



*Visionary* **Womenpreneurs**  
**Field Guide**  
**Marketing Key Resources**

Compass  Consulting  
**Donna Lynn Price**

**Copy Writing Guide**



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## Resources:

*Funnel Scripts:* [compassroseconsulting.com/funnel-scripts](https://compassroseconsulting.com/funnel-scripts)

The ultimate copy writing assistant is Funnel Scripts. Software that helps you to write GREAT web copy, sales letters, headlines, emails – everything!!

*ClickFunnels* <https://www.BizFunnels.Club> to learn more about Click Funnels.

Click Funnels is the software that I use to build my opt-in pages, sales offer pages, webinar pages, membership pages. It helps me to do it all and do it well.

*Dream Makers Jump Start* [VisionaryWomenpreneurs.com/Jump](https://VisionaryWomenpreneurs.com/Jump)

Solve the 3 Marketing Keys with 3 week training.  
Join the Jump Start -->> 3 sessions that give you the keys to make it happen.

*Dream Maker Club* [DreamMakersClub.com](https://DreamMakersClub.com)

THE Club where Visionary Womenpreneurs gather to make their WILD ideas happen through training, support, collaboration, masterminding and celebrating.

## Other Free Resources:

*Content Repurposing* [Repurposing.Club](https://Repurposing.Club)

Content Repurposing – learn how to use your content in 12 different ways to grow your audience and your reach.

*Marketing Keys Webinar*

Check out the free webinar – with the Marketing Keys  
[DreamMakerClub.com/marketing-keys-webinar](https://DreamMakerClub.com/marketing-keys-webinar)



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## Copywriting Basics and Terminology

### Why Copywriting Is Important

Simply put, copywriting is the writing you use in your written promotional materials. This can include your advertising, website, brochure, catalogs, business cards, sales letters and more. For the purposes of our course, we focus on online copywriting.

Copywriting is what you use to get your customers and potential customers to take a particular action.

#### For example:

- Call you for more information
- Place an order
- Sign up for your mailing list
- Get them to refer a friend to your business

While sometimes we think this should happen naturally when someone visits our site and they are interested, copywriting is a conscious effort to get the results you want. The good news is, the more you practice, the more natural copywriting becomes.

#### Consider this:

When someone visits your website, **you aren't there** to answer their questions or to convince them how great your product is. Your words need to do that for you. In other words, you need effective copywriting. This lesson is going to show you how to do that.

### Terminology & Practical Applications

There is plenty of terminology when it comes to copywriting. We aren't going to cover them all, but the ones that are key to your being able to sell online. It's important to understand the meaning of the terminology, so that you know the things you should focus on in your own copywriting. But this lesson will go deeper than just providing

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definitions. We'll show you examples and even give you suggestions on applying everything to your own business.

## Target Market

Your target market is the group of people you're selling your product to. You have to be **very specific** when you define your target market, in order to make sure your copywriting is most effective. You can't just say "women, moms or pet owners" because that is still vague.

What women?

Which moms?

Which pet owners?

When defining your target market, there are many things to consider. There's a small list below, but it only touches the surface. For each target market, there are so many different factors that can make up your specific target market:

- Age
- Income
- Interests
- If it's a man or a woman, marital status may come into play
- If it's apparent, you might want to have an idea about the age of the children; if they work outside the home, etc.
- If it's a pet owner, what kind of pet they have, what breed, etc.
- Wants, wishes and desires \*
- Values & beliefs \*
- Problems she needs solved \*

*\*These last three are particularly important because this is what **really motivates people** to spend their money and buy products. Yes, they buy to satisfy their immediate needs, but desire is what drives people to spend their money readily.*

The following are important human motivators that have been identified by psychologists. They will help you in understanding what motivates your readers to take action:

- Fear
- Exclusivity
- Guilt

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- Greed
- Need for approval
- Convenience
- Pleasure

Some people might see it as unethical to play too hard on the emotions of their potential customer, but you can use this information to really understand what motivates your target market. When you understand someone, you can sell them the ***right*** product. You will understand their point-of-view, the problems they have and how much like they'd like a solution...and by understanding your audience, you'll know what the right solution is.

