

COPY WRITING 101

HOW TO MAKE ANY CUSTOMER
BEG YOU TO COLLECT THEIR MONEY

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DISCLAIMER

The contents in this book have been provided as a guide to aid individuals who want to learn the art of copywriting to improve sales for their businesses.

The information contained in this book is accurate. However, it is not an exhaustive treatment of the subject matter, and experts' opinion may differ.

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■ DEDICATION

This book is dedicated to everyone who is legitimately making money online and helping push the good Nigerian brand.

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■ INTRODUCTION

According to Wikipedia, *copywriting* is the act of writing a text for the purpose of advertising or other forms of marketing.

The product, called a *copy*, is a written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

Therefore, a *copywriter* is simply a salesman in print

Often times, there is a confusion between “*copywriting*,” and “*copyright*.” The former is the act of writing advertising copies to promote the awareness of a brand or increase sales.

While the latter is a document issued to grant the owner of a written work, art or song exclusive right to publish and sell. It is to help protect their inventions against theft.

There is a big difference between copywriting and copyrighting

Copywriters are in the business of writing attention-grabbing, high converting and bank-breaking copies.

They help create billboards, brochures, catalogues, jingle lyrics, magazine and newspaper advertisements, sales letters and other direct mail, scripts for television or radio commercials, taglines, white papers, social media posts, and other marketing communications.

As long as it related to sales and building brands, it is the speciality of a copywriter.

You may be wondering what the advantages of copywriting are. Outlined are some of the countless advantages of copywriting.

1. It's a great way to make money working from home: As a freelance copywriter, you can sit at home and make good cash in your pyjamas.

Every business wants to make more money and since marketing is the life of every business, anyone or anything that can promote this is always greatly welcome. So as a copywriter, you are highly sought out.

2. Copywriting services can be up-and-running with very little investment: You don't need products, inventory or special tools to start copywriting.
All you need are: your skill, the right materials to guide you (of which this book is one), your Smartphone or a laptop and you are good to go.

3. Formal education is not required: You don't need to have a special degree in writing, literary studies or copywriting to be a copywriter.

In fact, if you can read and write you have just about all it takes to be a copywriter. I kid you not.

Using myself as the perfect example, I studied Microbiology at the University. I don't know the connection between microbiology and writing copies.

But if someone with an average intelligence like me can grow to become the Prince of Copywriting, then you too can!

I am sure that by reading this book there will be the birthing of kings and queens of copywriting.

4. Professional copywriting skills continue to be in high demand and copywriting jobs are some of the highest paid projects for freelance writers: Many copywriters make six-figures working full-time. Others only work part-time, but enjoy a full-time income. Copywriting is a high-income skill.

You can make between 100,000 Naira to over 1 million Naira monthly, especially if you are freelancing or you have your agency business.

The Copywriting/marketing niche is an estimated 2.5 billion dollar niche and the best part is there is still plenty of room, in this huge and expanding industry, for everyone.

Even if you're not interested in becoming a professional copywriter, the selling and marketing principles you'll gain from this book will help you in any business you own or manage.

As we journey on in this book, I'd like you to open your mind to learn, unlearn and relearn.

Even the Bible says, "We should study to show ourselves approved."

If you don't study or hunger to know more, you will remain at the level of mediocrity.

CHAPTER 1

WHERE ARE COPYWRITERS FOUND? AND WHAT DO THEY DO?

Copywriters are highly sought out in digital marketing through platforms like Facebook, Instagram, Twitter and the rest.

Copywriters write the content you see on websites or product descriptions like the ones on Amazon, Jumia and Konga.

They are needed in email marketing for writing and following up emails, writing Ads and scripts for TV and radio publication.

Other areas your copywriting can be applied are:

- 1. Social media management:** This is a very lucrative area if you know your onions. I charge above \$250 per month to manage Twitter, Facebook and Instagram accounts.

Your copywriting skills will be very useful in pulling in content daily.

How you market their products, the words you use will also be as a result of what you've learnt from copywriting.

- 2. Product description:** Go to Amazon, Alibaba, Aliexpress, Konga, Jumia and 98% of e-commerce websites, they all need a product description.

These companies know that the better the description of a product, the more pressing the urge to buy so they hire copywriters to do this.

- 3. Email copies:** Have you ever received emails from companies or internet marketers consistently?

Did you see how well those email letters were written? That's what copywriters do. They write great email letters for new subscribers on a website or follow up old subscribers.

