

COPYWRITING TECHNIQUE

HOW TO USE
www.IMWarriorTools.com

NOTES

The Open Loop

Great technique for email subject lines to get your emails opened. Tell people just enough to pique their curiosity and leave them itching to close the loop.

Example: "BOOM! This is how you get traffic... and convert it." (Make sure you close the loop, as people will only follow a scent for so long.)

The Battlefield Principle

Drop readers right into the action. Don't waste time, space or words on any topic that will make your visitors' eyes glaze over.

This principle is closely tied to another, similar adage: Skip everything the reader skips.

The Superman Principle

Your prospect needs to see themselves at the core of the story you tell. Every line of copy should showcase them moving toward achieving a goal, achieving that goal, or revelling in the aftermath of having achieved that goal.

Here's the ultimate narrative when you're writing: Your prospects today are Clark Kent. Your solution makes them Superman.

Future Pacing

Future = Create a future for your prospects with your words
Pacing = Move prospects swiftly and steadily into that future
Commit prospects to your offering by getting them to imagine their lives with it.

Example: "Picture this: ..."
Example: "Imagine this: ..."
Example: "Can't you just see yourself now..."

Loss Aversion

When you have something, you tend not to want to give it up even if you stand the chance to improve your life by losing it. So don't focus on the gains of using your solution; focus on the "losses" of *not* using your solution.

Loss Aversion keeps people from taking risks, keeps people employed at crappy old jobs – it even keeps people smoking.

The Even If Technique

Connect 2 phrases: (1) A desirable outcome, benefit or result, and; (2) The objection or anxiety that keeps people from believing they can realize that outcome, benefit or result.

Example: "I'll show you how to lose 30 pounds fast... even if you're the busiest parent on the block"

The CPTS Technique

You should add 1 visual quality – whether Color, Pattern, Texture or Shine – to a sentence. And you want to use all 4 visual qualities in your sales email or newsletter copy. It's all about turning your non-visual words into visual words.

Incorporate a color into the story you tell. Add pattern by mixing sentence lengths. Add texture using punctuation. Add shine with rhyming.

Urgency

Set a deadline to get X offer. Then, plan your emails such that as you get closer to the deadline, your emails are more focused on the urgency of taking that offer... and the risks associated with losing the offer if you don't act now.

Not everyone can make decisions easily. Fence-sitters need to be tipped, and they need your help to make their decision.

Scarcity

When things are scarce we want them. If something is rare, we find it more desirable. Limit your offer to a specific quantity, and help prospects imagine the disappointment they'll feel if they miss the chance to get in on it.

To get the most out of scarcity, don't just let it stand alone. Build a more powerful campaign by using it in combination with the other techniques.

Ask For What You Want

Once you've made your offer sound enticing, go for the close. Ask for what you want in your emails. Start by wrapping your head around the idea that you'll be asking. Then ask – in concrete words – and make it easy to say 'yes.'

"[Click here to tweet this message](#) – even if you've only got 10 followers. They want to hear about cool stuff from you, so share this with them."