### **The Problem with Being Too Vague:**

I've seen a lot of business owners who try the vague "be everything to everyone approach" and it's really tough to make that work as a small business owner. These business owners may sell candles online or cosmetics or a similar product and the business owner will say their target market is simply women.

The problem is, if you sell those things, not all women are your target as I've already said.

### **Let me explain further...**

There are plenty of women who don't care much about candles and they're content buying the typical drugstore cosmetics or no cosmetics at all. Those women are not your target market.

Even a woman, who thinks candles are lovely and wears a little makeup now and then, but doesn't readily spend her money on those items, is not your target market. You need to understand the woman who really wants to buy your product and that she'll buy it **over and over again**.

That is your ideal customer.

### **Imagine Your Ideal Customer:**

What are her wants and desires?

What problems does she need solved?

What are her beliefs?

If you don't already know that, try surveying the customers that you already have. Ask them a few questions about themselves, why they bought the product, what they like



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about it and what they don't like. In return, offer them a coupon or a free gift or something, just to get that feedback. This information will be very valuable to you.

### Think about your product:

What is the single most important reason your target audience would want to buy it? You need to be able to empathize with your target market, identify their problems and show how your product solves that problem. If you think too generally about your target market, the passion is lost in your copy and it's tough to get anyone excited about anything.

For example, if you sell acne medication and you simply talk about the embarrassment of acne, you might get some sales. But if you know that your target market for a specific ad campaign is teenagers, talking about being teased at school, worrying that they won't find a date and having a case study of a teenager who overcame that – your copywriting will be much more powerful.

You will sell more to a highly-targeted group of people than trying a lukewarm approach with the public in general. Leave general marketing to Amazon.com, Wal-Mart and other huge companies.

### Exercise:

Start writing a list of all the characteristics of your typical customer. Use information gathered from customer surveys, as mentioned earlier in this section, and write at least 15-20 specific characteristics. This list will help you as you make your way through this lesson.

## USP

USP stands for **Unique Selling Position** and this is what sets you apart from your competition. Put another way, a USP is some unique thing you offer that your competition is not offering. Here are just a few examples of a USP. Your USP will likely be very different:

- Are you the only company that offers an unlimited time money back guarantee?
- Do you cater to vegetarians when nobody else in your industry does?
- Do you know the secret to a perfectly baked soufflé; what do you do that's different?
- Do you look for hard-to-find items for your clients in 24 hours or less?
- Do you offer holistic options where no one else does?

USP is a concept that is often difficult for people because every business is different. You need to really sit down, brainstorm and figure out your USP because if you don't, it's hard to stand out from the crowd and compete in your market.



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**Warning:** A lot of home businesses make the **mistake** of making their low price as the USP. The problem is trying to sell for the lowest price is not often a profitable business model, especially for small home businesses like you. If you're not buying and selling in huge volumes, it's just not worth it. Let's leave this kind of marketing to large companies like Wal-Mart or Amazon. They can afford it.

**Some of the best customers you can ever have, don't worry about price.** The easiest to deal with customers are the ones who are more concerned about quality, exceptional service or that just buy because they plain old trust you and feel you understand them. They don't worry so much about spending money, look for all kinds of faults and readily ask for refunds when they have regrets. As a home business owner with a smaller budget, you don't need to deal with bargain hunters.

Here is one of the most important questions you'll ask yourself when formulating your USP:

*"Why would my customer buy my product instead of a competitor's?"*

Think of what information or education you can provide to people who use your products. Go the extra mile where other big companies may not. Find something different than competing on price because trying to offer the lowest price will likely put you out of business. You want to price your products to receive a decent profit. That way, you'll need fewer sales to make just as much or more money.

### **Exercise:**

Make a list of 5-10 competitors and identify their USP. See how you compare to these companies and their USP.

For example, if one company's USP is that they have the fastest delivery rates, are you able to compete with that? If another company offers the longest hours of service, are you able to compete with that?

