



#ShotsFired

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Copy Shot #1

GYBIG Exercise 1:

Describe Your Perfect Client





GYBIG Exercise 1

Create a 1- to 2-paragraph bio describing your perfect client. Write down your answers to the questions listed earlier in this chapter.

Once you have a general idea, I want you to go back and refine the bio by talking to one or two of your best clients. Ask them what made them choose you, why your service was appealing to them. Talk about their pain and whether your copy spoke to it.

If you're launching a new service and they'd be perfect for it, bring it up. Ask what she'd like to see included in the service. At what price point would she smack the buy button? Pick her brain.

No clients yet? Ask about 5 to 7 folks in a social media group or online business forum where your ideal clients hang out to talk to you or complete a quick questionnaire. Offer some sort of incentive (free 10-minute coaching session or something) to show you care about these folks taking time to help you.

Start writing your dreamy client bio today. If you wait until after you talk to clients or prospects, procrastination will have set in and you'll probably never finish the exercise.



Describe Your Perfect Client

Here's how you're going to find out what your people need and want:

1. Create a survey using [SurveyMonkey](#), [TypeForm](#) (my personal favorite) or [Google Forms](#).
2. Grab 5-10 people you'd love to work with and send them your survey OR let them find you by sharing your survey in one of your amazing Facebook groups.
3. Don't forget to get their email address so you can follow up to get more details, if necessary and thank them for taking the survey.
4. Once you have the results, keep them handy because the words your ideal clients use will be super-helpful when you're ready to start writing your sales page. In the meantime, write out similarities, see what stands out and where people really need help. You may want to tweak your offer at this time if it doesn't match what the people want!



Describe Your Perfect Client

Sample Survey Questions

1. What is your biggest challenge as it relates to _____.
2. How is this issue stopping you from reaching _____ (insert BIG goal).
3. What have you tried so far to improve _____.
4. What do you believe could be possible if you could _____.
5. What do you think you need to do to solve your problem once and for all?
6. Would you mind sharing your email address so I can follow up for more information?



Describe Your Perfect Client

Sample Call for Respondents (in Large Social Media Groups)

Hey ya'll! I'm really close to **wrapping up/rolling out** my long-awaited _____. But before I do, I could really use some help from folks who are _____ (insert a brief description of your ideal client i.e. moms who are tired of the 9-to-5)

Can you help me out by answering a few questions? Thanks so VERY much!



Describe Your Perfect Client

Understand her wants – who is she?

Take time to write down everything you know about your perfect client. I've included some questions below to help you with this.

1. What's your perfect client's gender?

2. What's his/her age group?

3. Does he/she have kids?



Describe Your Perfect Client

4. What does she/he do in her past-time?

5. What's his/her occupation?

6. Name three magazines he/she reads (print or online).



Describe Your Perfect Client

Survey Results

You should be able to answer the following questions from your survey results. Look for trends in the responses and go with the BIGGEST struggles and issues to keep this exercise simple.

1. What's got him/her stuck?

2. What's his/her struggles with the type of issues you solve?

3. What is s/he browsing the Internet for?



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FREE resources to create your survey

1. <http://www.typeform.com/>
2. <https://www.surveymonkey.com/>
3. <http://www.wufoo.com/>
4. <https://www.google.com/forms/about/>

Questions/comments? Meet us in the [Facebook Group](#).



Copy Shot #2

GYBIG Exercise 2:

Create a List of Reasons to Buy





GYBIG Exercise 2

List all the potential reasons your ideal buyer might want to invest in your services. Don't worry about prioritizing these reasons, just get them in writing.

Go back and read the bio you wrote for Copy Shot #1 before making your list. If you were your ideal buyer, why would you let go of your hard-earned cash? And which headache would you love to avoid?

Once you've created a list of problems and benefits, take a stab at adding the features to match.



Reasons to Buy

As you recall from Shots Fired!, features are the undeniable facts on what your product or service offers while benefits are the specific advantages your product or service offers to your perfect client.

