

Implementation Checklist

How To Write Persuasive Copy That Sells

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STARTUPClub

Your Checklist

Use these 3 field tested checklists for preparing and writing persuasive copy that sells.

Unless you're a professional copywriter, it can be very overwhelming to sit down and write a sales letter from scratch. These 3 checklists will help you organize your ideas and streamline them into highly persuasive copy that sells.

The secret to great copy starts with your understanding of your target customer. This means you won't want to slack when it comes to customer/market research, even if you think you already know your customer. Use checklist #1 to make sure you get the customer insights you need. Trust me, it'll make the writing part much easier later on.

The other two checklists will help you organize your research into usable pieces of copy and sales letters.

- Preparing to Write the Sales Letter
 - Create detailed customer avatar
 - Make a list of reasons why you created this program
 - List the main benefits your prospect will receive from this program (10 or more)

- What are your prospect's 3 Biggest Hot Buttons (write 10, choose top 3)
- List 20-25 of your prospect's FEARS around this area of their life
- List 20-25 of your prospect's biggest FRUSTRATIONS
- What will your prospect gain after going through this program?
- What is your PROOF; Why should they listen to you?
- Identify
 - A who this program is for; and
 - B who it's NOT for
- What tasty information can we give away? FREE-LINE tips, techniques and insights
- Why won't people buy? What objections will they have? And how do you address them?
- What is THE DREAM? (Go big & irrational, then scale down to realistic)
- What is THE NIGHTMARE (Go irrational and scary; and dial down for final product)

- Quickstart Proven Copywriting framework:
 - What benefit will your prospect get from going through your message?
 - What are the fears and frustrations your prospect is going through that you solve?
 - What Results, Benefits, and Relief will your prospect get?
 - How did you discover that the product works?
 - How can they know that it will work?
 - Who is this for, and who is it not for

- Long Copy “Killer Sales Letter” Formula (use as a guide, be sure you TEST)
 - Benefit Driven Headline (Biggest benefits)
 - Subhead
 - Questions that show you understand/push buttons
 - Powerful analogy / story (Conversion Story: what’s your story, how does it relate to them?)
 - “It’s NOT your fault, and there’s hope...”
 - Give away content (juicy, actionable content)

- Proof of results; and who you are / why they should work with you
- What is it, and what's in it? Hit all the benefits.
- Bullets (Hit every benefit, fear and gain on your list; benefits within benefits)
- Who needs it / who doesn't
- What makes it different
- Wrap it up ... "Here's what you're going to get"
- Price (Give a comparison, show the value, spell out the bargain)
- Guarantee - Show just how much you stand behind it - eliminate, or reverse, their risk
- Close - Do they want the dream or the nightmare? The choice is theirs. Ask for the order
- Signature
- P.S. Reaffirm the 3 biggest benefits; almost like a benefit; remind of guarantee
- Testimonials - the more the better - remember your order links!