

LEARN COPYWRITING FOR SMALL BUSINESSES

Formulas for Words That Convert

WORKBOOK



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

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INTRODUCTION

Visit your own website home page, a product/service sales page, or other main piece of marketing material you've been using for a while.

Ask yourself:

What would my first impression be if I didn't already know my company or product/service?

Is the content up-to-date?

Does the copy portray my company in a professional manner?

Are there typos or formatting errors on the page?

Jot down some notes about anything you notice to refer back to later on.

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HOW TO BECOME A BETTER COPYWRITER TODAY

Pick at least 1 current piece of your content which you'll use to apply the copywriting tips you learned in this module.

Pick two or three tips or guidelines discussed in the module to focus on applying what you've just learned to your current copy.

Use the summary list below to check off the ones you'll work on.

Before You Start Writing	✓
Things you need to know	
• Demographics	
• Psychographics	
• Purchase History	
• Emotions	
• Language and Tone	
• Questions	
• Doubts	
• Long-Term Goals	
• SEO	
• Your unique value proposition	
• The Goal of Your Copy	

Tips on Writing Great Copy	✓
Grammar, spelling & punctuation	
Sharpen your writing skills	
Write conversationally	

Writing Headlines & Subject Lines	✓
Spend half your time writing & refining your headline	
Focus on grabbing the reader's attention	
Keep your headlines brief	
Implement the Four U's	
<ul style="list-style-type: none"> • Unique 	
<ul style="list-style-type: none"> • Ultra-Specific 	
<ul style="list-style-type: none"> • Urgent 	
<ul style="list-style-type: none"> • Useful 	
Pique curiosity with your headline	
<ul style="list-style-type: none"> • Ask Questions 	
<ul style="list-style-type: none"> • "How To" 	
<ul style="list-style-type: none"> • Identify the reader 	
<ul style="list-style-type: none"> • Negative Superlatives 	
Deliver on the promise of the headline	

The Magic Words of Copywriting	✓
Learn the words that resonate with your audience	
Look at successful copy in your niche	
Conduct split-testing	

Copywriting Formatting	✓
Put the most important info at the top	
Break up text with headers and sub-headers	
Use short paragraphs	
List with bullet points	
Go easy on bold and italics	
No underlining	
Think about capitalization	
Use clear fonts that don't distract	
Keep it simple	
Strip it down	

Use pictures	
Emphasize the call to action	

Adding Social Proof to Your Copy	✓
Types of Social Proof	
• Testimonials	
• Endorsements	
• Awards and Certifications	
• Customer reviews	
• Social media proof	
• Customer-generated content	
• Install a counter	
Keep all social proof genuine	

Testing Your Copy	✓
Ways to gain data	
• Split-testing	
• Site analytics	
• Direct feedback from visitors	
• Peer review	

Cleaning Up Your Copy	✓
Remove anything that can be taken the wrong way	
Change passive to active voice	
Read your copy aloud	
Give it the 'so what?'	
Eliminate adjectives and adverbs	
Use as many action verbs as possible	
Don't use words that describe uncertainty	
Cut out jargon	
Watch out for hyperbole	
Cut anything that doesn't help you reach your objective	

Write down in your notes what changes you will make to your current copy, based on the tips you selected and how you will improve your website copy using these techniques for writing better copy.

Tips	Changes to Make
1	
2	
3	

8 PROVEN COPYWRITING FORMULAS

Pick one of your major products or services that you sell to customers.

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Using the AIDA technique, create a high-level outline for a sales letter or marketing piece that addresses each part of the formula.

Attention
Interest
Desire
Action

Choose another of the formulas and use the spaces below to draft some copy for a product or service of yours. Check off which formula you'll use.

Formula	✓
Before-After-Bridge	
Problem-Agitate-Solve	
Features-Advantages-Benefits	
5 Basic Objections	
The Story Arc	
Picture-Promise-Prove-Push	
The 3 Reasons Why	

Part 1
Part 2
Part 3
Part 4
Part 5

HOW TO GET YOUR CONTENT FOUND – SEO TIPS

Identify one piece of content that you already have or which you are about to create which you want found on the web.

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Research and identify 1 to 2 keywords people would use to find that content, along with 5 variations or phrases. You can just brainstorm, or you can try using a keyword tool like the Adwords one.

Keyword	Variations

If using existing content, identify where you will make changes to incorporate the keywords in different parts of the text – following the guidelines for SEO.

Where to Make Changes	Changes to Make

If you haven't written the content yet, you can start drafting the different parts of the content that will include your main keywords – headline, sub-headers, image alt text, and at least one topic sentence.

<i>Headline</i>
<i>Sub-Headers</i>
<i>Image Alt Text</i>
<i>Topic Sentence</i>

ADVANCING YOUR COPYWRITING SKILLS – LEARN FROM COMPANIES WHO DO IT BEST

Read the copy of your favorite brands and of brands that are popular. How do they use the techniques you've learned in this course?

Make notes on how you could apply these ideas.

Brand	Link	Techniques	Notes
<i>i.e. Eat24</i>	www.eat24.com	<i>Clear, concise and consistent</i>	<i>Humor that could be easily incorporated</i>

CONCLUSION AND NEXT STEPS

Review all your notes and worksheets from the course, including your notes and ideas about how to write new, more effective copy for your business website.

Next, make a list of the actions you will take as soon as you get back to work, listing items that you feel should be rewritten or created in order. Identify the most important task that will lead to the biggest potential payoff.

Action	Deadline