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A to Z

Copywriting WORKSHOP

 **toddbrown.**

BUCKLE UP!



MY ASSUMPTION ABOUT YOU...

HOUSEKEEPING

- Going til about 5PM ET (both days)
- One-hour lunch break at 12:30PM, with a morning and afternoon 10-minute bio break each day
- Recordings & PDFs on Monday afternoon
- Extra Bonus: 3-hour open Question & Answer Session (Monday - 5-8PM ET)

WORKSHOP AGENDA OVERVIEW

DAY ONE:

- Core Copy Principles
- Problem Buckets
- Problems vs. Pain Points
- 3 Elements of Persuasion
- Benefit Types
- Avoiding Faux Benefits
- Value of Copy

Hooks & Themes

- Lead Emotions
- Argument & Proof

DAY TWO:

- Word Selection
- Sentence Structure
- Writing Voice
- The Power of Story

Rhetorical Devices

- Framing
- Loaded Language
- Dirty Details
- Use of Dialogue
- Writing!

AND MUCH MORE!



The Better The Offer...
The Weaker The Copy Can Be!



FOUNDATIONAL PRINCIPLES

**People don't buy for the
product, they buy for the
result, the change!**

**They buy solutions to
problems they want resolved...
to feel how they want to feel!**

People buy based on emotion... and they buy emotions.

“Buying Emotions”

- Home Security System = Feel safe
- Botox = Feel more attractive
- Rolex = Feel more successful
- Teeth Whitening = Feel more confident
- Productivity System = Feel less overwhelmed

**We don't create the desire
to solve a problem,
we channel existing desire
to create demand for our offer.**

2 BUCKETS OF PROBLEMS



PROBLEM = PAIN!

The problem is NOT the same as the pain...

**The problem is the cause of the pain.
The pain is what the prospect wants solved.**

**The pain comes from how
the prospect feels about
the problem.**

STRATEGIC AIM OF OUR COPY:

**Show the prospect we have a
different and superior way to
solve their problem.**

STRATEGIC AIM OF OUR COPY:

**Show how solving the problem
takes the prospect's pain away**

CORE OF PERSUASION

ACCORDING TO ARISTOTLE

- **Pathos:** Emotional appeal
- **Ethos:** Character, reputation, identity
- **Logos:** Logical, rational reasoning

Good copy leverages the prospect's core emotion... prods buying emotions... appeals to their desired identity... and gives them the logical buying support.

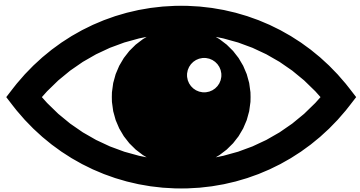
UNDERSTANDING BENEFITS

- **Functional Benefit:** The typical superficial benefit (A mechanical pencil. The soft, spongy grip is a feature. The functional benefit is that it's easier to hold.)
- **Dimensionalized Benefit:** What the functional benefit actually looks like in the real life of a prospect. Paint the picture. "You can write for hours everyday with no pain in your hand or wrist."
- **Emotional Benefit:** The emotional impact of the dimensionalized benefit. How does the dimensionalized benefit make them feel? "Feel great knowing that you can get up everyday and write to your heart's content without ever having to worry about being in pain again."

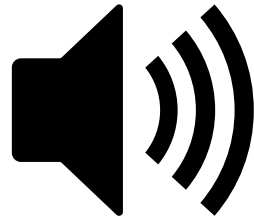
Dimensionalized & Emotional Benefits Are How You **Create Mental Pictures In Your Prospect's Mind**

You're the director of the movie in the mind of the prospect.

LEVERAGE **MULTIPLE SENSES** IN YOUR BENEFIT DESCRIPTIONS



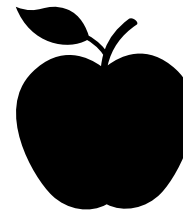
SIGHT



SOUND



TOUCH



TASTE



SMELL

BEWARE “FAUX BENEFITS”

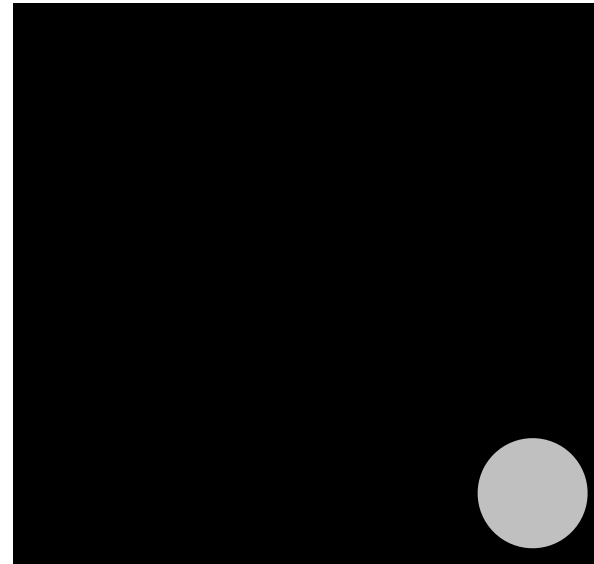
- A statement which, on the surface, feels like a benefit... but, it's at least one step removed from what the prospect wants.
- “Flush fat from your intestinal tract.”
- “Your arteries and blood vessels will instantly relax.”
- “Make your ads more attractive.”

TURNING “FAUX BENEFITS” INTO TO REAL BENEFITS

- So you can...
- So you will...
- So you...
- Which means, you...
- ...and...

UNDERSTANDING CONTRAST

- The state of being strikingly different from something else.



UNDERSTANDING CONTRAST

- Every solution is made more valuable in the context of the problem it solves.
- The more severe the problem is perceived to be, the more valuable the solution is perceived to be.
- “Never again will you feel humiliated when you take your shirt off at the beach. Instead, you’ll notice woman looking... and men admiring... as you confidently strut around with a six-pack.”

TERMS & DEFINITIONS

- Hook/Theme
- Campaign Lead
- Offer
- Campaign Argument
- Unique Selling Proposition
- Unique Mechanism
- Catalyst