

A graphic of a baseball diamond, tilted 45 degrees. The diamond has a green infield and a brown outfield. The bases are represented by white squares at the corners. The title is centered in the green area.

# Homerun Copywriter's Course

**Write sales copy that turns suspicious  
readers into trusting, eager to buy customers  
at the blink of an eye...**

# "Hitting A Grand Slam"



Effectively Using Persuasion In Your Sales Message. Learn the skills to simply get others to agree with our opinions and come over to your side. Basically get what you want and when you want it.

# Create Hype-Free Messages-

## Hype does not sell.

- Your reader can see right through anything you write that comes across or even smells like plain old hype.
- Most people still use this approach because they see everyone else doing it and figure that it must be working for them so it will work for me.
- They just began to sound like and act like a little kid running around mimicking everything they hear and see someone else doing.
- Stop focusing on hype and start focusing on persuasion.

# The Human Thought Process

- By understanding the workings of the human thought process, it is incredibly easy to make people think or feel a certain way, which is the true key of a powerful sales copy.
- We all make purchases from emotion. Then we justify them with logic.
- A good sales letter moves the reader from emotion to desire to action.
  - Want proof? Think about the purchases you've made lately, particularly those in response to a sales letter you read.



# Personal & Emotional Motivators

- Motivators that persuade people to make a decision or take a specific action:
  - ❑ Comfort & Security- Feel comfortable, secure, and in control
  - ❑ Perfect Health- fit, healthy, look good and feel great
  - ❑ Peace of Mind- Experience Peace of Mind even if it is for a short period
  - ❑ Hope for a Greater Future- Tomorrow will be better than today
  - ❑ Financial Success- People want to be rich

- ❑ Achievement- Can and will obtain their most cherished goals and objectives
- ❑ Personal Power- Being in control of events and circumstances
- ❑ High Self-Esteem- Having confidence in themselves
- ❑ Absolute Freedom- Have control to do what we want, when we want, and for how ever long we want to do it.
- ❑ Emotional Security- Remain sane when everything else is spinning out of control.
- ❑ Happiness- Perhaps most sought after by your reader

# Power of Authority and Expertise.

- Possessing these skills others will do what you tell, or persuade them to do without asking questions.
- Perceived authority plays a very big part or role in how persuasive you are. It injects confidence in the reader.
- If you are perceived to have expertise in your Niche or your subject, your readers will be more willing to listen to what you have to say, and to take the action you ask them to take.
- Authority and Expertise allow you to take charge of your environment.
  - We are not talking Bossy or Controlling.

- Create confidence in the viewers eyes as to your credentials, background, and heartfelt story.
- Use your copy to go into depth on who you are and why you are offering your amazing offer.
- Be sincere in your message.
- Two ways to go about building credibility in the minds of your readers.

- ☐ Build Your own credibility

- ☐ Borrow Credibility



# Hot Power Words... Words That Sell

- Words are very powerful. In fact, I am pretty sure it's safe to make the statement that, "words have the potential to unleash overwhelmingly strong emotions in each and every one of us."
- Your sales letter should have one main accomplishment, get your prospective person to respond and to respond right now... Power words activate action.
- Power Words are words that sell, or words that evoke positive feelings; they usually guarantee positive effect on the reader.
- Incorporate power words naturally into your copy and you have a very good chance of increasing your conversions and the number of sales that you make.
- Don't over use!

Free  
Love  
Absolutely,  
Guaranteed  
Announcing  
Limited  
Amazing  
Approved  
Powerful  
Authentic  
Bargain  
Revolutionary  
Better  
Breakthrough  
Complete  
Discount  
Easily  
Excellent  
Profitable  
Exciting  
Exclusive  
Revealed

Gift  
Greatest  
How  
Huge  
Immediately  
Endorsed  
Successful  
Expert  
Famous  
Exclusive  
Improved  
Introducing  
Largest  
Latest  
Lifetime  
Lowest  
Magic  
Miracle  
Secrets  
Wealth  
Today  
Naturally

New  
Now  
Practical  
Professional  
Profitable  
Exciting  
Exclusive  
Quality  
Quickly  
Reduced  
Special  
Superior  
Strange  
Unique  
Win  
You  
Finally  
Unlimited  
Aware  
Realize  
Experience  
More

# Power Word Examples

- By now you have begun to **realize** the **value**, and the **extreme potential** there is to learning how to write **effective** sales copy.
- “When you begin to put these POWERFUL techniques into practice “you” will begin to **realize** how **easy** this program is to maintain
- “**You** will find yourself **easily** learning and using the methods taught in the Home-run Copywriter’s Course to get your reader to take the **desired** call to action and convert any skeptical reader into a HOT, Ready to buy, **satisfied** customer!”
- “**Finally**... you’ve found a REAL person that is going to help you **overcome** the obstacles that have been holding you back for far to long.
- “**Naturally**, the secrets revealed in this program will **benefit** you not just in the near future, but even **more** over time...”

