

MORE VIDEOS AT:

MORE VIDEOS AT:



www.getwsodo.com

WWW.GETWSODO.COM



SENTENCE STRUCTURE

Active vs Passive Voice

- The passengers were asked to return to their seats
- The ball was kicked into the goal
- Clicks were generated like crazy
- John got punched in the face by Tom
- **The captain forced passengers into their seats**
- **Tim punted the ball into the goal**
- **The ad attracted clicks like crazy**
- **Tom slugged John**

Pronoun Placement

- Tom got to John's house. And he was pissed.
- **Tom got to John's house. And John was pissed.**
- Youtube has replaced Facebook as the best source for traffic. Because it's far less competitive.
- **Youtube has replaced Facebook as the best source for traffic. Because Youtube is far less competitive.**
- I stopped using 1ShoppingCart twenty years ago, and started using Infusionsoft. Because they rebuilt the app on a different platform.
- **I stopped using 1ShoppingCart twenty years ago, and started using Infusionsoft. Because Infusionsoft rebuilt the app on a different platform.**

Primacy & Recency

- It's astonishing the amount of fat you lose when you do this.
- **You'll be astonished, when you do this, at the amount of fat you drop.**
- What you want to do, is get more sales when you want to scale.
- **When you want to scale, what you want to do is get more sales.**
- Use the XYZ System to shed fat fast.
- **You shed fat fast when you use XYZ System.**

Primacy & Recency In The Headline

- "How to use this simple, fast system to become a Celebrity Copywriter"
- "How to become a Celebrity Copywriter with this simple, fast system."

The Flow of Three's

- Stop, Drop, and Roll
- Father, Son & the Holy Spirit
- Sex, Drugs & Rock-n-Roll
- Lights, Camera, Action
- “Life, liberty, and the pursuit of happiness...”
- “The truth, the whole truth, and nothing but the truth...”
- Snap! Crackle! Pop!
- The Few. The Proud. The Marines



LANGUAGE PATTERNS

Presuppositional Statements

- **If [describe activity your prospect likely does], then [action you want them to take].**
- If you write copy for your business, then using presuppositional statements is a smart move for you.
- **If you're/you've [something your prospect is currently doing], there's an excellent chance you're interested in/you need [major benefit].**
- If you're creating marketing promotions, there's an excellent change you're interested in increasing your sales conversions.

Presuppositional Statements

- **Every time you [do something which doesn't lead to the result they want].**
- Every time you launch a new FB ad without a Big Marketing Idea, you risk getting your account flagged.
- **Every successful/intelligent [type of person which fits prospect's identity] knows/realizes that [the result of what you want them to do].**
- Every serious golfer knows the necessity of mastering the short game.

Presuppositional Questions

- **So, what makes [your solution/mechanism] so effective at [result it produces], you may be wondering?**
- So what makes the E5 Method so effective at generating new sales everyday, you may be wondering?
- **So, how quickly will you [result it produces] when using [your solution/mechanism], you may be wondering?**
- So, how quickly will you see daily new sales when using the E5 Method, you may be wondering?

Presuppositional Questions

- **How [negative adjective] were you/was your [situation where you can help]?**
- How traumatic was your last argument with your partner?
- **How [negative adjective] is it when you [situation where you can help]?**
- How damaging is it to your relationship when you argue with your partner?

Creating Excitement

- **In a moment I'll tell/show you...**
- In a moment I'll tell you how to turn a \$50 investment into a million-dollar portfolio.
- **As you [what you want them to do], you'll truly [exciting description].**
- As you deploy these copywriting tactics, you'll truly start to enjoy greater and greater sales.

Creating Excitement

- **Just think of what you can do/achieve/create once you [benefit from solution].**
- Just think of what you can achieve once you start scaling traffic with this approach.
- **[Solution/mechanism] will take you from [negative identity] to [desired identity].**
- The E5 Method will take you from struggling marketer to flourishing entrepreneur.

Future Pacing

- **Imagine...**
 - Imagine waking up tomorrow and seeing a full, flowing head of hair.
- **Picture this...**
 - Picture this: You rub a tablespoon of our unique lotion on your scalp at night... and when you wake-up in the morning and look in the mirror, you're thrilled as you see yourself with a full head of hair.
- **See/picture yourself...**

Creating Rapport

- **Like you, [describe a common problem you also used to have]...**
- Like you I could never seem to get my Facebook ads to produce enough clicks.
- **Like many [prospect type], [describe problem]...**
- Like many dentists just graduating from school, I didn't know the best way to attract new patients.