4. Advert scripts: This is good for those with a little literature background. If you can write good scripts that can be used to act adverts, this is your field.

5. Website content: This is one of the highest paying copywriting gigs you can get. It pays as much as \$5000 for a website.

I know someone who got paid over \$5000 for blockchain web content. That's close to 1.8 million Naira.

A full website content copy is not about just writing content for the front page of the website. You will also create content for: Contact us, About us, Team pages, and every other page that needs content.

6. SEO blog articles: SEO means Search Engine Optimization. You are not just writing anyhow. You write with keywords in mind and with an end result to rank high on Google search.

Skilled copywriters are also needed for this because business owners are constantly on the look-out for this service.

I have two businesses that pay me weekly for SEO articles for their websites. Their websites have a blog so that they rank well.

Like I always say, "***If you know your onions, you will eat your suya.***"

CHAPTER 2

TYPES OF COPYWRITERS

Copywriting is both a skill and an art. As I have established in the preceding chapters, copywriting is one of the most important skills anyone can gain in business and life generally.

This is because people make choices to buy out of the words we speak or write. Words are powerful and one word can make someone buy or leave. As a copywriter, you can use them to your advantage to get people to do whatever you want them to do.

There are two types of copywriters.

1. Corporate copywriters.
2. Freelance copywriters.

1. Corporate copywriters are employed by a company and they are paid monthly salaries for the writing works they do for the company.

They are confined to what they are being paid. What this means is, no matter the amount of money they make for the company, their salary is the same. There is a ceiling over their income.

2. Freelance copywriters, a category I belong to, fix the price for the copies they write and call the shots. As a freelance copywriter, you can only be limited by how good you are or not.

You can use the skill to improve sales for your products or services since you know how to make people do your bidding with words. As I humorously say, "***If you need happiness in your life, become a copywriter.***"

Just to reemphasize, to be either of the two types of copywriters, you need zero capital to get started.

You can do it in the comfort of your house with your Smartphone or a laptop.

CHAPTER 3

CHARACTERISTICS OF A GOOD COPYWRITER

Now that you know who a copywriter is, and the advantages of being a copywriter, you must also know what it takes to be a good copywriter.

You must have watched some adverts or read some sales letters that blew you away. The truth is, a bad copywriter (someone who isn't well skilled in the art of copywriting) cannot write good copies. It is as simple as that.

The following characteristics are a must-have if you want to be a good copywriter and write mind-blowing copies.

- 1. You must be a researcher:** A copywriter can be likened to an actor because he/she can be called upon to write on any product or service. That is why you must make your *research* and write as if you are the owner of that business or product.

I have made more money for my clients than I've made for myself. How? You may ask. This is because by understanding their audience, market and product better than them, I wrote copies that helped them sell and make much more profit than what they paid me to do.

You must research 70% and write 30% of the time. Research is the act of sharpening your axe (your skill). A blunt axe will always take more effort to use but a sharp axe cuts swiftly. You must be able to know and describe your customer inside-out: where they stay, what their likes, dislikes, or interests are.

- 2. You have to be emotional:** I don't mean you should start crying anyhow. What I mean is people, *buy from emotions then justify with logic*. Whenever it comes to choosing between emotion and logic, emotion always wins.

So you must be able to put yourself in their shoes. You must understand what they are going through- know their pain points.

If they don't feel like you can relate with them on their pains, you can't gain their trust; if you can't gain their trust, they won't buy from you.

- 3. You must understand and use the right words:** Words sell; they trigger emotions. People make decisions to buy or not, based on the kind of words used. If one word can either spoil your day or make you joyful, know that we are all moved by words.

You can even use words to get rich clients. Words like elite, premium, first class, luxury, VIP connotes wealth. You can also distinguish your market from others by the words you use.

- 4. You must be creative:** Creativity is thinking outside the box and coming up with strategies, mouth-watering offers and writing a compelling copy that will make customers beg you to take their money.

That's the beauty of copywriting. Copywriters don't beg people for money. It's the other way round. Copywriters are like surgeons, have you ever seen a dying man trying to negotiate the price of a surgery with a Doctor?

Can you offer people dollar value for penny price? That is what copywriters think about and apply in their writing. I am not saying you should sell your products or services cheap, the point I am making is that you must make your buyer see the value you are offering as the best deal they can get for the price you are offering.

In all my training, I give x10 the value of what I charge and I've seen my students make x100. I am always given more and that is why they keep coming back for more.

