



COPY- WRITING FOR CASH

WITH STUART
MORRISON

www.signalbizhub.org

Copywriting For Cash SEO for Beginners

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Copywriting for
Cash
SEO for Beginners

Today We Look at Copywriting & Improving Content

- ✓ Help Business Owners Improve Their Copy
- ✓ Create Compelling Copy
- ✓ Using Emotional Triggers
- ✓ What Copy Visitors Respond To
- ✓ Improve Results From Your Copy

Copywriting for
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Website Content

The Content of This Talk Is Like

Importance of Great Photos

Matthew Burch's Talk = Improving Images
24th April 2019

Copywriting for Cash

Stuart Morrison's Talk = Improving Copy
14th May 2019

Copywriting for Cash SEO for Beginners

Hello & Welcome!

I'm Stuart Morrison

- **20+ Years Optimising Websites**
- **10+ Years Optimising WordPress**
- **Currently Managing 52+ Sites**
- **Written a Book on Optimisation**
- **Mentor & Train Business Owners**
- **Hub Host & Team Member**

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Website Content

WARNING



**Use The Information Ethically
& Don't 'shoot' the messenger**

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Website Content

What Does Google Want?

Great User Experience

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Website Content

What Does Google Want?

Great User Experience

Or

Giving Users EXACTLY What They Want

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Website Content

What Do Users Want?

Great Content That Meets Their Needs

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Website Content

Define 'Content'

Anything used in marketing collateral

Online

- Website
- Emails
- Social Media

Offline

- Brochures
- Pamphlets
- Sales Letters

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Website Content

What Your Content ISN'T

Entertainment

or

A Public Service

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Website Content What Your Content is

Sales
and
Marketing

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Website Content

Your Content **SHOULD**

Create a Reaction

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Website Content You Only Have

Words

&

Pictures

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Website Content

Ah!

**But what about
Video & Audio, Stuart?**

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Website Content

Your Content

Video = Moving Pictures

Audio = Spoken Words

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Website Content

What Content Should Do

Your Content (Words or Pictures)

Should Create a Reaction

in Your Visitors/Audience

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Website Content What Content Should Do

All Content Should

- ✓ Match User Intent
- ✓ Show Them What's Next

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Website Content

What Content Should Do

Whatever the Content, Your User's Reaction

“What Do I Do Next?”

Should **ALWAYS** be Answered

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Copywriting For Cash Tip 01

What is the purpose of your copy?

Your copy should have a purpose.

Write it down.

The 'purpose' of your copy is probably the overall benefit to you reader, consider using as a headline or intro paragraph

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Copywriting For Cash Tip 01

What is the purpose of your copy?

Example:

This Talk's 'Purpose' is...

'Help business owners improve their copy'

Which I stated in the intro.

Understand the purpose of your copy before you start writing

Copywriting for Cash SEO for Beginners

Today We Look at Copywriting & Improving Content

- ✓ **Help Business Owners Improve Their Copy**
- ✓ Create Compelling Copy
- ✓ Using Emotional Triggers
- ✓ What Copy Visitors Respond To
- ✓ Improve Results From Your Copy

Copywriting for Cash SEO for Beginners

Copywriting For Cash Tip 02

Headlines Matter

- ✓ Your headline is an ad for your content

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Copywriting For Cash Tip 02

Headlines Matter

- ✓ Your headline is an ad for your content
- ✓ Keep it short, simple, and to the point

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Copywriting For Cash Tip 02

Headlines Matter

- ✓ Your headline is an ad for your content
- ✓ Keep it short, simple, and to the point
- ✓ Mention a benefit or reason to read on

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Copywriting For Cash Tip 02

Headlines Matter

- ✓ Your headline is an ad for your content
- ✓ Keep it short, simple, and to the point
- ✓ Mention a benefit or reason to read on
- ✓ Identify value of reading to the reader

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Copywriting For Cash Tip 02

Headlines Matter

- ✓ Your headline is an ad for your content
- ✓ Keep it short, simple, and to the point
- ✓ Mention a benefit or reason to read on
- ✓ Identify value of reading to the reader
- ✓ Make clear offers that are congruent

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Copywriting For Cash Tip 02

Headlines Matter

Examples

"Thinking of buying a car? Read This & Save"

"Why Healthy People Die in Their 40s"

"Rob Banks Legally"

Allow readers to self-identify & answer "what's in it for me."

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Copywriting For Cash Tip 03

Be Clear About Your Main Benefit

- ✓ Most important benefits in headlines
- ✓ Don't list features, show the benefits
- ✓ Turn features into benefits

"Which means that..."