# Pain

- Focus on the readers "pain" or problem that you can solve. This is one of the strongest emotion you can use to your advantage.
- Keep in mind that once you identify pain or negative emotions in your sales copy, your ultimate goal is to show how your product or service will take away or relieve these pains for the reader.
- Using pain to motivate requires that you also indicate the escape route. Your route also has to be more attractive than other alternatives.
- Pain Avoiding Motivators or stimulants:
  - ☐ Fear
  - ☐ Failure
  - ☐ Rejection
  - ☐ Losing Something
  - ☐ Looking Foolish
  - ☐ Criticism
  - ☐ The Unknown



## **Formula to Persuade pain in your prospect.**

- Try to get inside the head of the reader. (Research)
- Focus on the problem the reader has. (Research)
- Point out to them how because of this problem, they're stalled, irritated, worried, and unable to achieve their sincere needs. Then tell them how they can fall into trouble if they do not take any action against it.
- Show them how your product or service will help them overcome the problem. (Knowing your product and the benefits to the reader)
- Let them know how good their future is going to be because of the action they are going to take today.

## Using Fear

- If you are going to use Fear as your persuader you need to meet some conditions.
  - ❑ The threat you use to promote fear must be seen as real, and it has to be seen as having a direct consequence to the reader.
  - ❑ You must next offer the reader specific recommendations on how they can overcome the threat.
  - ❑ Your reader next needs to believe that what you are offering as a way of escape will actually work for them and be effective.
  - ❑ They must believe that the action you are asking them to take will be easily carried out.

## Persuading with the use of; Fear of Loss

- Most readers will be motivated by the prospect of losing something they already have than, they will at the prospect of gaining something they don't have yet.
- Stressing the potential or the possibility of a loss or a negative consequence of not taking a certain action you are requesting the reader to take, is a good way to motivate action.
- Example: You've worked hard to build a solid financial footing for you and your family, so you want to be sure that everything you already have is protected. I don't even have to explain to you that accidents and disasters can and do happen. Most everyone will be affected by a serious accident or a disaster at some point in life, and if you aren't adequately insured, it could leave you in financial ruin. You need insurance to protect your life, your ability to earn income, and to keep a roof over your head.

# Anger & Jealousy

Anger & Jealousy are two very powerful motivators to use in your sales copy.

To correctly use these tactics you need to focus on the things that really make your prospects angry or Jealous.

- Being Ripped off
- Scammed
- Being intimidated
- Taken Advantage of

Your next step is to lead them from Anger, to being Jealous that you have the solution to what is making them so angry.

Be careful not to direct the anger towards yourself... You want your prospects anger directed towards the problem or the situation you know they are having.



# Anger & Jealousy Example

Think about this Headline and story that follows:

**Never Let The Guru Intimidate You Again: Learn How To Stay In Control Of Your Buying Power And Never Be Ripped Off By Another Guru's Hyped Up Product Offer Again!**

**Never be intimidated again when you go to purchase a product online!**

For most people buying products online is worse than going to your local dentist to have a tooth pulled. At least you know that there is going to be some pain involved when the dentist starts to extract your tooth.

But when we buy a product online we shouldn't expect to be ripped off or scammed by every big Guru product offer we find promising us the fast and easy way to claim the sun and the moon as our very own.

Buying many products online has become kind of like that great piece of swamp land in Florida we have heard about so many times... The results promised never seem to be acquired, just like the land never materializes.

Well things for me are now different! It never is a big deal to me anymore because I learned how to put a stop to this practice, and I took control of the buying power we all possess. I know exactly how to buy a product that will actually deliver the promises made in the sales copy by the big guru. I am never overcharged, and I get treated like a King with the product support I receive after my purchase.