5. You must be persuasive: There is a difference between creativity and persuasion.

Persuasion has to do with "*forcing*" people to take action. If forcing sounds too harsh, we can say it is *making them take action whether they like it or not*.

By using urgency and other methods you will learn soon, you will have the power to make anybody buy immediately. Persuasion is an integral ingredient of a good copy.

And you must be equipped with that skill for your copies to be effective.

CHAPTER4

NINE PURCHASE TRIGGER EMOTIONS

We have said it earlier that people buy from emotions and justify with logic. Here are nine emotional triggers you can pull if you want people to rush you and beg you to collect their money.

1.Fear: Humans are generally fearful beings. Fear is not entirely bad. The fear of God is the beginning of wisdom as the Bible says. Most people buy from the fear of losing out on a good deal, the fear of falling sick, the fear of going broke etc. People buy out of the fear of the unknown.

2.The desire to be known or recognized: Why do people pay so much for an apple phone? The answer is simple. They want to be known or recognized. One of the major propelling factors of human nature is the desire to stand out; to be admired. Luxury products sell on this desire. If you have a product or service that makes people stand out, they will buy.

3.People buy out of love: You don't need logic to buy things for your partner or spouse. This is the same for most people. Mothers don't think twice when they see a dress that perfectly fits their new born.

Birthday gifts, wedding gifts, first time lover, the list is endless. But people are always buying out of love or for any occasion.

4.Comfort: People buy because they want to feel comfortable. The average human is naturally lazy. We want to sit down on our couch and do nothing. This is one of the reasons why Ponzi schemes and other HYIP have thrived.

People will go for whatever product or service that will make them comfortable or stress-free.

5. **Self-improvement:** People buy books, training or courses to become better at their career or skills. You only sign up for a gym because you want to look better or keep fit.
6. **The desire for power:** People buy to feel powerful or in control. People like to tell others what or what not to do. They want to feel like God.
7. **Necessities of life:** People need food, water, clothes, shelter. More recently, people need gadgets and the internet. Whatever is a necessity, it always has a market.
8. **Addiction:** People will always buy when they are addicted or fond of something. Game addicts, fashion freaks etc. They all buy because they can't do without it.
9. **To make a difference:** Everyone wants to be relevant. People want to leave their name in the sands of time, they want to be influential. For instance, Bill Gates is fighting polio and doing other charitable works to make a difference.

In conclusion, let your copy be focused on helping people, using any of these purchase trigger emotions. **The more people you can help, the richer you become.** Become a part of people's daily routine. Also, don't sell to the wrong people. Find premium (high payers), permanent (long-time buyers) and pleasant (stress-free) clients.

CHAPTER 5

THE 4PS OF COPYWRITING

There are 4Ps in copywriting namely:

1. Product
2. People
3. Place
4. Price

1. PRODUCT: While writing this book, I realized so many people don't actually have a product to sell online. You cannot market what you don't have hence, you need a product or a service to offer.

You may be wondering about the kinds of products you can sell online. I will list a few here.

A. Digital products: A digital product is one of the most common and easy products to create and sell online. Digital products include eBooks, video courses or even audio that can be shared online.

I have a digital product called *job test questions and answers* which I have sold over and over again. I have sold more than 300 copies at a promo fee of 1000 Naira; most times I sell it for 2000 Naira.

The same product but sold at different prices. I make 100% pure profit from it. I only need to send it to the email address of anyone who buys the product.

No production cost, no sweat, no labour. Can you transform your knowledge into an eBook? Can you even address the solution to a pain in an eBook? If you can, then you have a digital product. This book you are reading from your phone is a digital product too.

All you need to have a digital product is to be one step ahead of those you want to give information to. You don't have to far better than them, you just have to be one step ahead all the time.

As funny as it sounds, one of my mentors sold more than 500 copies of a relationship eBook he titled how to get a girl even if you are broke. You see, I am not the best in copywriting but I am always one step ahead of those I train and write to.

B. Affiliate products: If you can't create a product, can you at least market the products of other companies for a fee? That's called *affiliate marketing*.

Companies have the products, you pick a product you can market and market it online. This works even for offline companies, you can market a product from an offline shop and when someone makes an order, you receive payment and deliver to them.

But online affiliate companies are also available like Jumia, Konga, Whogohost, TravelStart and so many others. Most of these big companies online have affiliate programs. Go, register and market for them.