Suggesting Ease

- **It's as easy as that.**
- **Simple as that.**
- **In 3 easy steps.**
- **Just [what you want them to do].**
- Just call us and tell us how quickly you want to start getting consistent daily sales.
- **It's as easy/simple as [uncomplicated task].**
- It's as easy as changing the channel on your television.

Agreement Sequencing

- **Drive the prospect to say “Yes” (mentally) a few times, then present the action you want.**
- Do you want more clicks on your ads? Do you want to grow your list of prospects? See more daily sales? Then learning to deploy Big Marketing Ideas is one of the smartest things you can do.

Guarantee Language

- State the guarantee in the affirmative, the positive:
- “If you’re dissatisfied for any reason, just return the widget within 60 days for a full refund of your purchase price.”
- “You’re either head-over-heels thrilled with the results, or just return your widget within 60 days for a full refund of your purchase price.”

Damaging Admission

- **Maybe it's not [positive adjective], but [describe what you want the prospect to believe].**
- Maybe it's not the prettiest looking book, but it will certainly give you a thick lawn.
- **I may not be able to show you [smaller desirable], but I can certainly show you how to [bigger desirable].**
- I may not be able to show you how to set-up the hosting for your website, but I can certainly show you how to flood it with qualified visitors.

Universal Picture Painting

- “Imagine: You jump on your MacBook... as you sip your morning coffee... login to your Gmail account, and you see dozens of sales which came in while you were sleeping.”
- “Imagine: You jump on your computer... as you sip your favorite morning beverage... login to check your sales stats from the night before.... and you see more sales than you ever thought you would in a single day.”

Leveraging Fear/Pain

- **Therefore, your ability to [do something which would lead prospects to what they want] may mean all the difference between [their desire] and [where they are now/what they want to avoid].**
- Therefore, your ability to get the attention of your prospects may mean all the difference between having a thriving business and struggling to make even a couple of sales a week.

Leveraging Fear/Pain

- **So, you have a choice: You can [negative future pace]... or... you can [positive].**
- So, you have a choice: You can put-up with a lawn filled with weeds... or... you can have a lawn as pristine as a golf course.
- **Tired of [negative]?**
- Tired of losing money every time you run some Facebook ads?

Leveraging Fear/Pain

- **You'll never have to [problem].**
- You'll never have to spend your Saturday morning picking weeds from your lawn.
- **You just can't [activity] without [what you want the prospect to do].**
- You just can't get lean and muscular without an effective weight training routine.

Leveraging Fear/Pain

- **Stop putting up with [problem].**
- Stop putting up with XXXXX
- **Are you still...?**
- Are you still using old-school sales tactics?
- **What's missing from your [area of interest]?**
- What's missing from your weight training routine?

Leveraging Fear/Pain

- **How [negative emotion] are you with/about [their problem]?**
- How frustrated are you with your high CPA?
- **How [negative adjective] is your [something they care about which you can help]?**
- How thin is your hairline getting every month?

Creating Urgency

- **While you can...**
- **While it's available...**
- **While you still have the chance...**
- **While you still have the opportunity...**
- **So you don't miss-out...**
- **If you don't want to miss-out...**

Differentiating

- **Unlike other/most [solutions/mechanisms], [your solution/mechanism] doesn't/won't/Isn't [negative].**
- Unlike other sales generating systems, the XYZ Formula doesn't require you to say or do anything obnoxious or embarrassing.
- **Unlike other/most [solutions/mechanisms], [your solution/mechanism] is the only one that [aspect of how mechanism works]**

Differentiating

- **The first...**
- **The only...**
- **There has never been...**

Leveraging Identity

- **For [character identity] only.**
- For serious marketers only.
- **I'm talking to you as a fellow [character identity].**
- I'm talking to you as a fellow savvy marketer.
- **Join the ranks of...**
- **Be a member of the exclusive club of...**
- **Be part of the exclusive club of...**
- **Be one of the [character identity] others envy.**

Leveraging Authority

- **Most [type of authority or respected group] agree: [claim].**
- Most million-dollar real estate agents agree: The ability to generate consistent clients is the life-blood of this business.
- **As the best/most successful [type of authority or respected group] say: [claim].**
- As the most successful dentists say: Practice growth comes from patient retention.