

**COPYWRITING 101 SMACKDOWN**  
**7 WAYS TO WRITE WORDS THAT MAKE YOU MONEY**



**Copywriting 101  
Smackdown**

**7 Ways to Write Words that Make Money**



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## COPYWRITING 101 SMACKDOWN

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***“Folks will invest in you when you give them reason to do so.” – Apryl Beverly***

Before we get wrist deep in words that WERK, let me breakdown what copywriting is all about. You see, some folks will say it’s all about writing in a way that sells. But that’s only half the truth.

**Copywriting is all about slinging sentences that SERVE and SELL.**

What this means is, copywriting not only gets folks to smack the button when you’re “NOT in the room,” but it also serves your audience in a way that propels them to take a specific action. How? Copywriting is the act of writing to pierce the hearts of your peeps so they do what YOU want them to do – download your freebie, register for your webinar, enroll in your course or simply open your email.

Copywriting is used everywhere you can think to market or promote your products and services. More on some of those places later, but for now just know:

*Copywriting is the act of producing content used for the purpose of advertising and marketing. This type of text, known as copy, is also used to raise brand awareness and persuade the ideal client to part with their money or take some other desired action – download your free eBook, participate in your webinar, register for your email list.*

Thanks to Wikipedia for inspiring that stellar definition of copywriting.

Bottom line: Copywriting pierces hearts and opens wallets!

Alright, now that we got the formalities out the way ... let’s get to this smackdown!

# THE #1 REASON YOUR PRODUCTS AND SERVICES AIN'T SELLING (AND WHAT YOU CAN DO ABOUT IT)

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And the #1 reason your products and services ain't selling (as much as you want them to) is ...  
**\*drum roll pleaaaase\*** ...

## **Because your words are missing YOU.**

You see “swag” is one of the most essential ingredients to persuasive writing. People buy from folks they like. When you infuse your writing with personality, people feel like they know you. This sense of intimacy leads to trust. And when they like you, rapport comes along and before you know it – you make the sale.

Every great writer I know writes in their own voice. Maya Angelou writes like Maya Angelou. Stephen King writes like Stephen King. Famous copywriter Dan Kennedy writes like Dan Kennedy. And speaking of copywriters, our magic is not only writing in our own voices, but studying the voices and services of our clients so we perfect their voice as well.

Now, I don't want you to be concerned about writing in any voice other than your own. Just remember, if you're in the market to hire a copywriter and you meet anyone who tells you they can't write in a way that sounds like you – RUN! FAST!

So you wanna know the best way to lace your writing with your own special swag? WRITE LIKE YOU TALK. Don't attempt to be the best communicator or the most prolific writer – simply be you. It's truly the fastest way to master persuasive writing without the need for special tricks, templates or blueprints.

Why? Well, because you already know how to talk. Let's say you and I were having a conversation over a drink, just talk like that. You can use slang, swear words and your normal lingo. Don't try to be overly professional. Add some flava and be a little “incorrect.”

You know what? This is one of the most powerful lessons I've learned in copywriting. It's not only a proven way to boost sales, but it brings you a ton of freedom to be your authentic self. You're no longer fishing around the Internet for the “perfect” words that sell; NO! you're simply having a normal everyday conversation in writing.

The other great thing about writing like you talk is it sets you apart from the hundreds of thousands of other “competitors” in your industry. No one can steal your swag when you're selling in a super crowded place like the Internet. Remember, it's all you because no one has you, only you have full dibs on that one.

## **SMACKDOWN MOVE #1**

Look at some of the language you're using on your website, landing/sales pages. Are you being too techie? Are you using language your audience will easily understand? Are you being too formal and uptight?

The language you use in your marketing messages should feel like a real conversation with your prospect. From there, you always want to go back and edit it so it includes all the necessary elements to get folks to smack the buy button.

## WHY THE “COOL” BIZ FOLKS SEEM TO MAKE MORE EVEN THOUGH YOU’RE WAY SMARTER

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In these here Internet streets, “cool” kids win. Plain and simple. Now, the reason this is true is NOT because they’re smarter than you, NOPE. You see, it’s all because they know how to communicate in a way that gets folks to take notice.