C. Imported products: You can get products from countries abroad like China and sell here at a very sweet profit. Mini importation is one sweet way of getting good products and selling them online.

There are lots of great e-commerce websites to get products from. Some of them are 1688.com, Alibaba.com, Aliexpress.com. You can get goods as cheap as N500 and sell for 10,000 Naira. I kid you not. Go check them out.

D. Digital Training: Since this year began, I've trained close to 1,000 people in total on Fiverr and copywriting. I do this training weekly. Since I already have a written down template, all I have to do is to update the content.

Digital training is very easy to set up and execute if you know your onions around the field you want to teach on but money should never be the motivating factor.

Everyone knows that when I teach, I put in my all. WhatsApp is on your phone; a very big leverage for anyone to use free of charge. There is also Telegram. Other people use Facebook.

Whichever of these platforms you decide to use, just know your onions and I guarantee you that you will eat your suya

2.PEOPLE: Why are people important in copywriting you may ask? The answer is because, money does not come from trees it comes from people. People have the money and I want this to sink in as simple as it sounds.

If you focus on helping people achieve their dreams or solve their problems, you will get their money. Money is not created, money is collected.

Copywriting involves selling by helping people. You show them the pain, use your product or service as the solution and you will get the gain. The more people you help the richer you become.

I always tell people if you want to be a millionaire, find 1,000 people, solve their problem at a profit of 1,000 Naira and you will make a million.

Let us do a little math, shall we? 1,000 Naira X 1,000 people = 1,000,000 Naira. The law of effectuation as written by author MJ DeMarco is the law of magnitude and scale.

Magnitude is quality. You can offer 100,000 Naira value to 10 people and still make 1 million Naira. Scale is all about numbers. You can offer a 5 Naira value to 200,000 people, that is still 1 million Naira.

But the combination of magnitude and scale is what makes billions. Imagine offering a 100,000 Naira value to 5 million people. The choice is yours to make: magnitude or scale or both?

However, one *mistake* copywriters make when writing a copy is that they focus on themselves instead of people. It's not about you. It is about them (your prospects and clients/ customers). I will talk about the common mistakes made by copywriters in the next chapter.

Your copy must be about your target audience. But you need to have them clearly defined. *You were not sent for everyone*, so find out who your ideal customers are.

Most copywriters focus on the wrong target which is a sure highway to failure. For instance, a child has no need to buy and drive a car. If you target them in your copy, you will fail at making sales.

You must focus on the right market and sell to them. For example, I also run a private lesson outsourcing firm, my market is not the children. My market is the parents. Not just all parents, majorly, mothers.

After finding the right target market, you should also go for **MAD** customers. These are people that have the: **Money, Availability and Desire to buy**.

I have seen people who say their target market is teenagers. This is not bad, but a lot of them can't pay for products. If you want to run a successful business, you must focus on **MAD** customers.

Become a part of people's routine. That's what Dangote does. When your product is a part of people's lives, you don't force them to buy; instead they buy because their lives cannot go on without your product or service. Remember people buy from emotions then justify with logic.

3.PLACE: This is simply where your target market is gathered. When you have a product, you've sorted your audience/ market, the next thing is to find where they are.

People are either online or offline. And the best place for this dispensation is online. **No matter how good your product is, if you sell it in the wrong place, you will fail in Flying colours.**

Imagine trying to sell a luxury vehicle like Ferrari in a slum, that is a sure way to fail in flying colours.

When it goes online, Facebook is your best bet. It has more than 2 billion users. Instagram is another powerful vehicle. Then there is LinkedIn, Twitter and even WhatsApp.

We are in the dispensation of adding value. Not just any kind of value, mind you, massive value. Your duty is to gather your target market in a PLACE. It could be a WhatsApp group or Facebook group.

You have to learn how to sieve your market into the right funnel. You don't need everyone in your place. The right people in the right place will always convert.

Let me teach you all one key strategy for building a place on Facebook. I believe you already have your personal Facebook handle. You should also have a handle for your business.

Why? The Facebook algorithm doesn't support pages when it comes to organic reach. It is good to have a page but to get a more organic conversion, create a personal handle with your business name.

You will use that account to join groups that have your kind of market, add friends from there, add value to them and sell to them.

Instagram works best with pictures. So get as many good quality images of your products. You can also download Canva for picture editing, especially for text addition.

Twitter is also another giant platform but the average Nigerian doesn't know how to use Twitter well. Some people just believe twitter is for savage replies but it is far more than that.

