

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...**

# "Pitching The Perfect Game"



"Researching & Targeting Your Grand Slam Message!"  
Personalizing your copy to speak directly to your  
"Target audience" and make them feel like you have  
written the sales copy specifically for them!

**BECOME YOUR CUSTOMER!**  
**&**  
**Non-targeted anybody's does not**  
**equal success!**

# Know Who You Are Writing Your Sales Copy For!

Research your prospective targeted audience & get into their mindset.

Your sales letter need to have a feel of personalization.

- Knowing your audience will make it easier for you to write a sales letter that will have some positive effect on them.
- Avoid writing in a way that makes your readers feel like your writing to a large crowd.. Write to specific people. You should write to a real and living person.
- Write the sales letter as if you're writing to one of your friends, not to 1000's of people



- Know how your target audience think... You must be able to think as your target audience would think. (Know their mindset)
- Knowing your target audience will help you establish rapport with the reader.
  - The most important place to define your relationship with the reader is in the introduction of your sales copy.
- Beginners- Target people similar to who you were when you first got into marketing.
  - Know or share the same thoughts and feeling as your readers.
- Understanding and knowing the questions, needs and possible objections of your readers, will give you greater credibility in the eyes of your reader.

# Example Of knowing Who Your Writing For!

## Target audience for a Copywriting Course.

- Potential market... Anyone that writes copy or that may be interested in writing copy of any kind for any Niche market.
  - ❑ Actually this covers everyone with a website.
  - ❑ Any Generic copy should work then right? Not that easy!
  - ❑ Remember knowing your product and who it was created for is going to come into play.

So who is the targeted audience for a copywriting course

- Would you aim for Big Business?
  - ☐ Probably not as they would have a team of copywriters in place or just hire the big pros to do their work.
- Would you aim for Medium size business owners?
  - ☐ Maybe and maybe not. They may be able to write copy already or have a team to do it for them as well. They also might be satisfied with the results.
- Would You aim for small business or those looking to get started?
  - ☐ This is a big yes.
    - They may not be able to afford to hire a copywriter
    - They do not feel they have the needed skills
    - They are looking to improve their conversions and sales.



## Using videos in your copy.

mjsing3r



### Using videos in your copy.

I've noticed a lot of the ClickBank products are advertised using videos and audio. I've seen several pages that are *just* video and hardly any text at all. I find this to be really irritating and usually click away almost immediately. I'm not saying it doesn't sell, but I personally am turned off by it.

Do you guys use a lot of embedded videos in your online copy? Do you think it helps as far as conversion rates go? Please say no.

Thanks.

[QUOTE](#)[MULTIQUOTE](#)[QUICK REPLY](#)[THANKS](#)

#2



### Re: Using videos in your copy.

Depends on your market. If you're marketing to young dudes who didn't go to college and like to play video games, punk music, and getting stoned and watching moron movies, use video.

If you're marketing to rich old conservative grumps with long careers behind them, poor internet skills, zero interest in video games, technology and so forth, then don't use video.

In general, the break is generational. In specific cases, video is a very good selling tool. In many cases, text copy will be perceived as more credible in a "serious" market (ie. health and investing).

The tone of your copy should be adapted to fit with the feelings of your customer. Buying an ebook about how to cheat at a video game is not a serious thing, but buying an investment newsletter subscription is. Hyperbole and factual information should be appropriate to push your customer's hot buttons. Sometimes video is appropriate to help, and sometimes it's just annoying to your market.

I hate watching marketing videos, but I do make and use them sometimes because I am not my market (as you are not either because you are doing the selling and they are doing the buying).



# Writing Purposeful & Effective Copy

Writing purposeful effective content that is effective in eliciting the desired response from your readers is a challenging task if you do not know who you are writing to.

Imagine throwing a baseball to home plate or trying to hit a homerun with a blindfold on. In both cases, being prevented from seeing your target would make it nearly impossible to hit it.

- This concept can easily be applied to copywriting, as well.
- Writing copy without knowing your target market will prevent you from hitting a home run and reaching your objective of your sales copy.

# Know everything about your Audience.

“Hang out where the customers are” A good copy writer will make it easy for people looking for their product to find them.

- What is their socioeconomic class
  - Example: What socioeconomic class would you picture a golfer?
- What is their education level
- Where are they when they are reading your sales copy?
  - Are they setting in front of their computer or their mobile phone?
- What is their age

- Know their wants, their desires, their dreams, and their aspirations.
- Know what motivates them and what does not.
- What is the language they use and accept?
  - Slang
  - Unfamiliar words will only make your readers feel ignored and alienated
- Mirror your audience. Become like your prospects in appearance, tone, and jargon that they're well known with.
- Build Rapport. The basic fact is people have faith in and put more trust in those who are more like them.