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Copywriting For Cash Tip 03

Be Clear About Your Main Benefit

Features to Benefits

Features of a cup of coffee

“recycled cup”

“strong coffee”

“ground beans”

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Copywriting For Cash Tip 03

Be Clear About Your Main Benefit

Features to Benefits

Features

>>>

Benefits

“recycled cup”

which means

“Kind to the Environment”

“strong coffee”

which means

“Kick Start to Your Day”

“ground beans”

which means

“Fresh Roast Taste”

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Copywriting For Cash Tip 03

Be Clear About Your Main Benefit

Examples

"How I Doubled My Money With Facebook Ads"

"For At Risk Youths, Learning Digital Media Is A Luxury"

"New Shampoo Leaves Your Hair Smoother - Easier to Manage"

The benefit gives the visitor clear value in continuing

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Copywriting For Cash Tip 04 Make Your Copy Relevant

Echo what is in your visitor's environment. It is a good way to make your sales message relevant.

- ✓ **News your audience cares about!**
- ✓ **New and makes a difference to them**
- ✓ **Use newsjacking***
- ✓ **Introduce new features and discounts**

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Copywriting For Cash Tip 03

Be Clear About Your Main Benefit

Examples

"House Prices on The Rise - We Show You How To Save"

"Controversial New EU Law Creates Legal Tax Loophole"

"Stockbrokers Take a Kicking in The Face With Our App"

Be sensational, lead with a benefit tied to a news story

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Copywriting For Cash Tip 05 Using Questions to Increase Curiosity

Echo questions your reader has, or prompt new and interesting thoughts about possible answers

- ✓ **Something your reader wants to know.**
- ✓ **Tie the question to your main benefit.**
- ✓ **Question truths, myths and clichés**

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Copywriting For Cash Tip 05 Using Questions to Increase Curiosity

Examples

"Are You Too Clever For Success?"

"Want To Immediately Reverse All Your Health Issues?"

"Six Types Of Investors - Which Group Are You In?"

Prompt either: "Yes, tell me more" or "What!? Hmmm..."

The reader continues willingly or with scepticism.

Either way they continue to read!

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Copywriting For Cash Tip 06

Appeal the reader's thirst for knowledge

If your reader has questions, then show them you have answers. Outline what they will learn.

- ✓ Tell readers they can learn something
- ✓ Ensure you make it sound easy to learn
- ✓ Do not include the entire process
- ✓ Describe the results from learning

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Copywriting For Cash Tip 06

Appeal the reader's thirst for knowledge

Examples

"Twitter Goes Public: 21 Things You Should Know"

"Tips To Show Anybody How To Make Money Online - Guaranteed"

"Thousands Already Earn Online And So Can You"

A "How to" or "Things you should know" headline works well

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Copywriting For Cash Tip 07

Appeal the reader's thirst for knowledge

If you tell people what to do they are more likely to do it. That ALSO works for headlines.

- ✓ Create a headline that is a call to action.
- ✓ Be direct and demand they take action
- ✓ Detail the penalty for not taking action
- ✓ Ask "why is that?" to make them act

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Copywriting For Cash Tip 07

Appeal the reader's thirst for knowledge

Examples

"Three things you **MUST** do when saving - Read now"

"Download Our **FREE** software and lose weight easily."

"Challenge us to save you money, call us now."

Don't be afraid to put a Call To Action in the headline

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Copywriting For Cash Tip 08

Reveal Hidden Knowledge

- ✓ Use words that offer insights
- ✓ Use "*discover*" and not "*learn*"
- ✓ "*Secrets*" make the reader an insider
- ✓ "*Quick fixes*" speed and time savings
- ✓ "*Steps*" easy to do and understand
- ✓ "*Tips/Tricks*" offers simplicity and ease

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Copywriting For Cash Tip 08

Reveal Hidden Knowledge

Examples

"Little Known Food Helps You Lose Weight, Fast"

"Discover What Doctors Do When they Are Sick"

"Every Entrepreneur Regrets Not Doing This Sooner"

Curiosity is a big driver of interest, and is very compelling

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Copywriting For Cash Tip 09

Mention speed, highlight time savings

- ✓ **Offer a comparison, show differences**
- ✓ **Use precision to show accuracy**
- ✓ **Detail duration and time savings**
- ✓ **Highlight how time will be saved**

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Copywriting For Cash Tip 09

Mention speed, highlight time savings

Examples

"6 Instant Confidence Boosters"

"Parenting Guru: From Chaos to Calm in 21 days"

"The Four Hour Work Week"

Highlight how using your product or services is more efficient

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Copywriting For Cash Tip 10

Add numbers, emojis and symbols

Numbers offer specificity and credibility

Demonstrates expertise and authority



[FREE]



[ENDS]



[DON'T SHARE]

Copywriting for Cash SEO for Beginners

Copywriting For Cash Tip 10

Add numbers, emojis and symbols

Examples

"[VIDEO] Which One Deserves To Die?"