You can build a strong business brand on Twitter and sell there too. Twitter is strictly a KISS platform (Keep It Short Simple). It is not known for long words. You have to go straight to the point.

One big thing about Twitter is the trending pages. It seems as though the whole world resides there. You can always leverage on those trending hashtags to sell your product or gather followers.

One way to build followers across the platforms is to ask people to follow you. Always tell your friends on Facebook and Instagram that you are also on Twitter.

4. PRICING: Price is the monetary value attached to a product or service. To better understand the concept of pricing, let's review the trade-by-barter system.

Before now, if you want yam and you have beans, you'd go and exchange it right? Will you give someone 10 tubers of yam for one cup of Garri? No right? Because it's a no brainer.

So, basically, a price is the monetary equivalent for the value you provide in terms of your product or service. Business is simply an exchange of value and price is the basis for that exchange.

But what if I decide to give you 10,000 Naira and I ask you to give me 1,000 Naira in exchange, will you give it to me? You will give me sharp-sharp now.

That's the strategy for getting people to beg you for your product. Gather so much value and offer it at a convenient crashed price that will get people flocking around you.

Once again, I am not asking you to underprice your product or sell cheap things, I am only giving you basic analogy of how offering more value than the perceived price will get people begging you to take their money.

I have an eBook and I won't need to produce it again you know, my work is just to keep sharing it. I can afford to crash the price and still make a pure profit from it.

But for physical products, you must first check how much it cost then add a profit.
Selling price= Cost price+ Profit.

As the Prince of Copywriting, I like digital products more. I also like digital training more than offline training. Who has time for renting a hall, projector and other extra details?

I am not in any way saying I won't do trainings offline but it takes more time, energy and resources to put together when compared to digital trainings.

Price is a mirror. It is what you make your buyers see that they'll believe. That's why packaging your product or service is very important. Packaging increases price value.

Rich people are attracted to high price. If you are targeting the rich up your price! You may not sell much (scale) but you will gain in magnitude.

Have you seen 19.99 Naira before in Shoprite? That's an awesome pricing technique. \$19.99 and \$20 doesn't do the same work in the mind of the buyer even though they are the same.

Your brain is seeing the \$19 and paying attention to it more. That's why I charged just 1,990 Naira for one of my Fiverr master classes. It crashes the price in the mind of the buyer. So instead of 20,000 Naira, for example, use 19,900 Naira.

Lastly, on pricing, always price the basic unit of a product to the public and upsell. Let me explain. If you want to buy an iPhone, Apple will not indicate the price of some accessories until you go into their shop.

That's when you will now hear that earpiece costs another \$100. Smart right? This technique is called *upselling*.

Bring them in with a unit price, and then sell other things to them. Someone who has bought from you will most likely be in the best mood to buy more from you. And they will trust you too.

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I do freelancing training and then help people to set up Upwork accounts. Do you think people who do training with me will pay for account opening and set up? Sure!

Let me tell you a story. I've entered a shop once to buy a pair of jeans trousers sold for 1,000 Naira. Only to go in and buy something better in the same shop in Mile 1, Port-Harcourt, Nigeria.

But they were only announcing 500 Naira and 1,000 Naira jeans trousers which was what attracted me in the first place. The cheap price was just to gain attention and lure me into the shop.

There is another pricing strategy these market boys use. See how they do it.

"Bros, this jean na 1,000 Naira but no be the original, this one here na 3,000 Naira but na the original. Just carry the one wey you like but na because I like you na wetin make me de tell you the truth."

Which of them will you finally go for? The 3,000 Naira own I bet.

It's also a powerful marketing strategy because automatically, they have subconsciously made

you decide to buy the more expensive one since you believe it is better than the one shown to

you earlier.

CHAPTER 6

THREE COMMON MISTAKES MADE BY COPYWRITERS

1. Focusing on the features of a product instead of the benefits of the product:

People basically buy things because of the benefits they will derive from them.

People buy benefits, not features. If I am thirsty on a sunny day, I will buy cold water not because I like the bottle but because it can quench my thirst.

So, the first mistake most copywriters make is that they focus so much on the features of what they are selling that they forget to show the benefits of the product. What will attract people to buy are the benefits first before the features.

A *feature* is what the product is while the *benefit* is what the product does. Before you write your next copy, write down all the benefits your potential customer will get from the product first, and then write your copy around those benefits.

I'm not saying you should totally ignore the features of the product, no. You have to write about them too but don't focus on them.