So, if you're selling a car, you might find the following features ... seatbelts, V6 engine and four doors. And the benefits to these features include safety for you and your passengers, ample power to pass folks on the open highway and enough room to seat your entire family comfortably.

Simply put, benefits tell the reader what's in it for her. They create a psychological connection between her wants and your product of service.

Here's where to start:

1. Fill the table on the following pages with all the physical attributes of your product or service. If it's a product, take it out and look at it.
2. Now think about all the benefits these features can offer. How can they make your buyer's life easier, more rewarding and so on.



GYBIG - Sample

Features + Benefits of a #2 Pencil (Sample)

Features:	Benefits:
The pencil is a wooden cylinder with a graphite middle.	Can be re-sharpened as much as you want to ensure crisp writing.
One end has an eraser.	Lets you correct errors fast and without a mess.
Pencil is 6 in. long.	This length ensures a long writing life.
Pencil is a ¼ wide.	Slender design makes it easy to hold and comfortable to write with.
Yellow exterior.	Bright yellow coloring makes it easy to spot on a cluttered desk.



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Features + Benefits of Your Product/Service

Features:	Benefits:



GYBIG

Features + Benefits of Your Product/Service

Features:	Benefits:



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Did you come up with a benefit for every feature of your service or product? If so, good job!

You're already getting comfortable with a very important copywriting principle. Now take a look at your list. Wouldn't you agree the feature side is pretty boring? I mean, there's probably nothing too exciting going on there. And they're probably impersonal. You just can't get close to them.

But check out how sexy and attractive those benefits are. I bet in every one, the prospect is promised something that will make his life way more rewarding.

Note how much easier it was to get a good list of benefits once you've identified the features. That's because every single fact about your product or service can be turned into a specific advantage for your perfect client. (Most times, one feature can be transformed into several benefits.)

So every time you write, I want you to keep this in your mind:

First sell with the benefits, then then make the buying decision seem rational with the features.



Copy Shot #2

GYBIG Exercise 3: Create a List of Buyer Objections





GYBIG Exercise 3

Create a list of objections. As we discussed in *Shots Fired!*, be as complete as possible. Later on you can decide whether or not you need to address every objection you wrote down.



Buyer Objections

Even if your buyer is emotionally and intellectually sold on your product or service, he may still have several objections or fears about smacking the buy button.

Identifying these objections *before you write* will make your copy stronger and more persuasive because you're essentially knocking down objections as the reader moves through each sentence.

Here's where to start:

1. Brainstorm possible objections and jot down everything that comes to your mind. Think about client and prospect discussions.
2. Now, fill the table on the following pages with all the real objections or fears your prospect most likely has about smacking the buy button.
3. Don't just limit your list to price. Really give this some thought and don't just assume price is one of your prospect's objections.



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Buyer Objections



GYBIG

Buyer Objections



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You see, it's not good enough to tell your audience how amazing your product or service is. You have to anticipate their objections and address them. You need to reassure your prospects like Apple does in this line of copy pulled from it's iPhone 5 sales campaign:

Because even though the display is bigger, iPhone 5 is the same width as iPhone 4S. So it's just as easy to use with one hand.

The potential objection is that the bigger iPhone would be less comfortable to hold and handle in one hand. Apple re-assures the buyer by saying: No worries, the width is the same as the iPhone 4S, so you can still hold it in one hand.

Don't skip over this exercise if you want to sell more of your products or services. If you're not sure about your prospect's objections, ask them. And be sure your copy addresses each real objection.



Copy Shot #3

GYBIG Exercise 4:

Create Your Irresistible Offer





GYBIG Exercise 4

Craft your very own irresistible offer. In Copy Shot #3, you received a ton of detail about what an offer is, what it should include and how critical it is to deliver your offer in a compelling way.

Now, let me do a quick recap on the main 4 steps to writing an irresistible offer:

1. Describe what makes your offer unique and valuable.
2. Give more details on what makes your offer life-changing.
3. Add bonuses to sweeten the offer.
4. Bring it all together with a “promised land” statement that gives the prospect a visualization of what their life will be like after buying your product or service.

