking but we're surely not extrovert, outgoing people.

Yet, to sell to another being, you need to be one of them.

You can't be unaware of human nature yet use it in order to persuade another person. You can't seduce if you don't understand the definition of the person you seduce.

And that's why most copywriters fail. They focus on the rules ...

- ... how to write a good headline.
- ... how to write bullets.
- ... how to write for momentum.

But they forget to whom they write. To a human being. To a girl that feels bad in her own skin and wants to lose weight. To a desperate 40 something that wants to quit his job and do something different because he's tired of doing the same thing again and again.

Most copywriters, including myself some of the time confuse the package for the substance.

The package is the "how to" and it is very valuable. There are standard operating procedures for a lot of things, from how to write a guarantee to how to write a PS.

However the substance is persuasion. The ability to understand another human being and to persuade him or her. For example ...

Let's say that you are selling a dating product ...

Is the guy whom you are selling to the same as you? No. He may be a young adult, a virgin, who wants to have sex or at least have a girlfriend. He feels rejected and he doesn't understand what the hell is wrong. He's trying to be nice, to be good yet no girl is attracted to him.

He's confused ... A LOT.

He knows that 1 + 1 should equal 3 ... and it stills equals 2.

This is called cognitive dissonance. It is the pressure between having two opposite concepts in your mind in which you believe. For example, in movies, getting the girl is presented in a way, in real life, in another way.

So how should you start a promotion to him? Bragging about all the women you've got? Saying that he's wrong? Saying that he should change?

No. Even if you are right, you won't make the change.

You start with him or better said, with his thoughts. **You meet him where he is right now.**

This means that you first acknowledge where he is and explain his thoughts. You want to make him say ...

"Wow, this guy understands me". You want to create rapport.

Then you move him slowly to another reality.

People don't accept new beliefs with ease. Even if you are right, this doesn't mean that he'll bow down to your superior rationality. They want to believe in what they believe because otherwise, they'll feel stupid.

That's why the best sales people in the world meet the prospect in their prospect's thoughts.

They don't want to convince them otherwise. They start with what is there and then move the prospect, down a slope to something better. This can be done by getting him to say yes several times ... but presenting him a rational and emotional argument ... or by simply explaining that it is not his fault that he's believing this way.

When you are trying to sell to someone ...

You need to remember one fundamental thing.

HE DOESN'T WANT TO BUY.

Even if he needs to buy it, he doesn't want to do it now. Even I, I should go outside and run or take a break right now but I'm not doing what I should be do, what's best for me. I'm writing this because I'm in a flow like state.

So from the first moment he visits your page, he will make a choice ...

Is this something I'm interested in and I don't want to buy or ...
Is this something I'm not interested in and I don't want to buy ...

If you'll get him interested to read, you can change his beliefs.

It is like in dating. She may not like you but if you go on a date with her, she may discover what a great guy you are ... and hours later, you wake up in her bed.

The key is to get him to show some interest, not to sale the product.

When you date someone, you don't want to marry right away. It is first the date, then the kiss, then the night together, then the relationship, then the time when it gets serious then the marriage.

In copy ...

He first reads the headline and he wants to read more ...

Then he feels understood in the opening copy ...

He sees how this applies to his own life, which is the best thing you can do in a copy, make it relevant to him ...

He understands the benefits ... and that there is a solution to his problem. He starts moving from a belief of "I can't do anything, this is how things are" to "hmmm ... someone understands me. He may have been in the same place and he says that he knows a solution. Sounds good".

Then you present the solution and explain that you have a way for him to apply that solution. You're not selling the solution. You're selling the mechanism that delivers it. You're not selling a dating book. You are selling a way for him to meet girls. It is a big difference.

Then you explain to him why this will work, you start taking his objections in row ...

And if we are talking about objections, let's cover them in depth.

When I want to buy something, I have objections. You have too. For example, you may want to hire me but there are objections in your mind. My job is to fix them.

Your objections may be ...

- I don't know this guy.
- I don't have the money.
- I don't have the time.
- I don't see proof that he's good enough.
- I don't know what he has done before.
- I don't know how this will turn out before.
- I have more important things to do right now.
- Why you and not someone else ...

Each is a big stone I must overcome in my copy and in this particular case ...

- ... I would explain who I am and why I'm special, at least for this particular case.
- ... I would explain how this is a good investment with a great ROI.
- ... I would explain how I can work on my own and I don't need or want micromanagement.
- ... I would supply proof through my own thoughts and past projects.
- ... I would supply testimonials.
- ... I would give you a true reason to act now like a discount or a special offer.

The same process goes in every copy.

There are always objections. Even if you have a great product, there is always "this sounds great but I don't have time right now" or "I don't know if this will work for me".