You see, I know a little something that will help you as well. Wouldn't it be great to know my secret to taking charge of the buying power you possess over the Guru, and never let them intimidate you again? You would not have to live in fear of being ripped off while buying a product online from this day forward!

# Creating Scarcity & Urgency

Easily create demand for your product or service through the use of scarcity & Urgency, which should be re-iterated periodically through your sales copy.

When to build scarcity and urgency

- From the very start
  - ❑ In your headline
- End of sales copy
  - ❑ Call to action
  - ❑ PS:
- The beginning and the end of your copy are where you must build it, but try and build upon this all throughout the sales letter.



# Scarcity and Urgency In The Headline

If you really want someone to read your sales copy, you must snag them with your attention grabbing, persuasive headline right away!

- Show your reader how they can save, gain or accomplish something by using your product or service that will have a positive impact on their life.
- Bring out something on the negative side that the reader is looking to avoid. Embarrassment of others seeing a failure, financial mistakes, discomfort, etc.
- Jump on a nerve for a second and then give them a real quick glimpse or a promise, that they have just come across their solution to avoid the negativity you just hit on.
- The real key is to add in scarcity or urgency to make them feel they need to continue reading now, instead of delaying their action!



# Scarcity and Urgency in the Call to Action

Call to action is when it is, “Time to seal the deal!”

Urgency and scarcity are very effective methods of creating the urge to buy

- Risk removal... If your product is guaranteed, be sure to let your guarantee shine, and emphasize that fact, so that there is no reason for hesitation.
- If your product has a limited supply make this very clear in your call to action.
- Expiring Date Method; The price goes up on your offer, or you will pull your offer after a certain time or date so that the prospect knows he must act quickly to get the best deal possible.
- Really emphasize everything your reader will miss out on or will lose if they even hesitate. Bring fast action bonus offers into play again!





# Scarcity & Urgency Call to Action Examples!

You are going to get everything I have mentioned above (REMIND THEM AGAIN OF WHAT THEY GET) PLUS... The \$498 worth of highly valuable fast action bonuses I just mentioned.

But this is only for those that order right now before the last of the limited copies are sold and this amazing offers is gone forever... **so order right now.**

Just click on the order button right below and I will send your downloads immediately to your inbox so you can get started using these amazing techniques right away!

Go ahead and click below on the **order now** button RIGHT NOW!

# Scarcity & Urgency Call to Action Examples!

You're still here reading this letter because you want more. You want a change and you **KNOW that hesitating now** is a vote for your old life.

Turn the key that unlocks the door to your new life and grab this limited-time opportunity now.

Look out the window again. There are people who are making their own way, and there are people who are letting the world have its way with them.

Which group are you in.

I'm betting on you. Make your decision now...

Click that link below and have your own way right now!

# Using Scarcity

- Implied scarcity (powerful)
- Scarcity allows you to:
  - ☐ Position your products or services as a hot in demand commodity
  - ☐ Help drive up the perceived value
  - ☐ Creates fear of losing out on something special
- Convey the Consequences of Doing Nothing or, of Delaying
- Be clear about the reason why the scarcity is in place.
  - ☐ Enforce the scarcity
  - ☐ Use scarcity with integrity (false scarcity can harm your business)

# Use words and sentences that convey urgency

- You must do whatever you can to induce urgency and compel the prospect to read your sales letter NOW, instead of later.
  - ❑ Given any opportunity to put off reading your sales copy and you can be assured the reader will do it.
  - ❑ Never remind them in your sales copy how busy they are.
- Make sure that you always have a valid reason for the urgency you are using, no matter how small it is.
- Don't give the feel that your urgency is just another marketing gimmick



## Example of Urgency Phrases

Examples of different phrases to use that will create a real sense of urgency and/or scarcity that will really put pressure on the reader of your sales copy to act now!

- ❑ “Tomorrow is too late.”
- ❑ “Start benefiting immediately after you order.”
- ❑ “Limiting to a very small group”
- ❑ “I am only going to let the next ~~200~~**104** ready for success action takers gain access to this life changing information!”
- ❑ “It’s rare to even have such an opportunity.”