You also have to ask yourself if you should even bother trying to outperform your competitor in a certain area. You may want to instead focus on creating your own USP that effectively helps you ELIMINATE your competition, instead of increasing it. Find a way that you stand out and customers will have only one choice – to come to you.

### **Features**

You probably already have some idea what this word means. It basically describes what your product looks like, how it functions, etc. It is the basic information about your product. Although features may be important to your potential customers, it's the benefits that will make them want to buy your product.

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### Examples of Features:

- 4" x 7"
- Red
- Foldable
- 3-Day Supply
- Includes a video, audio recording and ebook

### Exercise:

Write down all the features of your product. Include every single detail from color to size to function. You can't write too much for this exercise so write it ALL down.

### Benefits

Benefits are the advantages your customer receives from using your product's features. As mentioned in the definition of features, in most cases, benefits will sell your products better than a feature does. Although successful copy combines both, often the best performing copy for most products focuses on the benefits.

**An example:** You sell a ballpoint pen.

The features are black ink, a felt tip, and it comes with a lid.

The benefits are that it reduces hand cramping and eliminates smudges.

Notice how when we talked about the features of the pen, it sounds like any other pen, but when we talk about benefits, it make the pen sound more interesting. Those are benefits and they help sell your product. People have a problem and they want to solve it by buying your product. Show them the benefits of your product.

### What If Your Customers Care About Features?

Sometimes, you might sell a product where customers heavily compare features. One example of this might be a web host for businesses. Businesses who need web host want to know the rates, the speed, etc. Internet service is a good example of a very feature competitive and focused business. You can still set yourself apart by illustrating some of the benefits of their service.

If you have a great record of up-time, tell your potential customers about it and that they don't have to worry about losing sales when their sites are down as frequently as with other service-providers.



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In this example, the feature is the up-time, but the benefit is keeping sales and that helps your potential customers visualize why they might use your service.

Someone may think up-time is just a number web hosts throw out there, but when they think, “Oh yeah, if it’s not up, I’m going to lose a sale,” that’s when it reaches your target market. That’s the kind of thing you want to talk to them about.

### Exercise:

Take that list of features you just created in the previous definition and then list a benefit for each feature. This list will not only help you understand your product’s benefit, but once you’ve done this exercise, you will have a large portion of the copy for your product done. You can put that information in bullet point format onto your web page or brochure.

And speaking of “bullets”...

## Bullets

Bullets are one of the greatest things you’ll come to love about copywriting. They are relatively **easy to write** and they can also sell your product exceptionally well.

Bullets can be about the benefits of your products or the features and bullets will often will include both.

Bullet points are an easy way to deliver a lot of information about your product, efficiently and effectively to your prospect. If you formatted all this information into paragraph format, they might not read it as readily.

Bullet points can also **“tease”** your readers into having more interest for your product. This is particularly effective when you’re selling an informational product, course or book. A good bullet point teases about what’s included and gets them excited to buy, but doesn’t give away the actual information you’re selling. You don’t want to give your product away for free, of course!

### For example:

#### Bad bullet point

- Passionately kiss your husband each morning and he’s sure to stay faithful.

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## Good bullet point:

- Do this one thing each morning and your husband's eyes will never stray to another woman.

The first bullet point gives away what's in your information product. The other one tells the BENEFIT of what's included (the faithful husband), but doesn't tell you how to do it. That is a teaser that creates more interest in your product.

## Exercise:

If you haven't already, take your list of features & benefits, and put them into curiosity-producing bullet points.

## Headlines

Your headline belongs at the top of your sales letter, web page, ad or any copy you are creating. It is the first thing on your page, but I wanted to discuss features and benefits first, so you can produce a benefit-laden headline.

Capitalize all the words in your headline and make it nice and big and bold to ensure it gets attention. Now those are the visual aspects of your headline. Let's talk about what to put in it...

**All good copy has an attention-getting headline.** People are busy and you only have a limited amount of time to grab their attention. They won't read the small print on your page if you don't get their attention. A clear, benefit-oriented headline can help you do this.

A headline that simply says "We Sell X Widgets" doesn't say enough to get a reader to keep reading. Many people probably sell X Widgets. Why should they learn more about yours?