2. Focusing on you instead of the customer: Everybody is looking for a way to get more money, not dish it out anyhow. So never make your copy about you but about the person buying. Don't get carried away with the use of *I, I, I, I*.

I am this, I do this, and I used to do this. Focus on your target market.

There is a place for establishing writer's credibility but you just have to do it once and get out of the way.

Let your copy be about the customer. Use the magic word "*you*" as much as you can. Tell them, "*This is what you stand to gain; this is what you will benefit, and this how you can save more cash.*" Let it be about the person.

3. Not building enough credibility and trust: One of the hardest things to part ways with is money, especially online. That is why you have to build your credibility especially if they have never heard about you before.

You must be able to answer the question, "*Why should people buy from me?*"

Do you know that people really want to buy from those businesses/ brands they trust and respect? What experience do you have in that field? How credible are you? Do you know your onions or are you just looking for money?

I am regarded as one of the best copywriters in Sub Saharan Africa because I know my onions,

sir, if you know your onion, you will eat your suya.

CHAPTER 7

10 ELEMENTS EVERY EFFECTIVE SALES COPY MUST HAVE

A *sales copy* is any copy that sells. That's the basic definition. However, whenever you want to

write about a product, service or training, a sales copy is what you write. Some sales copies are

very short while some are long.

"Can you write a 1,000-word article in 15 minutes? I can.

How much is a 1,000-word article on Fiverr?

On average \$10.

If you can write just three of such articles daily, you will be making \$900 monthly.

That's close to

330,000 Naira monthly.

Is this achievable? 100%

Is this learnable?

A dummy can learn and use this trick

Does it work?

100% of the time!

Do you need a laptop for this trick?

No, any Smartphone can do this.

That's not all you will learn from me.

I will also teach you how to write:

** Sales letters*

** Product descriptions*

** Email swipes.*

** Web content and*

** SEO blog articles.*

You can offer all these on Fiverr and Upwork.

This is a high-income skill that can feed you for life!

Is that all?

No!

I will also teach you how to:

** Create a fully optimised Fiverr account*

** Create high ranking gigs*

** Withdraw your dollars in Nigeria*

Any other thing?

Yeah.

** I will give you 25 eBooks on Copywriting worth 10,000 Naira.*

** An eBook on 100 other gigs and services you can offer on Fiverr apart from writing*

For all you stand to gain, this training can be easily priced at 50,000 Naira.

*However, I've
slashed it to 10,000 Naira. But the first 30 people to pay will only pay 2,000 Naira.*

The 31st person will pay 10,000 Naira.

Why should I trust you?

This is the 14th edition and I have countless testimonies. My Facebook name is Emmanuel Emmylionaire Akpe, you can do a background search on me.

So when is the class starting?

This Monday, 22nd to Friday 26th April 2019.

How can I reach you?

On WhatsApp: 07036322882.

Any more guarantees?

Yeah, if you don't make times 10 of your money, I will refund all your money with a written apology!

Wow!

How can I get started now?

Just send me a message and you will get the payment details.

P.S: Would you rather exchange 2,000 Naira for over 350,000 Naira or will you use it to flex today?

Rich people think long term, poor people think short term. Which one are you??

Contact me Now.”

That's a sales copy I wrote that brought in more than 200 people to my Fiverr master class in two weeks. I have written more than 50 sales copies for myself and my clients. I was able to draw up a formula that works. This is a step-by-step guide and you can use it to start advertising anything from today.

1. Use an attention-grabbing heading: Your heading must be attention grabbing! It just has to be. You see, people are always busy and exposed to lots of content daily. Your ability to steal their attention is what makes you a great copywriter. Your heading should be short and precise. It should be intriguing. Don't try explaining the product or service there.

Just hold the person down to read your copy first. Some headings I've used are:

- *The day I hated the Naira.
- *Throw your phone in the trash can.
- *How much will you pay for training that will make you rich forever?
- *How I made 200,000 Naira from the comfort of my bed in my boxers.
- *Finally Revealed! How any dummy can make money writing online.

Another way to grab attention is to use words like: scientists have discovered; research shows etc. People believe authorities a lot.

2.Let your first sentence keep your audience reading: This is called the “hook”.

When you raise the bar in your heading, your first sentence must carry the same kind of fire and keep them reading on.

You can do this by asking a question. For example;

*If I can show you how to double your income by giving me 30 minutes of your time a month, will you like to learn more?