- ☐ We are only offering a limited quantity!
- ☐ We are only releasing a limited quantity to ensure it's value remains!
- ☐ We like to reward the action takers!
- ☐ This insanely low introductory offer will not last forever!
- ☐ I reserve the right to change the price at any time without notice!
- ☐ This insanely low introductory offer will not last forever! We want a crazy amount of people to use our product in order to create a massive amount of success stories and testimonials. As soon as we reach our goal the price is going back up to it's original amount!
- Neglecting the critical job of creating urgency will give the customer an objection which leads to;
  - ☐ No action
  - ☐ No sale

## Reiterate the problem to create Urgency

Remind them of the problems they said they were having, what they said they were looking for, and what they wanted to find, that would help solve the problem during your research.

Example:

Remember up until this point you have been;

- ✓ **Feeling left in the dark...**
- ✓ **Overloaded with information, and little of it good...**
- ✓ **Discouraged, frustrated, and so ready to quit...**

And right now **you can have access** to the very **step by step** formula for incredible home-run copywriting success. You will be able to **start using** it as soon as you go through this course to make money by the truckload. This **amazingly potent** step by step formula CAN be your shot at breakout copywriting success if you'll have it. If you really want it bad enough.

# Convey the Consequences of Doing Nothing or of Delaying

Example:

It is time to ask more than just "What Do You Want" We both know what that is. You want a safe recession free life! You want to be free of that monotonous 9-5 job you get up for day after day!

It is time to ask, "What Are You willing To Do To Get What You Want?"

Let's face some pure facts right now. If you've not decided to act right now and grab this amazing offer, what's going to be different about your tomorrow?

I think we both know the answer to that. You'll get up early, rush to get ready, and fight traffic to get off to work. If you do nothing then nothing will change. Tomorrow is going to be like today, and like the day before that.

It's time for you to make the change you've been dreaming of. It's time for you to take that first step to Layoff Your Boss! It is time you start making what you deserve...ARE YOU READY?



## Using Greed for Urgency!

Greed is when you want something that you do not, or may not really need. You want it just to know that you possess it.

Most readers will have the desire to be able to boast and show off to others, to increase their sense of identity (Their sense of control is also enhanced because they have it and others do not).

Example:

“I know your tired of just getting by and living paycheck to paycheck. It really gets old after awhile when everything you are working so hard for seems just out of your reach, while others show off the new toys they just purchased. The stress really begins to wear you down. Isn't it about time you discover how to break the “getting by” cycle once and for all, and start living a life of luxury?”

## Using the apology to create Urgency

Apologize to the reader for the lack of results they are going to have if they decided not to buy. Do this only if you're super-confident about the results that the reader can or will attain by having your product or service.

### Apology Examples:

- “I am sure you are trying to decide whether this is right for you. Remember, be decisive in nature. Successful people make decisions quickly and change them slowly. You know this is exactly what you are looking for. If you leave this page, I apologize for you missing your opportunity as I *guarantee* someone else will take your spot!”
- **“I again want to warn you that I am limiting this offer to a very small group of sincere action takers, and due to the already high demand I want to sincerely apologize right now if the order button is not still live, and you miss out on your opportunity of knowing these powerful home-run copywriting techniques.”**
- “Secure your copy right now while there are still some available! (If it's already sold out, please accept my apologies)”

## Using Limited availability To create Urgency

Ensure you have a valid reason for limiting.

Examples:

- “I normally charge thousands of dollars to those wanting to learn these powerful copywriting techniques I am ready to put into your hands in just a few moments.

It's very important to let you know that I'll be raising the price up very soon... If the order button is still live by the time you finish reading this letter you will be among the very few elite that have ever had the opportunity of knowing these powerful techniques of writing sales copy that converts prospects into sales!”

- “My Home-run copywriting system is powerful, and I've never offered up the kinds of secrets like I am ready to reveal to you today, so this page will only be shown to a small group before I take it down for good.”

# Asking Probing Questions About The Reader's Education

The power of this suggestion is that anyone will buy anything if there are enough elements that benefit them.

Example: Has ANYONE ever taken the time to teach, or reveal to you ALL the benefits of...

- First thing it does is imply that it is the responsibility of the one selling to take the time to help educate the reader
- It very subtly puts down the competition who have not taken the time to educate the reader.



Example: Has ANYONE ever taken the time to teach, or reveal to you ALL the benefits of...