If you are having trouble figuring out headlines to use, here are a few headline starters. These are very common ones that are proven to work and you can try them out for your copy or do something completely different. These are just a way to start getting your mind going:

- "Who Else Wants to \_\_\_\_ "

This is an easy way to start; relate to your audience.

**An example:** "Who Else Wants to Save Up to 50% on Their Phone Bill? Try Our Rates Calculator to Find the Best Deals on Long Distance. "

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- "How \_\_\_ Made me \_\_\_ and It Can Help You Too"

**An example:** "How X-Brand Weight-Loss Shake Made Me Lose 37 Pounds in 7 Weeks"

- "Are You \_\_\_?"

**An example:** "Are You Tired of Unsightly Bags under Your Eyes? Apply Just a Dab of X Cream Once a Day for 6 Days and Watch the Puffiness Disappear."

- "The Secrets to \_\_\_"

Everybody loves secrets...tell them about yours.

**An example:** "The Secrets to Rekindling the Romance with Your Husband"

- "Give Me \_\_\_ and I'll \_\_\_"

**An example:** "Give Me 15 Days and I'll Turn Your Ever-Reluctant Child into an Avid Reader".

Tell them what they have to put in to it and what benefit they will get out of it.

**More Tips for Creating Great Headlines:** Another great way to find good headlines is simply looking at websites, brochures, magazines and other sales copy and see what grabs your attention. You can use some of those ideas in your own headlines.

**Be Specific:** In one of the headlines, we talked about losing 37 pounds in 7 weeks. The headline mentioned a certain product; the subject lost a certain amount of weight in a certain amount of time. Being specific is very important in headlines and copy, in general, because that's what really grabs attention. It also makes the results more tangible. Your reader can visualize it.

Being vague and saying things like "reduce eye puffiness" may grab some attention but telling them how easy it is; "a dab of cream once a day for 6 days"... that's something people will say hey, I could do that. When you don't give them that extra information right away; they may not keep reading.

### Exercise:

Visit a few websites or read ads in a newspaper or magazine. See what grabs your attention. Can you incorporate those ideas into your headline?



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### Subheadlines / Subheads

Subheadlines are additional headlines in your sales copy and we also talked about subheadlines in Lesson 3. Usually, subheadlines won't be as large or long as other headlines in your copy, but they'll be bold each word will be capitalized to get attention.

Subheadlines help break up your copy to make it easier to read. It also helps get the attention of people who are skimming, rather than reading your sales copy. Use sub-headlines to draw attention to important sections of your copy every couple of paragraphs. Be specific in your sub-headlines and use benefits too.

**Example:** If you have written promotional copy for your free weekly email newsletter, you'll want subheadlines to draw in the eyes to important parts of the copy.

When you are about to include some bullet points about what's included in your newsletter, you might have a subheadline that reads:

#### **Here's What's Included in Your Free Subscription to XXXXX**

Then, just before you introduce your subscription form, you can have a subheadline that says:

#### **Claim Your Free Subscription by Completing the Simple Form Below**

Those are simply examples and copy that is more than a couple of paragraphs can be broken up in that manner.

#### **Exercise:**

Go back and see where you can insert subheadlines into your copy. Visually, you'll see how it draws your eyes in, will help skimmers find the information they are looking for and how it makes instructions clearer for your readers.

### Power Words & Phrases

Power words are emotionally-charged language that is used to influence your reader. People react and buy with emotion, and these are words that help elicit emotion. They are often action words and create a mental picture for your reader.

The swipe file we gave includes a HUGE list of power words and phrases, but here are a few power words to get you started:

- Amazing
- Discovery
- Free
- Health
- Love

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- Money
- Proven
- Results
- Secret

Power words and phrases are used everywhere in your copy. Make it a habit to use more powerful words in all your writing.

### **Exercise:**

With the swipe file in hand, see how you can edit some existing content or copy to include more power words and phrases.

## **Transitions**

A common weakness to compelling writing is the absence of transitions. Transitions are what connect one paragraph or section of your copy to the next. Here are some transitions to connect the ideas between your paragraphs:

- And best of all...
- And most importantly...
- But before you decide...
- But if you're still not sure...
- But that's not all...
- Get started right now with...