"10 Headlines Guaranteed to Get YOU Results"

"24 Rules I Follow When Creating Successful Websites [DON'T SHARE]"

Special characters stand out, especially in a subject line

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7 Emotional Triggers [Use Wisely]

- ✓ There are 7 Emotional Sales Triggers
- ✓ Good copy will contain at least one
- ✓ Engage readers with powerful emotions
- ✓ Prefer to avoid pain than gain pleasure
- ✓ **-£100** loss motivates more than **+£100**

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7 Emotional Triggers [Use Wisely]

- 1) Embarrassment
- 2) Emotional pain
- 3) “Imposters Syndrome”
- 4) Anger, rage, resentment
- 5) The weird
- 6) Fear, insecurity
- 7) Greed and laziness

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1) Embarrassment

People don't want to be embarrassed, shamed or seem foolish or appear incompetent.

This leads to them feeling weak and impotent.

They don't want to be unwanted, pitied, gossiped about, unattractive, or old.

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1) Embarrassment

People Want to Avoid

- ✓ Criticism
- ✓ Social anxiety
- ✓ Embarrassment
- ✓ Social shame
- ✓ Feeling stupid

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1) Embarrassment

Example



*"Can he really play?" a girl whispered.
"Heavens no!" Arthur exclaimed. "He
never played a note in his life."*

**They Laughed When I Sat Down
At the Piano
But When I Started to Play!—**

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2) Emotional Pain

Have the reader engage with an emotionally painful moment they vividly remember.

It is easier to then prompt the reader to a desired action.

Heighten the reader's sense of emotional pain to reinforce the benefits of your business.

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2) Emotional Pain

How to Find Useful Copy

- ✓ **User experiences/Personal stories**
- ✓ **Great testimonials**
- ✓ **Case studies**
- ✓ **Confessions of failure**
- ✓ **Give them a "me too" feeling**

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2) Emotional Pain

Examples

"How to win friends and influence people"

"Are You Ashamed of the Smells in Your Home?"

"How to Protect Your Family Even When You Are Away From Home"

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3) Imposters Syndrome

Feeling of not being "in the know" or not being seen as part of the "in-crowd".

People want to avoid being "found out" write copy that identifies this internal conflict.

"Fake it till I make it" for some people is how they feel ALL the time.

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3) Imposters Syndrome

How to Find Useful Copy

To create copy think like your audience.

"People that I want to be like do X, so I will do X too because if I don't the crowd I say I belong to will know I am a fake".

What motivates your audience? Use this to great effect.

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3) Imposters Syndrome

Example



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4) Anger, rage, and resentment.

For many different and diverse reasons there's a lot of anger, and resentment in society.

Highlight it, amplify it and grow the significance of it in the mind of a reader.

Topics that trigger; global and national problems to interpersonal and familial.

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4) Anger, rage, and resentment.

How to Find Useful Copy

This isn't about inciting violence!

Prompt positive action with copy highlighting problems known or unknown, imagined or real

Engage your reader's best interests then make them feel piqued, annoyed or frustrated, your call to action will be more effective.

Everyone has a red button, you need to press it hard.

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4) Anger, rage, and resentment.

Example



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5) The Weird

People believe in secrets, conspiracies, and withheld information. Something is going on they are not part of.

Cognitive dissonance; your brain cannot hold two conflicting ideas at the same time.

There HAS to be a secret to get rich. It can't be my fault, the problem HAS to lie outside me. Why there are so many "get rich quick secrets"

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5) The Weird

How to Find Useful Copy

**What does your audience believe they need?
Can you tie into this, the feeling of missing out
or being lied to by "them"?**

**Does your audience have a deeply held belief
about the industry, sector or niche you are in?**

Can you "Mythbust"?