*Can you write a 1,000-word article in 15 minutes?

You can also do this by admitting your weakness.

*If you are looking for the best product on making money online, mine might not be the best but I guarantee that when you finish reading this copy, the strategies you will gain will make you money in no distant time.

When you admit your weakness, people connect with you. Another example;

*I am writing to you because I don't want you to make the same mistakes I made.

Tell them something about themselves.

*I am writing to you because it is a matter of public record that you are having financial problems and I think I have a way to help you.

3. If you are selling fire extinguishers, show the fire: Show the problem as explicit and clear as possible. People want to know that you understand what they are passing through and you have the solution.

A sale is made when you enter a conversation in the mind of your buyer. When you discuss the problem well, your customer will believe you have the solution.

People are very sensitive when it comes to parting with their money, immediately they sense you are writing for the money, voom, off they go.

You have to explain their problem clearly to them and position yourself as the solution to their problems.

4. Mention all the benefits they will get but focus on the most important one and explain that one benefit in detail: You can then focus on one important benefit and tell a story around it.

Tell them how your product will solve their problems and how it is the next best thing after God and air. First, start with the benefits before getting to the features. For example, the benefit of a fire extinguisher is that it will protect a family from loss. The feature is that it comes preloaded and can be put on in seconds.

Remember, a feature is what the product is while the benefit is what it does.

5. Tell them all the bad things that will happen if they don't buy your product now: Notice I said, "Now." If they don't buy now, your chances of making the sale later is slim.

Again, people have a short attention span. Still using our example above, you can say:

*We have just three fire extinguishers left and we might not get this type until three months' time. I encourage you to make this order now by calling *****

*We have just five limited spots and this training will not hold until next year, you can make your seat reservation by sending a text to *****

6. Include testimonies: Most times, people tend to be sell-proof. Anything you say will be met with skepticism, no matter how compelling your story might be. You need third party testimonies, especially from famous and well-respected people. Testimonies help to eliminate all objections they may have in their mind.

Another way I do this too is through FAQs. I use FAQs to answer the fears I think they will have in their minds.

7. Summarize your offer again: Tell them all they will stand to gain. Rephrase the benefit again. People want to be told things again and again. Remind them what you said the product will do for them.

8. Add money back guarantee: People love guarantees. You have to give it to them. Here are some of the guarantees I have used:

*If the product does not work as I have said, return it and I will give you all of your money.

If after the training you don't get ten times the value of your money, tell me and I will give you your money back and add 1,000 Naira to it.

9. Add a call to action (CTA): Tell them to take action now. There has to be a call to action. It could be: *make payment now, call now, subscribe now*. They have to do something immediately. People love to be told what to do. Make them take action or else, the procrastination side will come out and swallow your money.

10. End with something emotional that will convince them to take immediate action: You can use a quote or a passing statement.

*Do this for the sake of your children

If you don't come from a rich family, let a rich family come from you

Use something that will get them thinking until they do what you want.



8 POWERFUL WORDS YOU SHOULD ALWAYS INCLUDE IN YOUR MARKETING COPY FOR MORE SALES

Marketing must be done deliberately. There are words that trigger more action than others. Have you ever seen FREE but ended up paying at the end? That's right. The FREE was just a trap. Let's look at 8 words you can include in your copy today that will increase sales and action.

- 1. FREE:** Yeah, that's number one on the list. Who doesn't like a free thing? Just say free food in your event and see how people will come.

Politicians will keep having crowd because of the free money they share during campaign.

What can you give out for free? EBooks? Videos? Free trials? Use the magic word FREE and see people running towards you.

- 2. NEW:** Who doesn't like new things? Back then in school, I knew people who never used one phone for two months.

They would always exchange it for a new one. We are all wired to like NEW things.

As a copywriter, using new in your copy makes your buyer desire it more. For example, check out this newly improved beauty product.

- 3. SECRET:** "Can I tell you a secret?"

How did you feel when you read that? Did I get your attention with that? We are all attentive when we see the word secret.

We want to know what others don't know. If, for example in your copy, you say, "*I will tell you a secret that will change your life forever.*" Bam! Your prospect will be all ears.

- 4. NOW:** Most people end their copies with a poor CTA (Call to action). It has been proven that people will rarely take action if they don't act immediately. You must make them take action NOW. **Call us now, order now, subscribe now** etc.
- 5. PROMO:** This one works like *free* but it is a bit different. People always want to get the best deal from anything they buy. They want to save anything. You see black Friday sales. This is what they do. Get this phone at the promo price of 50% off.
- 6. YOU:** This has to be the most important word in copywriting and marketing. It's all about the buyer.