For example, Tracey is a genius when it comes to coaching businesses on packaging profitable digital products. The only problem is the only people who know about her genius are the folks who happen to book free calls with her. You see, she’s a BEAST when it comes to talking about how her genius benefits biz owners, but not so much when it comes to pouring her brilliance on the page.

Now, let’s look at Stella. Stella also is a business coach. She’s pretty good at coaching businesses on packaging profitable digital products, but she’s still learning the process herself. But catch this:

Stella talks about her clients on social media. She gives coaching advice in her group and she shares her wisdom with the folks she knows who need her most. And she bangs out digital products like it’s nobody’s business (even though they’re not exactly perfect).

Now, she’s not a genius like Tracey, but she makes her words WERK. And because of that, her business is booming while Tracey’s remains a best-kept secret in her corner of the online world.

So, what does all this mean?

It means, you can be the “baddest” entrepreneur to roam these Internet streets, but if you can’t effectively communicate the BENEFITS of what you do in writing, no one will invest their time or money in you.

### SMACKDOWN MOVE #2

The next time you launch a new product, do this first:

1. Create a table where you list the top 5 to 7 features on the left side of the table.
2. On the right side of the table, match each feature with a benefit.
3. If you have any features you cannot match with a benefit, rethink the importance of that feature as it relates to your audience.

You see, people invest their time and money in you when you give them a REASON to do so. And listing a bunch of features – 6 videos, 32 PDFs, 3 checklists – is not reason enough if you never tell folks what they’ll be able to do with all the information you’re blessing them with.

Once you have your list, you’re ready to transform your features into bodacious benefits with this formula:

**FEATURE FACT + IRRESISTIBLE BENEFIT = READER ACTION**

Now, the **Feature Fact** is the tangible, obvious thing you get. Like a car with four doors. A yellow pencil. Four hours of coaching videos. The **Irresistible Benefit** is the not-so-obvious yet super valuable component of your offer.

For example, a car with four doors offers more room for everyone in the family. A yellow pencil is easy to spot in a cluttered desk drawer. Four hours of coaching gives you the step-by-step process on crafting irresistible sales pages.

You see, when you add an irresistible benefit to a factual statement or claim, you increase the likelihood the reader will take action. Why? Because adding a benefit takes the focus away from your product and service and puts it on the reader's wants and desires list.

**Now, undoubtedly your soul smiles every single time you talk about your business, your services and your work.**

Maybe you're excited about the new course you just launched to help folks create dazzling DIY designs. Or you just learned a new skill and packaged up all your wisdom into a badass eBook. You're selling your course or eBook so naturally you want to flood your sales page with all the incredible features of these awesome products. Right?

Nope! The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves. What this means is, if you want folks to invest in your products and services, you've gotta transform your features into reasons to buy.

Let's take a look at a few feature/benefit examples:

- Get one video delivered straight to your inbox for the next 4 weeks **so you can craft your money-making strategy at your own pace**
- Get access to two Q&A calls **to tighten up your course before you release it to the world**
- Get my exclusive, must-have list of platform dos and don'ts **that will eliminate all uncertainty when it comes to delivering your course**
- Get step-by-step training sessions on 2 plug-and-play platforms **so you avoid last-minute landmines and course catastrophes**

# THE BLOCKBUSTER SECRET TO PROPELLING FOLKS TO WHIP OUT THEIR CREDIT CARDS AND SMACK THE BUY BUTTON

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Before we get into the blockbuster secret, let me break down the W.E.R.K. Ethics Formula. I created it to impress upon my audience the importance of:

**WRITING** with emotion  
**EDUTAINING** the mess outta folks  
**RELATING** to the right people  
**KILLING** it in sales

While I won't dig into each element of the formula today, I do want to discuss what I believe to be the most critical element – the one I call the blockbuster secret to propelling folks to whip out their credit cards and smack the buy button:

## **WRITING WITH EMOTION**

You see, emotional appeal is why we desire things, and it's why we take action to get the things we want. "Desire" is an undeniably emotional impulse. Now, the trick to writing with emotion is slinging sentences that trigger the right emotion in your readers.