# Know The Questions Being Asked By Your Target Audience.

- How can I write persuasive copy that wins the hearts and minds of my prospects & converts them into high-paying customers?
- Is there a right way to use swipe copy without feeling like you're stealing someone else's words and avoid plagiarism?
- What kind of words are considered hot buttons I can use in my sales copy?
- Do I need to write a long sales letter or will a short sales letter work?
- How long does my sales letter need to be?
- Should I hire a copywriter or try this myself and what will it cost?
- I don't know how to get started writing my sales copy. I just sit and stare at a blank screen. Can someone please help me just figure this out?



"Dear Friend,

Chances are you and I have never met, but I do know these three things about you.

1. You're frustrated and you're tired of just staring at a blank screen all day long trying to write high converting sales copy just like the professionals, and your to the point that all you want to do is scream at your computer screen, "CAN SOMEONE JUST PLEASE HELP ME FIGURE THIS OUT!"
2. You're sick and tired of trying decide the right way to use swipe copy without feeling like your stealing someone else's words and avoid plagiarism so that you can churn out killer sales pages in no time, and anytime you want!
3. You want to learn the most effective, high-potent and powerful Copywriting strategies that will allow you to write persuasive copy that wins the hearts and minds of your prospects & converts them into high-paying customers!

If you answered ""yes"" to any of the statements above, then there's only one place you should be, and that is, right where your at right now, because you have found the help your screaming for!"

# Know Your Product

- In order to effectively sell a product, you must understand it and its benefits.
  - ❑ Know what your offering first and your sales copy will sore!
  - ❑ If you do not know the real benefits yourself, How can you effectively communicate the benefits of your product to your audience?
- Having product knowledge will allow you to more effectively write copy that shows and convinces your reader that your product is the answer to their problem.
  - ❑ Helps create a need in your target audience.

Here's just a few ways the "Home-run Copywriter's Course" will benefit you:

- Discover the amazingly simple steps you must take now to avoid and relieve the stress faced by almost every beginner copywriter, and never suffer from the frustrations of having writers block again!
- Legally smuggle from the top copywriters and finally crank out more copy, more quickly and ACCELERATE your income exponentially.
- Win the hearts and minds of your prospects & converts them into high-paying customers. I guarantee that these simple techniques will soon become your most-used "secret weapons" and dramatically enhance the conversions of every sales letter you create!

You may be thinking right now that this sound too good to be true and even Impossible! I realize this might sound so extravagant, you'll be tempted to dismiss it as hype. But I urge you to read on. You're going to see that what I am about to tell you is quite simple to master, and extremely profitable."

# Put yourself in the targeted audiences shoes.

You need to distill the essential facts to the readers detailing why they need the product you are writing for.

You can write a powerful sales letter by identifying and answering these questions ahead of time, and positioning yourself as the reader instead of the product owner.

- If you knew nothing about the product how would you see it?
- What key points would you want to understand about it?
- What objections might you have to purchasing it?
- How can you overcome the objections as a part of your sales letter?



# Over-coming Objections

After your audience knows exactly what the offer is and what they need to do to order, remind them not to wait and order now so they won't miss out on anything.

Now you move right into Killing any objections they may still have.

By researching your audience you will find some of the objections they may already have towards your product, especially if it has any similarities to competitive products.

Guarantee: Plain and simple fact is that your target audience will always have objections. With proper research you can anticipate objections ahead of time.

Writing sales copy that overcomes the objections your reader will have will help them feel like their questions are being answered, and they will continue to be engaged.

- Your very first objections to conquer will be why read your sales copy or listen to your sales video in the first place. (WIIFM)
- Focus on understanding the business needs, fears, hopes and concerns of the person you are selling to.
- Start answering common questions they might have in their minds.
  - Learn to anticipate objections ahead of your reader, and cover those objections before they ever bring them up.
- Turn product negatives into positives.
- One of the best ways to know your readers objections is to stop and ask yourself, what would you ask before purchasing?

## **Example of an objection your visitor may have;**

*“I am happy that you are able to understand how to make this happen Mr. Expert. But what I want to know is this; Is this course easy enough to understand for a beginner like myself.”*

## **Example of overcoming the objection in your sales copy;**

*“And even if you are an absolute beginner, you can succeed with this incredibly potent formula. Take it from me, a **middle aged guy with no prior experience, list, product, or web site of his own.**”*

# Researching Your Objection

#1

## Copywriting Question From Newbie

I was reading a book the other day by a fellow name Ted Nicholas. He said one of the quickest ways for a person to improve their copy writing skills is to routinely practice writing successful sales letters over and over.

My question ...