And again, the swipe file with includes plenty more phrases you can use.

### **Exercise:**

Go through some copy or even an article or blog post and add transitions. See how much compelling the writing can be when each section drives the reader to the next section.

## **Guarantee**

A guarantee can be a very key component to your copy's success. A guarantee moves the burden of risk from the buyer to the seller. For example, they get their money back if they aren't completely satisfied.



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### A few key components to your guarantee:

- **The nature of your guarantee:** Will they get their money back or double their money back, for example?
- **The condition of your guarantee:** Do they get their money back if they simply aren't satisfied for any reason? Or do they have to use the product as advertised and find out it didn't work for them? You might use the latter if you offering a double your money back guarantee since there should be some requirement for a customer to get extra money back.
- **The timeline:** You might have a guarantee that says they have 30 days to review the product and decide. Check with your merchant provider for the maximum time allowed for a guarantee as some have limits, but generally speaking the longer it is, the more risk is removed and less likely a customer will ask for a refund after such a long period of time.

If you're offering a double your money back guarantee, you might also require your customer to use the product for a minimum amount of time, giving time for them to produce results.

### Exercise:

Craft a guarantee for your product. Here's an example you can build from:

Join XXXX today and take up to 30 days to evaluate and put XXXX to work. If you're not able to XXXX, just tell us and we'll give you your money back. No questions asked.

Consider it your 30-day trial to discover XXXX. It's that simple.

Give your readers the confidence to buy your product and remove the risk for them to do so.

### Offer

An offer is simply what you are selling/giving to your readers.

**Example:** You are selling a customized embroidered baby blanket. If your customer pays you \$35, they will get a 3' x 3' blanket in the color of their choice, design of their choice and embroidered message up to 25 letters. Additional designs have an extra charge.



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*You might write something like this:*

*With each beautifully handcrafted 3' x 3' embroidered blanket you can:*

- *Choose from over XX colors and pick from any of our XX designs. You're sure to find something perfect for that special little boy or girl.*
- *Add a special message for that little one. Your order includes up to 25 letters. Got a longer message? No worries, you can add that to your order.*

The offer is related to your call-to-action, which we'll talk about next, but they're not exactly the same thing. Your offer is what you will give in return for money or whatever you're asking for. The call-to-action is the specific instruction you give for your potential customer to accept your offer.

### **Exercise:**

Take some time to write out all the details of your own offer. Get specific like I mentioned in the example above.

## **Call-to-Action**

Your call-to-action is what you ask your reader to do once they read your promotional copy. It can be something as simple as calling you for more information, signing up for your mailing list or buying your product. If you don't tell people what to do, they are less likely to do it. Even if your copy implies they should buy your product, if you don't ask for the sale, you won't make it as often.

Every piece of sales copy should have a call-to-action; whether it's a page on your website, your business card or other piece of copywriting.

**Examples:** Here are some examples of the types of calls-to-action you can make.

- Click a link to place an order
- Click a link to check out an affiliate offer
- Call a 1-800 number to place an order
- Call a number to hear a recorded message
- Fill in a form to subscribe to a newsletter or get a free gift
- Fill in a form to enter a sweepstakes

The swipe file includes plenty of wording you can borrow to create your calls-to-action.



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### Exercise:

Take a look at every page of promotional material you've written. Ensure it has a call-to-action. If it doesn't, fix it. Don't assume your reader will know what to do.

## Closing

Tidy up your conversations with your readers and have a closing. After you've made your call to action...give them another reason to take action.

- "It doesn't matter if it's the middle of the night on a Sunday..."
- "It's in your hands..."
- "It will be the best \$XX you ever spent." (use this if the price is one of the attractive things about your product. This doesn't necessarily mean a cheap price, but one with incredible value.)

### Exercise:

Check your copy. Do you end it abruptly after your call-to-action? If so, add a closing paragraph using one of the phrases above or in the swipe file.