For today's exercise, use the 4-step formula above to craft a new offer or to boost the perceived value of an existing offer. Remember to think about the most unique and valuable qualities of your offer and describe those things at the most basic level.



Craft Your Irresistible Offer

The offer is really the heart of your copy. And the smartest entrepreneurs create the offer first and build the rest of their sales message around it.

Here's where to start:

1. Go back and study the offer types and examples included in *Shots Fired!* Look at how the offer is crafted to cover all 4 key elements.
2. Choose the offer type that most closely resembles your specific offer and keep the book open to those pages while you go through this exercise.
3. Now, fill in each step on the following pages with pieces of your offer.
4. Don't stress over this exercise. We're just brainstorming and walking through the various elements to get your creative juices flowing. Have fun.



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Step #1: Describe what makes your offer unique and valuable.



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Step #2: Give more details on what makes your offer life-changing.



GYBIG

Step #3: Add bonuses to sweeten the offer.



GYBIG

Step #4: Bring it all together with a “promised land” statement that gives the prospect a visualization of what their life will be like after buying your product or service.



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Questions/comments about this exercise? Meet us in the [Facebook Group](#).



Copy Shot #3

GYBIG Exercise 5:

Examine Your Offer Lingo





GYBIG Exercise 5

Go back and look at your offer you just wrote in Exercise 1 and pay attention to the language you used. The language you use should feel like a real conversation with your prospect.

To help with this exercise, you may want to tap a client or two to check out your offer before releasing it into the world. They can read through your copy and let you know if it's clear, straightforward and engaging.

On the following pages, you'll find a few questions to consider and work through as you review and revise your offer.



Examine Your Lingo

A lot of people get really hung up on writing because they think they have to be like Maya Angelou, Stephen King or some prolific writer to craft great copy for their businesses.

But here's the thing:

Don't be a writer, be a communicator, and write like you talk.

This is truly the fastest way to write money-making messages without the need for special tricks, templates or blueprints.

Because you already know how to communicate.

Say, you and I were having a conversation over a drink, just talk like that. You can use slang, swear words and your normal everyday lingo.

Don't try to be a professional. Add some flavor and be a little "incorrect."

This is one of the most powerful lessons I've learned in copywriting, and it's so easy because we're all already "incorrect," we're just afraid to show people that side.



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Are you being too techie? Are you using acronyms and words that are foreign to your prospect?

Yes/No

If so, go back and determine if these words are absolutely necessary. If so, can you make them clearer by defining acronyms, for example?



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Are you using language your audience can easily understand?

Yes/No

If not, tone it down and remember to position your offer as if you're having an informal conversation with a friend.



GYBIG

Are you being too formal and uptight?

Yes/No

If so, go back and rephrase your offer so it sounds like a natural conversation. Don't be afraid to use contractions and non-words that are familiar to your audience and would amuse them.

For example, my friends know I like to make up words (like "holy shizz") and use phrases that illustrate how I'm feeling at any given moment ("feelin' like a girl trapped in a room with no cell signal").

When I talk people don't get hung up on that. It actually just makes me more human. So whatever communication quirks you have, use them to your advantage.

Because no one can steal your personality. And when you're selling in a crowded space, that's really all you've got.



Copy Shot #4

GYBIG Exercise 6:

Write Your Sales Page Like a B.O.S.S.





B.O.S.S. Sales Page Checklist

1

Headline

2

Lead

3

Offer

4

Backstory

5

Close(r)



1. Headline

Every copywriter you meet will have a list of tried and tested headlines they've stored as the best examples of headlines ever written.

The thing about this is because each headline is carefully crafted with a specific buyer in mind, using “tried and tested” headlines probably won't work for your page. But when you use the “issue-solution” method, you pretty much will always write a great headline.

Why?

Because the issue-solution headline method is customized to identify the issue YOUR buyer is facing and presents a SOLUTION to that specific problem. You can never, ever go wrong when you're showing folks that you understand their struggle and have a solution to fix it.



2. Lead

You can start your sales page with either a reiteration of the pain the buyer is experiencing or through an “I” story.