1. Has anyone heard of Ted Nicholas?
2. Has anyone heard of this technique?
2. Has anyone tried this technique?
3. I'm assuming when he said to write successful sales letter he meant to hand write them. But does typing them give the same results?

Thanks for any insights, opinions or thoughts concerning this post.



# Things to help overcome Objections

- **Added Bonus Offers-** Provide added value to the benefits already listed. Make sure the added benefits are relevant to the main offer.
- **Give long period of money back guarantee than your competition-** Hooks in many consumers who are sitting on the fence and will help you build confidence and credibility with your reader.
- **Give FAQ to answer common questions-** Use questions that have come up in the past through discussions with established customers or general queries that came in to your website.

# Things to help overcome Objections

- **Offer trial for monthly memberships-** This may be a short trial membership that is free for the first month, or a huge discount the first month.
- **Testimonials from experts-** This also helps build social proof that others are using your product and have benefited from it's value.
- **Quick review-** Calm those fear with a test drive that shows just how user friendly the product really is

# Competitive Analysis

**(USP) Set yourself apart from your competition.**

- Know your competition and know exactly what they are offering when it comes to their products and services and know their weaknesses
- Know your Unique Selling Proposition so that you totally understand what differentiates your product from the competition. Know your strengths.
- Make your reader aware of your competition's weaknesses. Help them to understand why buying your competitors' products would be the wrong choice.

Your job is to exceed the expectations of your potential customer above and beyond what your competition is doing when it comes to your offer.

- Offer personalized customer service that your competition may not offer.
- Group coaching through webinars or teleseminars.
- Personal 30 minute phone consultation
- Example: *Unlike my competition I will not leave you high and dry after the sale. I guarantee that once a sale is complete you will be able to contact me through my support, and I will respond to emails within 12 hours. I also have regular scheduled Q&A calls and trainings set in place to give you the support you need.*
- Validate above claim with a testimonial from a satisfied customer.



# Things To Research During Your Competitive Analysis

- Pricing of products: Are the prices higher or lower than yours?
- Does your competition offer better or higher valued bonus offers?
- What is your competition saying their USP is?
- What kind of benefits to the targeted audience are being focused on by your competition?
  - ☐ Do they match up with yours?
  - ☐ Are they completely different than yours?
  - ☐ Do they seem stronger than yours?

# Where To Research

## Existing Clients

- The first and often best place to start to find out more about your ideal target market, is with those you already have on your list.
- Support

## Blogs

- If you have a blog your readers are clearly interested in what you do and what you have to offer. Engage them and ask questions.

## News & Current Affairs

- A free and easy way to find out what your target market wants

## Visit Relevant Websites.

- Visit the sales copy of your competition on a regular basis.
  - Subscribe to E-zines and newsletters
  - Read your competitions emails regularly
  - Search the Amazon.com bookstore and find out what kind of books are out that relate to your targeted Niche.
- Anything you can do to further enhance your knowledge about your targeted Niche will help you write copy that is both informative and interesting to your audience and keep them reading and taking action.

## Social Networking Sites

- Join Niche relevant networks and communities on Twitter, Facebook, other forums/social networks.
  - ☐ You will learn a lot about the people you are targeting.
  - ☐ Be engaging and connect!
  - ☐ Pay close attention to forums during launches by your competitors

## Live Events/Webinars

- Take every opportunity you can to mingle amongst your target market and just simply listen to what's going on and what others are saying or asking.
- Worth saying again... **“Pay attention and listen to what others are saying and asking.”**



# Listen to customer complaints (Yours and Competitors)

- Listening carefully to customer complaints. Say this with me, **“Customer complaints are my friends!”** Stop being defensive. Change your current mindset and become an opportunist! (a person who adapts his actions and responses to take advantage of opportunities and circumstances.)
  - ☐ Identify opportunities for new and exciting trainings.
  - ☐ Improve upon the existing products and services you currently have.
  - ☐ Educate your customers more thoroughly.
  - ☐ Improve your overall business's profit.

NOTE TO SELF... Plain simple truth... It is impossible to be perfect! Even when you are as close to perfect as you can possibly be, you will still find customer expectations that are just impossible to satisfy.

ANOTHER NOTE TO SELF... STOP producing customer complaints by using undeliverable and over promised hype in your sales copy

# Thank You!



I want to thank you for watching this training.

Research is crucial to writing Your Grand Slam Message!“ Become your customers.

You must personalize your copy to speak directly to your “Target audience” and make them feel like you have written the sales copy specifically for them!

Know who you are, your target audience, your product, and your competition. **Non-targeted anybody's does not equal success!**

Take every opportunity you can to mingle amongst your target market and just simply listen to what's going on, and what others are saying or asking.