

# Copywriters Cheat Sheet

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Hello and welcome to the Copywriters Cheat Sheet. You will want to print this document and keep it close to you when you write to sell. Copywriting = Salesmanship in writing.

## Stories Sell Facts Tell.

\*Ask for the sale\*

Tell them what you are going to tell them. Then tell them. Then tell them what you just told them.

**...it's about having a conversation with your reader, answering the questions and objections that go thru their head as they make a decision to take action.**

*In the big picture, you want to turn your reader into a raving fan and get them to know like and trust you*

**A.I.D.A.**  
Attention  
Interest  
Desire  
Action

**Define your target, who is your customer?**

A rifle will always out perform the shotgun so if you are writing for everyone... you are writing for no one.

*If your reader can envision themselves using your product with success YOU WIN*

What do they typically spend money on?

Who do they respect and take advice from?

What are the "buzz words" in their industry?

What "thing" do they have to deal with daily that they wish they did not? *Keep it exciting but believable*

What scares them?

What do they lust over?

Fear of loss will always "trump" acquisition *Pictures are worth a thousand words so use them...*

**STICK THE KNIFE IN... CUT YOUR READER OPEN, INSERT SALT, THEN GIVE THEM A BAND AID**  
**Wishy-washy buzz kill words that'll destroy the best call to action.**  
fairly generally like kind of may often quite relatively slightly sometimes somewhat

## The Only Two Reasons People Take Action Are To Avoid Pain Or To Increase Pleasure

**K.I.S.S**  
Keep It Simple Stupid The more difficult it is to understand the less money you will make.

**Headlines are stop signs NOT buy signs**

The #1 Job of your headline is to grab attention and move your reader to the next step.

*We all listen to the same radio station*  
**WIIFM (What's In It For Me).**

*...you are selling to the emotional side of people*

*Human Behaviors*

**Reciprocation** *If you give them something, they almost feel the need to give you something back.*

**Commitment:** *Take your prospect through baby steps, humans like to finish what they started so drag them into the sales process one tiny commitment at a time.*

Always leave them wanting more

Ask questions that lead to a sequence of yes/s  
*Suck in your reader and draw their eyes down your page*

**ENGAGE THE READER IMMEDIATELY**

... if you don't know exactly how to use the humor, DON'T! If you have to, then try and poke fun at the problem and never the reader.

## Things That Will Help Them Make a Decision

Help them Throw Rocks at their Enemies

Confirm their Suspicions

Encourage their Dreams

Justify their Failures

Relieve their Fears

Social proof

Scarcity

"To steal from one is called plagiarism, but to steal from many is called research" Most copywriters start out with a **swipe file**. A **swipe file** is when you research your topic, gather information, and use it as a reference as you write."

Sugar (words) that help the medicine go down.

Easily Simply Naturally Imagine

**Your "offer" needs these 5 ingredients**

- 1) Make your advertising valuable.
- 2) Identify and name their "urgent problem"
- 3) Solve their urgent problem with a "unique promise"
- 4) Prove that you can solve their problem with "unquestionable proof"..
- 5) Make your offer impossible to refuse with a "user friendly proposition"..

People scan more then they read so use sub-headlines to catch attention

# Copywriters Cheat Sheet Bonus Sheet

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## Here are 20 fill-in the blank headlines guaranteed to transform your response rate

1. This is \_\_\_\_\_ guaranteed to \_\_\_\_\_ your \_\_\_\_\_
2. How you can \_\_\_\_\_ with \_\_\_\_\_
3. \_\_\_\_\_ ways to \_\_\_\_\_
4. Give me \_\_\_\_\_ and I'll \_\_\_\_\_
5. WARNING: \_\_\_\_\_
6. Secrets of \_\_\_\_\_
7. If you are \_\_\_\_\_ you can \_\_\_\_\_
8. How to \_\_\_\_\_
9. How I \_\_\_\_\_
10. Are you \_\_\_\_\_?
11. How \_\_\_\_\_ made me \_\_\_\_\_
12. Who else wants \_\_\_\_\_....
13. They didn't think I could \_\_\_\_\_ but I did.
14. In the next \_\_\_\_\_ your are going to discover \_\_\_\_\_
15. \_\_\_\_\_ Vs. \_\_\_\_\_ and \_\_\_\_\_
16. How I made \_\_\_\_\_ with \_\_\_\_\_
17. Discover the \_\_\_\_\_ that lays hidden in \_\_\_\_\_
18. If you want \_\_\_\_\_ then \_\_\_\_\_
19. How to get \_\_\_\_\_
20. Who else wants to \_\_\_\_\_ without \_\_\_\_\_

## PHRASES THAT KEEP ATTENTION:

After all,  
And best of all...  
And don't forget  
And get this...  
And guess what?  
And look at this:  
And that's just the beginning...  
And that's not all...  
And to prove it, here is...  
And what's worse...  
And you know what?  
Anyway,  
As if that's not enough  
As it turns out  
Astonishing, isn't it?  
Back to what I was saying...  
Because, believe it or not,  
Best of all,  
But better yet...  
But guess what  
But just keep reading.  
But more on that later...  
But the problem is...  
But wait there's more,  
But what if you could...  
But you know what else?  
But, I have to admit,  
Check this out:  
My point is:  
Needless to say,  
Most importantly  
Not many know it but,  
Far-fetched? Not at all.  
For starters,  
Get this:  
Here are the answers:  
Here's how easy it is...  
Here's proof:  
Here's the scary part:  
Here's the deal

OK, I'm nearly done, but...  
Okay, now let's get down to business:  
Seriously, put some thought into this...  
So hang on while I explain...  
Let me ask you this question...  
Let me share a secret with you  
Let's face it...  
Listen, I'm not kidding around...  
Look at it this way...  
More important than that...  
Now consider what happens...  
Now let's suppose  
Now, don't get the wrong idea  
Now, here's the next step  
Now, you're probably wondering...  
Oddly enough  
Oh Wait! I almost forgot!  
Let me show you how dead serious I am...  
Let me show you exactly how this works:  
More details in a moment. But first...  
I know, you're probably skeptical. Right?  
If you think it's nothing, think again...  
Seriously, put some thought into this...  
Want to see how it works right now?  
Do you understand what this means?  
But here's the most important part...  
Here is a new way to think about it:  
Can you imagine how great that feels?  
By now, you're probably wondering...  
But there is just one small catch...  
That's just the tip of the iceberg  
What does this mean for you?  
What's this got to do with you?  
But I must let you in on a secret...  
Has this ever happened to you?  
However, wait until you see  
But it doesn't stop there, either  
Does this make sense to you?  
But don't take my word for it...  
But that's not all... Far from it!  
Just for the record,

So what does it all mean?  
Still not convinced?  
That's when it hit me...  
The bottom line is...  
The final facts:  
The result?  
The simple truth is,  
The trick is...  
They dropped the bomb  
Think I'm exaggerating?  
This is not just my opinion  
To cut short my long story...  
Trouble is...  
Well, believe it or not,  
What I'm talking about is...  
What makes this so special?  
What this all boils down to is...  
What's the catch?  
Within the next few days...  
Yes, you read that right...  
You know what?  
You'll be glad to know that  
And that's just for starters...  
We're not through yet...  
It gets even better...  
Oh Wait! I almost forgot!  
How's that possible?  
I'm not kidding...  
In essence,  
In fact,  
In truth,  
Let me explain  
Let me repeat,  
So it adds up to this:  
So what do you think?  
It all comes down to this...  
Just a quick recap  
Here's the real story:  
How can that be?  
How did I do it?  
Reality is...