What you don't want to do is "boo hoo" all over every page of your website. Instead, you want to write with confidence and assure your reader you can deliver a product/service that fulfills their desire.

Here's the thing:

**Saving money or getting free stuff is NOT everybody's primary trigger. You see, people desire the lifestyle that comes along investing their time and money in you.**

So, what does this mean for your business?

FREE ain't always the answer. This means, whatever service you provide, think on the other side of that service to what your people really want. For example, I sling sentences. Well, people don't hire me to write for them, they hire me to write sentences that make them money so they can have a profitable business.

Therefore, even if I offered a FREE website makeover, the trigger isn't FREE. The trigger would be the idea of having a website filled with words that pierce the hearts of their browsers and propels them to take action. Folks who see the value in that, will race to sign up. Make sense?

The reason this works is because buying is an emotional decision. You see, anytime you can accentuate the benefits of your products and services in a way that speaks to the pain, struggles your prospect is experiencing and the triumphs she/he wants to experience, you're at least 85% more likely to make a sale.

Now, before we go any further, I want to stress the necessity of tapping into THEIR pain, struggles and desired triumphs ... not YOUR desires or wants. This is about THEM not you. As I

said in my bestselling book, [Shots Fired!: \(www.shotsfired.co\)](http://www.shotsfired.co)

*All buyers want to know how you can help them do one or several of these things:*

- *Save time*
- *Cut costs*
- *Rake in more cash*
- *Live a happier life*
- *Make better use of their time and resources*
- *Become healthier*
- *Lower stress*
- *Work less and have more leisure time*

*You have to ask yourself what problems your service solves and which of the results your buyer will be able to achieve after working with you. And you must be honest with yourself about the answer. Only then will you uncover how to persuade folks to buy.*

Next to not focusing on the RIGHT people, the second biggest mistake I see solo entrepreneurs make is delivering self-centered messages that focus on what they want people to do instead of sharing compelling, spine-tingling messages that accentuate how their services and products serve others.

So, to sling sentences that serve and sell, you first gotta know what drives your audience to take action. What emotions are they experiencing by the time they reach you? What are their greatest desires? How do your products/services fit in when it comes to addressing those desires?

### **SMACKDOWN MOVE #3**

Identify your target audience and write down your market's top 3 desires and emotions and connect those with what you do. What makes them want your products/services? From there, outline the results your peeps can expect to achieve AFTER smacking the buy button.

You see, you'll need to tap into those buyer emotions and transform them in a way that makes your audience feel empowered to change their situation.

# SEVEN WAYS TO WRITE WORDS THAT MAKE YOU MONEY (EVEN IF YOU HATE WRITING)

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Before we dig into this last topic, please know this:

**Copywriting is NOT a grammar contest or a spelling bee.  
Copywriting is all about having a RELATABLE conversation in writing.**

As we move through the SEVEN ways to write words that make you money, I want you to remember this.

## **WAY #1: TRANSCRIBE A RECORDING OF YOU TALKING ABOUT YOUR BIZ**

People are typically more comfortable *talking* about their genius than they are *writing* about it. Why? Because writing gives you a great deal of time for your brain to intercept what your heart wants to say, leaving you with a page full of watered down, wishy-washy words that lack power and flava.

Recording yourself will give you the freedom to hear how you sound when you speak about what you do from the heart.

### **#ChaChing BONUS**

Now, if what you recorded is super juicy and helpful to your audience, go ahead and package the transcription into an eBook, course or sellable audio program.

## **WAY #2: USE WORDS THAT EVOKE EMOTION**

Even though you want to write like you talk, you don't want to stop there. You see, that's the first draft. The editing process includes writing in a way that taps into your audience's emotions.

Having trouble articulating your buyer emotions in writing? This article will be a HUGE help for you: <http://baab.biz/101-magic-words-guaranteed-to-inst...>

## **WAY #3: USE WORDS THAT STAMP A PIC IN YOUR BUYER'S BRAIN**

This is critical in helping prospects BELIEVE in the promise of your product or service. Why? Because if people can see the promised land, they're more likely to trust they can get there with your help.