The essence of marketing is based on overcoming objections. From how you package something to the reputation of a firm and how the sales person answers the phone, the job of sales is to overcome objections in order to get the sales.

Sometimes there are no objections. The customer knows what he wants, he understands that he needs it and he is willing to pay now. Running out of cigars when you want them most is a good example of that. Going to the dentist when your teeth hurt is another.

But most of the time, there is no default major need towards doing that. There is no urgency. He doesn't feel pain if he doesn't act now. Instead, it is more of a "should do" than "have to do".

That's why some of the best sold products in the world are those that are based on an instant need. Condoms, food, soda, cigars, alcohol, phone service and transportation. Even toothpaste is a product based on an instant need - you need it to have a fresh breath.

The hardest to sell products are prevention based. Something that could make your life so much better but for which there is no actual need at this moment.

That's why you need to position your product as something that solves an instant need. How to never get acne is far weaker compared to how to cure acne.

How to recover someone you lost is far easier to sell than how to get her.

How to get traffic right now is far better than how to build a website in 12 months that will get traffic.

Everyone looks for instant gratification. Everyone wants results now, not in two years.

You know how you can look your best?

Eat less, eat healthier and eat the gym three days per week. That's the entire program. However, if I write a PDF containing only this suggestion, it would not sell a single copy.

On the other side, it is so glamorous to learn about different forms of diets, about magic pills when the solution is always the same - burn more calories than you consume. You can eat only fast-food if you want, day by day, if you burn more calories, you'll drop in weight.

Now let's move to something else ... to be more specific, **the process of writing copy.**

How do I write copy?

I simply write. I've discovered that the more I think about writing it, the harder it becomes. I was a big fan of copywriting templates and step by step processes but every time I've applied them, it was a mess.

So here's what I do ...

I set up a timer for 25 minutes and then I simply write to my prospect. I try to sell him like he would be in front of me. Later I can edit, move parts of the copy, delete others, etc but for now, I try to sell him.

I may start with the headline or with the benefits. But I start somewhere. I simply let it go on paper. It may be stupid, it may be brilliant, I don't know. But I know that writing 1000 words and having 100 you can use is far better than starring in front of a white paper ... or better said, computer display.

And now comes the question ... **how do you know what to write?**

Well, first of all, some projects tend to repeat themselves so I can observe patterns. However, what I generally do is immerse myself into the product or niche. I read books about it, I visit blog, I visit forums. I try to get passionate about the topic before I write a single word. In this way, I can write with passion.

Were there products or services I had no interest in?

Of course. It generally ended with a refund or with a copy that was not my best. If you have no interest for the topic, you'll not write with passion. If you don't write with passion, you'll never write enough to get some good ideas and themes for the final copy.

My thought process is that the more you write, the more refined the final product will become. However, if you have to write for a topic you don't like or you couldn't get yourself to learn without getting paid for it, then better submit a refund and cancel the project.

Eventually you'll get to this point no matter what. You can save a lot of time and stress.

Some of my best promotions are on products on which I've read tens of books before even getting the project. For example, fast reading or self-improvement. Hypnosis or time management. I read this for pleasure so when a project like this comes along, I find myself writing a lot more than initially planned just for the sake of it.

Another thing I do to improve my flow is to make it look nice.

There are some people who can write blobs of text and then extract the right things from them. I use bold and italics while I'm writing and I format my text. Why? I'm a visual person and I like everything to look nice. When it looks like, it gives me a reason to finish it.

That's why I prefer to write in the final font (now I'm writing in Tahoma but I also like Andika) and in a high resolution environment. Personally, I write everything in Google Drive because it is very clean and because it saves every second in the cloud.

If you've ever wrote for two hours and then a computer crash deleted everything, you know how useful is to have autosave in real time outside of your computer.

A major skill that is going to help you write copy is having a story to say.

Forget story-telling. If you have the right story, you'll find a way to tell it.

This comes from experience. This comes from what is happening around you. You can find the right story in a movie. I know someone who knocked off the movie "Godfather" and wrote a great copy that sold a lot of books. Gossip, fiction, even cartoons are great sources for story.

However, a story is very effective when you have emotions related to it. If your reaction is "ah, cool" then it will seem plastic and sterile at least. If you feel the pain or the pleasure or the hate or the ecstasy, then you can translate it into something amazing.

Let's take a simple example ...

"I've saw an accident last night. This shows us how fragile life is. Invest in insurance right now" vs ...

"Last night something that changed my life happened.

You won't believe it ...

You see, I was somehow confused about where I am heading for a while. I'm satisfied with what I have but I feel that there is more to this.

I've found myself simply staring at the TV, hoping that time will pass faster more and more often lately so I was ready to make a major change.

But I couldn't get myself to do it ...