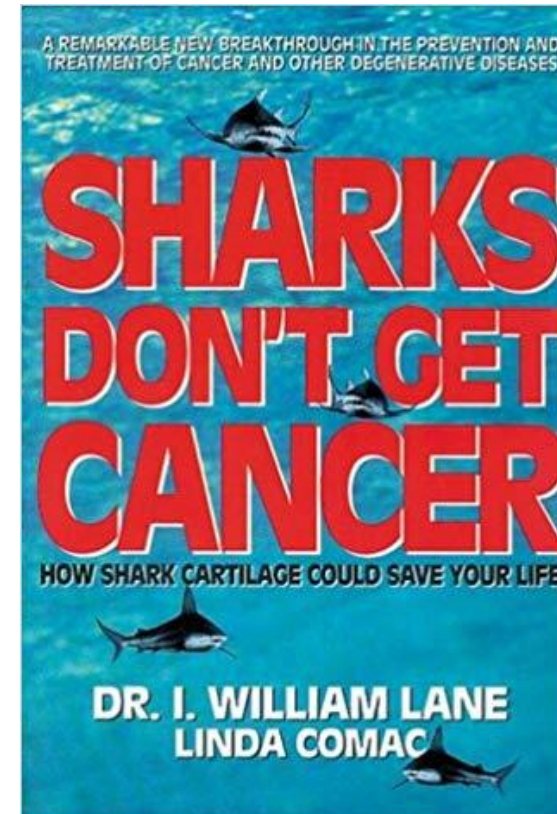
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5) The Weird

Example



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6) Fear and insecurity

Everybody has at least one fear, the most common:

- ✓ fear of change
- ✓ fear of loss
- ✓ fear of harm
- ✓ fear of a powerful enemy
- ✓ fear of regret
- ✓ fear of ill health and infirmity
- ✓ fear of missing out

Plus each target audience has its own specific fears.

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6) Fear and insecurity

How to Find Useful Copy

**It's used in a LOT of marketing and ads.
It motivates people very well.**

**People prefer to retreat from danger than
advance towards advantage or betterment.**

**Can you create a fear? Sometimes marketers
manufacture a "fear" such as "bad breath".
Listerine's ad agency made up "halitosis".**

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6) Fear and insecurity

Example

Go to bed, Stubborn . . .

He's not going to call!

Last night at the Blakes', he danced attendance on you. He didn't have eyes for anyone else . . . for a while. But when you said good-night, you'd already lost him. You didn't know, and you couldn't know the reason why. People with halitosis (bad breath) never do.

The most common cause of bad breath is germs . . . Listerine kills germs by millions

Why depend on tooth paste alone? Germs are the most common cause of bad breath . . . they ferment pepsin always present in the mouth. The more you reduce these germs—the longer your breath stays sweeter. Listerine kills germs on contact . . . by the millions.

No tooth paste—no non-antiseptic mouthwash—kills germs the way Listerine does

Non-antiseptic tooth pastes and mouthwashes can't kill germs as Listerine does. You need an antiseptic to kill germs. Listerine IS antiseptic—that's why it stops bad breaths four times better than any tooth paste. Gargle Listerine full-strength.

LISTERINE ANTISEPTIC

... stops bad breath 4 times better than any tooth paste

1

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7) Greed and laziness

People want something for nothing, especially if it is money, has been around a long time and isn't going to change soon.

Can you highlight convenience, time saving or reduction of the audience's efforts?

Do you have examples where people used your business and had almost instant results without effort?

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7) Greed and laziness

How to Find Useful Copy

One of the most used headline formulas is "Get/Lose [SOMETHING] without [THE INCONVENIENCE]"

Use the "Tastes like chicken" comparison. Does your service or product work like a comparable service or product. Or is it similar to something in another niche, sector or industry?

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Website Content

The Content of This Talk Is Like

Importance of Great Photos

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24th April 2019

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Stuart Morrison's Talk = Improving Copy
14th May 2019

As seen on Slide 3!

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7) Greed and laziness

Example

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The Lazy Man's Way to Riches

'Most People Are Too Busy Earning a Living to Make Any Money'

I used to work hard. The 18-hour days. The 7-day weeks. But I didn't start making big money until I did less — a lot less. For example, this ad took about 2 hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it.

After all, why should you care if I make \$9.50 profit if I can show you how to make a lot more?

What if I'm so sure that you will make money my Lazy Man's Way that I'll make you the world's most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days after I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

That'll give you plenty of time to get it, look it over, try it out. At least a hundred times what you invested, send it back. Your uncashed check or money order will be put in the return mail.

The only reason I won't send it to you and bill you or send it C.O.D. is because both these methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what it took me 11 years to perfect. How to make money the Lazy Man's Way.

O.K. — now I have to brag a little. I don't mind it. And it's necessary — to prove that sending me 10 dollars — which I'll keep "in escrow" until you're satisfied — is the smartest thing you ever did.

I live in a home that's worth \$100,000. I know it is, because I turned down an offer for that much. My mortgage is less than half that, and the only reason I haven't paid it off is because my Tax Accountant says I'd be an idiot.