## Postscript / PS

Studies have shown that on a sales letter, people read the headline, they read the first paragraph and then they zip down to the bottom of the page, generally looking for the price or summary of the offer.

This is where they run into your P.S.

Your P.S. will reiterate the benefits and it will have a call to action. If the headline and the P.S. do their job, your prospect will now go back and skim your sales letter for relevant information.

Because people readily read the P.S., it is your last opportunity to make an impression on your prospect and close the sale. P.S. is appropriate for sales pages, free offer pages, emails and any pages where you sign your name. Some even sign and add P.S. to their blog posts and articles.

### Some possible P.S. starters:

- "Don't forget..."
- "Don't need the whole system, but are interested in \_\_\_\_?" (Make a downsell offer)
- "Every day that goes by..."





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### **Exercise:**

Add a P.S. to some copy and test out the results. The swipe file includes additional P.S. starters that you can use.

## **FAQ (Frequently Asked Questions)**

When we sell online, we aren't always there to help overcome our potential customer's objections. However, that doesn't mean you can't help them with answers to many of their possible questions.

When your product is new, you can guess at common questions people will have about your product, your order process, your guarantee, etc. and put together a FAQ for your website. As you drive more traffic and sell more of your product, you can add to your FAQ so that you can retain more of the customers that would have otherwise just clicked away.

### **For example:**

- Is there a money-back guarantee?
- What is your return policy?
- How much is shipping etc.

The swipe file includes some other possibilities, but a FAQ will usually be quite unique to its product.

### **Exercise:**

Put together a FAQ for your product and add it to your sales page or website.

## **Honing Your Copywriting Craft**

Now that we've got terminology out of the way, let's talk about how you can improve your copywriting to make compelling offers to your website visitors.

### **Speak to Your Audience**

Since the sales copy you write is to promote your own products, it's easy to make the mistake of talking about yourself in your copy too much. The problem is, your potential customer doesn't really care about you. They care about themselves, they want solutions to their problems and they want to know what you can do for them.

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You need to focus on your customer first.

A lot of sales copy is too focused on the business who is doing the selling:

"We sell xx..."

"We're great at xx..."

"We believe in customer satisfaction..."

It's simple enough to change wording around to focus more on "you" and how you can help your potential customer. Turn it around and write things like this instead:

"Are you looking for..."

"If you need reliable..."

"Your satisfaction is guaranteed..."

### Exercise:

Go through your copy and change many of the "wes" to "yous" and rewrite your copy based on the change in focus. When you're done, you'll see how much more of a connection you can make with your reader.

In most cases you'll be saying essentially the same thing (ex. Saying, "We believe in customer satisfaction" is pretty much the same as, "Your satisfaction is guaranteed"), but the focus is on your potential customer.

## Avoid Excessive Adjectives

Can you see what's wrong with the following copywriting example?:

"The biggest and best e-book that will make you the happiest person on your block."

**Here's the problem:** Outside of the fact that it's pretty over-the-top with its claims, that sentence above is pretty meaningless.

Nobody really cares if an ebook is the biggest and this sentence really doesn't say anything about why it's the best.

Also, the word happiest is kind of meaningless. We all want to be happy, but if we are unhappy right now we have specific problems we need to have solved. Telling someone they're going to be happy doesn't answer much for them. They want to know HOW you're going to make them happy and how you'll make their specific problems go away.



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The real problem with the sentence above is that it's filled with adjectives that don't give specifics. Adjectives describe nouns and they don't provide readers with good information. Make sure you answer these questions in your copy:

- How are you the best?
- What makes you great?
- How do you care for your customer?

That's what people want to know. If you use too many adjectives, it ends up sounding like too much hype and the meaningfulness is lost.

That doesn't mean you can't use adjectives in your copy. Of course, you're still going to use them, but your copy should be able to stand on its own without all the extra words.

### **Exercise:**

If you want to see if your copy can stand up on its own, pick a couple paragraphs from your website or your entire page and remove all the adjectives. Does it still sound compelling? Is it selling your product? It doesn't mean you have to remove all the adjectives, but it is a good test of the effectiveness of your copy on its own.