Using visual words is also necessary when describing your buyer's pain. You see, you want her to know without a doubt that you understand where she's coming from.

For example, instead of telling your ideal client she's "stuck" and you're her "unstuck savior," describe her pain so she knows you truly understand her struggles.

Here are a few basic phrases to consider:

1. ... wallowing in confusion and frustration
2. ... wading in a pool of self-pity
3. ... strutting through the mud in your stilettos

See how these basic phrases paint a picture and give "stuck" a face and a feeling?

#### **WAY #4: WRITE WITH PERSONALITY**

People connect with other people. What this means is, if you want folks to engage with you, you have to show them your “human side.” Now, I know what you’re thinking, “easier said than done in writing.”

True, but it’s pretty easy once you get the hang of it. Here’s one easy breezy way to show personality in your writing:

Connect words together with hyphens to create a “new, fun word.”

For example, in a recent Facebook post, I referred to myself as the “can’t-stop-won’t-stop” biz chick. Or I sling “smack-the-buy-button” sentences.

See how that adds flava and immediately puts a smile on your face or makes you raise an eyebrow? You too can do it. Simply connect the words with hyphens and put the newly created word in quotations.

#### **WAY #5: TELL STORIES THAT EDUTAIN**

Copywriters use stories all the time because they’re a powerful way to sell. They can influence sympathy and encourage donations. They can cause a revolution or protest. They can provoke a response. And most importantly for you, they can sell.

Storytelling works. But sometimes it doesn’t.

You see, you can deliver the most heart-wrenching tale that hooks readers and swirls them around in a flurry of emotions and makes them experience all their feelings until they’re left gasping for air, pleading and begging for more by the time they devour the last word on the page.

But if you haven’t used the right storytelling techniques, folks won’t do what you want them to do. They got a damned good story. You got an intrigued audience. However, you didn’t get a single PayPal notification. Just people who said, “Yesss, that was an incredible story.”

And that right there ... is when storytelling doesn’t work.

So, the key to storytelling is delivering stories that not only engage but hit your buyers’ pain points and paint a picture not only of their struggles, but also what life will be like for them after they smack the BUY button.

#### ***#ChaChing Bonus***

My first book, *Shots Fired!* includes a compilation of stories I’ve shared inside Facebook groups. When I started the writing process, I went through and pulled out my most engaging posts and used those as the stories I share throughout the book. The bottom line is this: Stories SELL!

#### **WAY #6: SLING SENTENCES THAT PIERCE HEARTS**

Folks invest their time and money for emotional, not logical reasons.

**If people acted logically, you couldn't sell cheesecake, jewelry, luxury cars and all those other things that make people feel good.**

To write words that sell, you have to appeal to your prospect's emotions and desires. As mentioned earlier, I identified core "feel good" reasons folks buy. Here are a few more:

1. Feel prettier and more desirable
2. Increase self esteem
3. Feel empowered to make moves

The point is this:

**People invest to bring about some type of transition in their lives and it's your job to know which transition your products and services deliver.**

#### **WAY #7: AVOID DECEPTIVE ADVERTISING**

While there is no magical list of words you can and cannot use, you should be careful when using words like "guarantee," "proven," "promise" and similar words that imply a confirmed result.

For example, you should not write:

**When you follow what I teach in this course, you're guaranteed to make \$100,000 this year.**

The problem with this statement is there are so many other variables involved in making money that you can't account for that there's no way you can guarantee this.

However, let's rewrite it to this:

**Inside this course, I reveal everything I did to make \$100,000 in my first year of business.**

See how as long as the entrepreneur can back up his claims, he makes the sentence compelling WITHOUT making a false promise to the reader?

Alternatively, let's say you use "guarantee" in this manner:

**When you buy this course, you'll get a money-back guarantee.**

Is this deceptive? Nope. Because you have full control over offering the participant a full refund, so you can actually guarantee this. Now, if you decide NOT to provide the refund and the participant has met all the requirements then it becomes deceptive advertising.