My "office," about a mile and a half from my home is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do enough. About 6 hours a day, 8 or 9 months a year. The rest of the time we spend at our mountain "cabin." I paid \$30,000 for it — cash.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is priceless: time with my family.

And I'll show you just how I did it—the Lazy Man's Way—a secret I've shared with just a few friends 'til now.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital" When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and, outside of the mortgage, don't owe a cent to any man.

It doesn't require "luck." I've had more than my share, but I'm not promising you that you'll make as much money as I have. And you may do better; I personally know one man who used these principles, worked hard and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that — nothing more, nothing less — the results will be hard to believe. Remember — I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again — I guarantee it.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and a postage stamp. But what if I'm right?

Sworn Statement:
"I have examined this advertisement. On the basis of personal acquaintance with Mr. Joe Karbo for 18 years and my professional relationship as his accountant, I certify that every statement regarding his personal and business status is true."
(Accountant's name available upon request.)

Bank Reference:
American State Bank
675 South Main Street, Orange, California 92668

Joe Karbo
17105 South Pacific, Dept. 125-A
Sunset Beach, California 90742

Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. But don't deposit my check or money order for 31 days after it's in the mail.

If I return your material—for any reason—within that time, return my uncashed check or money order to me. On that basis, here's my ten dollars.

Please send Air-Mail. I'm enclosing an extra dollar.

Name _____
Address _____
City _____ State _____ Zip _____

© 1974 Joe Karbo

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7) Greed and laziness

Example

"Get/Lose [SOMETHING] without [THE INCONVENIENCE]"



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Copywriting For Cash Summary

Use ethically and responsibly

Review your copy, motivate your audience with issues that are "front of mind" and are likely to motivate them call to action.

Be authentic to your business and your personal ethics but if you use them well then you can expect good things to happen.

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Resources

Copywriting for Cash Workbook.docx

The-110-Headlines-Recipe-Book.xlsx

Emotional Copy Words MM May 2019.xlsx

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Content For Profit ½ Day Training

What The Training Shows You

- **MODULE 01 - The Content Google Wants**
- **MODULE 02 - Why GREAT Content Ranks Well**
- **MODULE 03 - Give Your Audience What They Want**
- **MODULE 04 - Writing Blog Posts the Easy Way**

[Plus access to lots of FREE resources to implement](#)

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Who Would Like?

- **Free Video Content Review**
- **Invite to my next C4P half day training session 50% off = £48.50**
- **Invite to exclusive FB Group**

Fill Out the Form to Receive Invite...

Key Content SEO for Beginners

Questions?

Please ask!



www.mistermetric.com



Your Business Growth Workbook

Copywriting for Cash

by Stuart Morrison



Overview

This workbook accompanies the talk "Copywriting for Cash" given by Stuart Morrison at the Hub on the 15th May 2019. Use the questions to help you generate more in-depth, compelling and sales driven copy.

Questions to Ask When Creating Copy

Q01) What is the purpose of this piece of copy?

Q02) What the user will learn

Q03) What ONE new thing will you tell the reader?

Q04) What does the reader value most about this topic?

Q05) List three features of the business, service or product being written about.

Q06) Make those features benefits, using "Which means that"

Q07) What is the main benefit?



Copywriting for Cash May 15 2019

Q08) Are there any recent news stories about the product/service or industry you can tie into?

Q09) Do your customer usually have any FAQs about your product/service or industry?

Q10) Can you ask a question that they would be interested to know the answer?

Q11) Can you tie that question into the main benefit (see Q07)

Q12) Are there any myths or clichés you can 'mythbust'?

Q13) What do you want the reader to do when they finish reading?

Q14) Is there a penalty if they delay? What is it?

Q15) Can the penalty be tied to item 08, a recent news story?

Q16) Will you be revealing any secret, hidden knowledge, tips, tricks or quick fixes?

Q17) Will the reader understand your product or service? Is there a comparison you can draw (Tastes like chicken)



Copywriting for Cash May 15 2019

Q18) Can you use precise numbers or details to highlight your skill or knowledge?

Q19) Will the product or service save the reader time or money?

Q20) What is the benefit in the Headline that makes me continue reading?

Q21) Does your copy contain at least TWO emotional sales triggers?

- Embarrassment
- Emotional pain
- "Imposters Syndrome"
- Anger, rage, and resentment.
- The weird
- Fear/insecurity.
- Greed and laziness

Q22) Does your headline contain one of the emotional triggers?

If you have any questions about the above content or further requirements then please visit:

<https://www.TheBordonHub.com>



The Bordon Hub - Your Business Growth Workbook

Copywriting for Cash May 15 2019