Then last night, when I came back from work, I saw a car crash into a pole.

You know, my only thoughts before this was to watch a movie tonight on my PC. After this, everything changed.

Life is so fragile and it could end any second. Why am I'm wasting it? I don't even have this right. Those people in that crash would do anything to get one more day, to experience one more day on this Earth.

Yet, I am going to waste it.

That's the moment when I've said ENOUGH.

I came home, I've kissed my wife, took her by the went and went to a nice restaurant to have dinner. Then we came home and made love like we haven't done it in the last 5 years. She was surprised. She wanted to know what changed. It wasn't me.

I haven't explained her what happened. I've only told her that everything is going to change from this moment. That life is so valuable and precious that I'm not going to waste any day of my time or hers".

That's passion. That's what keeps people interested. Emotion. Emotion is like the chocolate topping on an icecream. It makes it delicious.

So look around and observe. Life is interesting and if you put enough passion into your story, real or fiction, you'll keep your prospect glued to the screen.

Another important factor here is that our brain are wired for the negative.

How can you know that?

The 5:00 PM news are the most watched program of the entire day. Why?

Because it presents deaths, disasters, crises and everything bad that's going to happen. It's not because our world is such a bad place to live in. For every death there are 10 people saved or 10 great things happening. It is because the people behind them know that we are forced from a biological and psychological point of view to pay attention to anything negative.

This is evolutionary and it was developed in our bodies in order to prevent bad things from happening.

So in most cases, a negative story as long as it seems real enough will pull a prospect in. The best combination is to first scare him about what happened and then find a silver lining, moving into the positive, inspirational and linking it to your offer.

That's the entire idea behind the rags to riches theme. It starts with failure then something happened that changed everything for the best.

However, you need to be careful with this. Some niches are not really suited for negative stories. Self-development in general works with positive and inspirational stories. Biz op is more suited towards the dark side and then moving to how everything turned out fine.

Now to reason why copy.

What is a reason why?

Well, our brain needs reasons on why things happen. It's that simple. When people threw a rock and it fell on the ground, they asked themselves why that happened. When someone fails, he needs a reason for failure. Reason why copy is as simple as giving a reason for what you are saying.

If you are saying that a stock will crash, providing proof for the crash. If you are saying that you've earned \$500.000 last year, showing how you've earned \$500.000 last year. It is backing up your facts and it is rather important.

Every claim you make should be backed up to some degree. Of course, don't go overboard with this and when something is universally accepted, you don't need to bring proof. The way to add "reason why" to your copy is to first write it and then ask yourself this question:

“Why should I believe you?”

Then give an answer every time it can't be answered in the copy itself.

Finally, I want to cover a few things on hiring a copywriter ...

You may not want to write your copy. You may have read this in order to understand what good copy is so you can know how to recognize it.

What should you be looking for?

A portfolio or tens of testimonials are not any real indication of good copy. I have tens of testimonials too and a rather large portfolio. I've had these when I've failed too.

The best indication is to talk with him or her and discover his / her thought process if possible. See if the copywriter “gets it” about your market, your prospect and your product.

It is preferable to have someone who screws up the grammar but understands what you are selling to whom and why instead of someone who can write perfectly well but can't persuade anyone to buy.

And how much should you pay him?

I don't know. The average price on freelancing boards for a copy is around \$250. That's low though. It depends on your product, on where you are, on your expectations, etc. It is never about how long the copy is but rather how easy is to write. What I can tell you is that you should pay him fair otherwise, at least from my own experience, the focus will be just to write the project and not really to sell the product.

I'm going to wrap this up. I've wrote all of this in a single day and I'm a bit tired. However, I hope you've enjoyed reading and I hope it clarified a lot about how to write good copy.

And now, here's what I suggest ...

Contact me. Tell me about your product or service and let's see how we can sell it better. Refer to me or to my site people that can benefit from my expertise.

I am available for a large range of services including:

- web copy
- direct mail copy
- vsI
- email marketing
- copy critique
- CRO **
- coaching in writing and copywriting

To contact me simply send me an email to razvan.rogoz@gmail.com. I like to keep things simple that's why I'm not even building an email sales funnel so instead of having you complete a questionnaire, just email me and we'll see where it will head.

www.razvanrogoz.com

The Copywriting Files © Razvan Rogoz

A Personal, Unedited Memory On How To Write Great Copy

As far as CRO, this is something relatively new to me. I don't know if the term even existed two years ago. CRO is conversion rate optimization. This means the fonts used, the template, elements of the copy and so on. It is the logistics of the copy. I can generally pinpoint five or more ways to improve based on logistics in the five minutes so this generally comes as a bonus to the other services.

OK, that's all folks.

Thanks for reading so far!

Best regards,

Razvan Rogoz