- You take away all of the pressure or the blame of your reader for not knowing everything they should know.
  - You are strongly implying that there are many more benefits than the customer is probably aware of.
  - It also is giving you permission to make your presentation or to continue on with the sales process.
- ☐ The moment they say no in their mind to your question, they are giving you permission to sell.

# Building a “Yes” frame of mind

Getting the reader in a yes frame of mind early in your sales copy is vital to getting them to say “YES” when it comes to taking the desired action you are requesting them to take in the end.

- Remember that small Leads To Large
  - ❑ Start out with small commitments or yes’s and it will lead to Larger commitments.
  - ❑ Get a person to agree with you in small or minor ways.

# Using Undeniable Truths

- Undeniable truths- Getting them into a yes position.
- Asking questions that you know that your reader will say yes to.
  - Ask 3 questions that you know the reader will say yes to.
  - Follow up with a 4<sup>th</sup> question that may not be as much of an undeniable truth, but it is something that falls right into place, and the reader will say yes to as well.

Undeniable truths... Example:

- ✓ Have you ever felt like you're being left in the dark with no real answers?
- ✓ Do you feel as if you're suffering from information overload?
- ✓ Are you frustrated and discouraged by lack of any results?

I bet you would love to finally have the amazingly potent step by step formula that will help you finally get results and CAN be, your shot at breakout success!

That being the case, Has anyone ever taken the time to teach, or reveal to you ALL of the benefits that come from knowing the real, actionable copywriting strategies that you need to begin writing copy like the pros, and begin profiting like mad?



Undeniable truths... Example (selling homeschool training material)

Would you agree with me that it is very irritating when someone says that homeschooling is just an Alternative Education compared to the Real education received from being in the public school?

You understand that the smaller student-to-teacher ratio, or the one-on-one tutoring that homeschooling provides is one of the most effective method of all teaching don't' you?

Wouldn't you also agree that some of the parents that are homeschooling their children really are not properly prepared to be teaching their children at home?

I am also pretty sure that you are aware that our society is crumbling because the foundation of the family has been replaced by shallow, humanistic substitutes, such as the public schools of today.

Has ANYONE ever taken the time to properly educate, or reveal, to you ALL of the benefits of properly homeschooling your children; so that you as a parent can be instrumental in taking responsibility in re-structuring our society?

# Social Proof

- Social Proof is a very powerful influencer – if people see that others just like them or similar to them are doing it, they will find there's a powerful influence for them to do the same.
- Social proof is simply the suggestion that what you are recommending as the solution to your reader's problem, is already very popular with many other people.
- Social Proof is the "image of success" concept.
- Social proof tends to stimulate curiosity and interest from people unfamiliar with your solution.
- We are social beings and it is our very nature to be drawn to things that many other people are apparently drawn or attracted to already.

## What to use as social proof:

- Testimonials- Use well written and very specific testimonials
  - ❑ Do not use testimonials that imply outlandish or hard to believe claims. This will raise suspicion about the authenticity of your testimonials, and lead your reader to believe these to be untrue.
  - ❑ Don't just ask for a testimonial and accept what you get unless, it is exactly what you want! Get specifics!
  - ❑ You want testimonials from those who most resemble your customer or prospect!
- Social media such as Facebook, linkedin, Twitter, Blogs, etc...
- Recommendations by other respected authorities in your industry
- Social proof is not beating your reader over the head to prove your point. It is simply about supporting information , to influence and persuade buyers.

Thank You for joining this training.

There is little doubt that your ability to persuade others to your way of thinking is one of the most important and indispensable skills that we must learn and master as a copywriter.

Persuasion is usually very subtle and naturally stimulates our hidden needs, wants, and motivations that will lead us to a better and more fulfilling existence.

Recommended Resources:

- Persuasion: The Art of Getting What You Want by Dave Lakhani
- Influence: The Psychology of Persuasion by Robert B. Cialdini
- The Secrets of Persuasion & Influence By Marshall Sylver



# Learn Persuasion by studying successful sales copy

## Where to Look:

- Email Inbox
  - ❑ Look at the launches taking place that have a massive amount of affiliates flooding your inbox and look at the sales copy of the product.
- ClickBank.com
  - ❑ Take a good look at the products that are selling the most on Clickbank

Take a look at their sales copy and model them. I would highly recommend studying their sales copy and really look for how they are using the art of persuasion. Look for the phrases they are using to increase urgency and scarcity.