No one cares about you but themselves so your copy should be all about the buyer. Keep using the magic word "*you*".

- 7. EXCLUSIVE:** The word *exclusive* can be used for high ticket sales. People like class; they want VIP treatment. Using the word exclusive tells them it is not for everyone.

For example, I have an exclusive Fiverr and copywriting training that is only open for people who are ready to double their profits. You see, I just used it on you now.

- 8. RESEARCH:** "*Research shows that two out of three people suffer from diabetes.*" What?! That's the exact reaction your prospect will show.
People believe in research and authorities and if you can exploit that, good for you.



12 STRATEGIES FOR BUILDING TRUST AND GETTING MORE SALES

So what are ways to build trust in the minds of prospects?

1. Show credibility: It means to show them that you are an authority. That you know what you are talking about.

Show them that you truly know your onions in this field you are marketing to them. Credibility also entails showing them that you have some experience in that field. Or that you've once suffered from what they currently face.
If you don't know what you are selling in depth, they will never buy it.

2. Know your audience inside out: If you want readers (or viewers) to trust you, then you need to genuinely understand where they are coming from and connect with that.

Identify their pain points and alleviate their problems or concerns with your expertise. You have to be like a detective. Know your customer inside-out.

3. Offer free stuff: Give your prospects free eBooks, videos, and other freebies you can afford. People want to know you care before they trust you with their resources. People just love it when you give them something free, even the rich love free things.

4. Offering money-back guarantees: Offering a money-back guarantee helps in two ways. Clearly, it removes the financial risk from the equation and suggests that the customer has nothing to lose even if the product doesn't meet their expectations.

Technically, this isn't about building trust though, it's about reducing the need for trust.

"If this product doesn't clear your pimples in 7 days, I will refund you all you got for the product and send in a written apology too."

Money back guarantees usually work a lot of magic.

- 1. Show testimonials:** Testimonials are one of the key elements to establishing trust with your market. It provides potential customers outside proof that you can deliver on your promises.

Storytelling is a widely loved technique and there are a few times more persuasive than having a customer or client take a few moments to explain how you helped them solve a key problem in their lives.

This can include anything from product reviews to quotes and even full-length video testimonials.

- 2. Become a friend:** Write like you're speaking to a friend. Write in the first person. It invites the reader to get to know you. Also, use the word "we" often.

- 3. Avoid using big words and jargons:** Some people try to impress others with sophisticated vocabulary or technical jargon. While it can have its place in limited quantities to help establish your authority, you should keep it light.

Readers should understand everything you're saying without having to run to Google. If they need another resource to understand what you're saying, you're not doing your job.

- 4. Use data and statistics:** If you can back up your claims with studies and numbers, you instantly become more credible.

You can collect that data yourself or you can cite studies and surveys from other sources. Both will show that you've done your homework and know what you're talking about.

1. Promote Press Placement: If your company is mentioned in a major publication relevant to your industry, proving a link to it on your site with a nice big graphic of that publication's logo.

This establishes some social proof that your company is noteworthy and trusted by well-established authorities.

2. Cite experts: If you're just starting out or expanding in a new direction, citing experts is the next best thing to establishing your own expertise and can help you get there.

Find those making it in your field and cite them. You can call them mentors and make it seem like they speak to you directly.

3. Deliver on Your Promise: Once a potential customer or lead starts engaging with you, you need to make sure that you are consistently exceeding their expectations.

4. Be predictable: We all crave a stable and predictable world. If you want to build a relationship with someone, especially over the internet, you need to be consistent and somewhat predictable.

You should write with the same tone, publish at a steady cadence and train your audience to know what they should expect from you.

CONCLUSION

Thank you for reading to this point, I believe you now have a better understanding of copywriting and selling online. It is my utmost desire that you will put to practice the lessons and techniques you have learnt in this book for increased sales and revenue.

There are lots of notes I had in mind to include in this book but I've decided to keep it short and powerful. I want this to be a sales handbook that you can read and consult often.

This book will not help you unless you take action on the points I tricks I have shown you. The one who does not know and the one who knows and does not apply what he knows will always get the same result.

Knowledge is not power, applied knowledge is real power.

It is my desire that you will move from here and be deliberate about selling properly and keeping clients addicted to you.