## **Above-the-Fold**

Above-the-fold refers to the space that can be immediately seen, without scrolling in a web browser. Knowing the above-the-fold space can be tricky given that people access the Internet in a wide variety of ways from small mobile screens, a laptop or a giant desktop monitor. But generally speaking, you want to ensure you're grabbing the attention of your reader near the top of the page.

### **Tips for Your Above-the-Fold Space:**

- Avoid large page headers or logos. They detract from your sales message.
- The same goes for your navigation. Don't create distraction above-the-fold.
- Include a compelling headline and attention-getting starting copy.
- The introduction of images may also draw the eye in.

### **Exercise:**

Check your copy and review the above the fold space. Does it grab attention? Is it compelling? Have you removed the distractions?

## **Copy Should Be Scannable**



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People often scan sales pages rather than reading them word for word – this is particularly true online where reading large pages of copy make the eyeballs dry out. These tips were also shared in Lesson 3, but are important to copy, so need to be repeated.

This means it's really important to make your copy scannable. You can do this with:

- Bullets
- Numbered lists
- Small paragraphs
- Short sentences
- Simple words
- Formatting with bold lettering and italics sparingly, for emphasis
- Limit distracting navigation.
- Keep your page header or logo simple and short and don't let it distract from your copy.

Just be careful to make everything subtle and truly scannable. Too much color or font change can make your page a disaster instead of easier to read. When you're done your copy, always take a step back and look at from a scanner's perspective and see if it draws your eye in at key areas.

### **Exercise:**

Check your copy for scannability. Use bulleted lists, numbered lists, simple sentences, formatting and limit distracting navigation.

## **Copy Should Be Specific**

Regardless of what you're writing about - your promise, your proof, your supporting statements - the more specific the information the better.

### **Use:**

- Numbers
- Statistics
- Facts
- Features and their concrete benefits

If you can be more specific or give back up proof for something, ALWAYS do it.

### **Exercise:**

Add numbers, statistics, facts and more benefits, where appropriate, to your copy. See how this concrete detail creates more credibility and interest in your offer.



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### **Sense of Urgency**

Even though people may be excited about your product after reading about it, they may just decide they'll buy later. Problem is, most times when they decide to buy later; they never get around to it. They'll forget where your website is or forget about you completely.

To prevent this, you need to create a sense of urgency. In other words, make them feel like they need to buy now. Here are some ways you can make them feel like buying now:

- Offer a time-limited discount
- Limit the distribution of your product, where it makes sense
- Offer them extra bonuses or goodies with your product, but only for a limited time or the first XX sales.
- Show them how serious their particular problem is and why they should find a solution now

Whatever you can do to make them purchase now, the more likely you'll make the sale.

#### **Exercise:**

Go through your promotional material and make sure you've added a sense of urgency to everything. Whether it's to encourage them to find a solution to their problem now or to offer a time-limited discount, you can always add a little sense of urgency.

### **Editing Your Copy**

Once you've written your sales copy, it's time to lay it to rest for a bit. If you keep staring at it, nothing is going to jump out at you. Take a break and come back later or the next day.

Edit to make sure:

- Each claim is supported and is specific.
- Each sentence makes sense and that thoughts are completed.
- You have a transition between ideas.
- You are credible. Add facts & statistics; use your company name, address, phone, etc.
- Benefits are included for all your features.
- The prospect is the focus of the copy.
- First letter of each word in your headlines and subheadlines are capitalized.
- The page is easy to read – scannable.
- Content is conversational.
- Use action-oriented words, eliminate jargon, excessive punctuation and meaningless adjectives.
- Your call-to-action is clear.
- You have a PS, if appropriate, and that it highlights the benefits of buying.



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- Your offer is compelling.
- Words are spelled correctly. Pay particular attention to “It’s” and “Its” and “You’re” and “Your.” These are common misspellings.
- Don’t worry about the length of your copy. It can be as long as it needs to be to give your prospects all the details they need to make a decision. Just make sure it is concise and each word and phrase serves a purpose.

### **Exercise:**

Edit your copy, using the above checklist. Can you see how your copy has become more compelling and easy-to-read?