Now, there's a rumor floating around out there in copywriting land that it's never okay to use “I” stories in persuasive writing. Ever see a story that got passed around the room and got all mixed up by the time it reached the last person?

This is one of those times.

While you certainly want to focus on the buyer, “I” stories help you, as the “expert,” to establish a connection by conveying empathy. The fact is, folks are afraid of salespeople. They think they're always up to something to weasel them out of their cash.

But then again, they like relatable people who are personable, considerate and helpful. Telling “I” stories helps you become that person in writing.



3. Offer

The offer includes your pricing structure, the guarantee, bonuses, the compelling way you present your product or service, and the “paradise” side of how what you're selling can make the buyer's life better.

Now, I just know you're doing the happy dance right now because you wrote your offer back in Copy Shot #3? Yay!



4. Backstory

This section is where you tell the prospect who you are and why they should believe and trust you.

The key is to present your backstory in a way that's helpful and not boastful.



5. Close(r)

In the closer, you simply want to requalify why investing in your product or service is the BEST move for your prospect. And ask for the sale. Even though you will have buy buttons strategically placed through the sales page, you want to officially ask for the sale in the closing.

Again, we're not going for pushy, sleazy. We're going for personable helpful and empathetic.



Copy Shot #5

GYBIG Exercise 7:

Edit to Perfection But Don't Let Perfection Paralyze You





5-Point Editing Checklist

1

Talk to yourself

2

Be emotional

3

Anticipate objections

4

Dial a friend

5

Don't be a serial tweaker



Point #1 – Talk to yourself

Say what, Apryl? I know it sounds crazy, but reading your sales page aloud is an absolute must if you want it to sound like a real conversation.

Why?

Because when you say it aloud, you'll naturally stumble where the flow is not quite right.

To improve your page, make note of the places where you stumble and go back to refine the flow of that section. It's also a good idea to record yourself reading the sales page so you can play it back and make sure it oozes with personality AND words that sell.



Point #2 – Be emotional

As a teenager, I loved this song called Emotions by a curly-haired, country talking boy band named H-Town. In it, they talked about how emotions can make you cry, make you glad and make you fall in love.

Same thing goes in persuasive writing. If you want a prospect to fall in love with what you're selling, you have to tap into the emotions that will propel them into action.

To get people to read what you wrote and take action, you have to appeal to their feelings and desires. Here are 7 top emotions:

1. Greed
2. Fear
3. Vanity
4. Lust
5. Pride
6. Envy
7. Laziness



Point #3 – Anticipate objections

Remember when you'd ask your mom for something and she'd already have a “no” waiting on her tongue before you blurted out the full question? You need those same “mommy” superpowers for your sales page.

When you can anticipate your prospect's objection to smacking the buy button, you have a better chance of making the sale.

Go back to the list of objections you created in Copy Shot #2 and make sure your sales page addresses most if not all of them.



Point #4 – Dial a friend

I have my husband read stuff for me sometimes. Not because he's necessarily my ideal client but because his eyes will most likely see things that mine didn't. And that's why you need to dial a friend when it comes to your own persuasive copy.

If you can get a client to review your draft sales page, that's even better. Just be sure she's cool enough not to judge you if there are crazy “unmentionables” in your raw copy.



Point #5 – Don't be a serial tweaker

A serial tweaker is a writer who can't bring herself to share her words with the world. You tweak a sentence here. You change a word there.

And the next thing you know, a few weeks have passed and you still haven't published your copy. Bad move. Because it's never going to be perfect, but if it ain't published, NOBODY can buy.

The great thing about writing today versus in the caveman days is we don't write in stone.

So publish it. And if you find you're not getting the results you want, go back and change it.



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I know I said to “edit to perfection,” but don't risk not publishing your page for the sake of perfection.

Do your best and hit send.

The world is waiting for your genius – so give the people what they want!



Yay, You Did That!

I'm so proud of you! Come on over and celebrate with us in the Word BOSS Group!

Got questions? Share them in the [Group and get answers to your burning q's.](#)

See ya soon!

