

Copywriting & Sales Pages

Copywriting is easily the aspect of marketing that stresses the most people out.



People overcomplicate it because:

- 1) They don't know what it is
- 2) They follow copywriters that make it sound mystical and reserved for people that have handwritten thousands of sales letters

In short, copywriting is how you effectively communicate your marketing strategy on a landing page.

We've already written out our marketing strategy, you are 80% done.

Now, all you need to do is put it into sentences, brainstorm aspects of your headline, and understand how to make it flow.

In terms of being good at copywriting, I wouldn't put too much pressure on yourself.

The depth of your content, quality of the product, quantity of promotions, and amount of social proof will do most of the heavy lifting.

In-depth copywriting is there to push people that aren't already going to buy over the edge by clearing their doubts.

Keep in mind that these work for both product and service offers. High or low ticket.

Structuring Your Copy

We are going to be using your choice of the PASTOR or APAG persuasive writing frameworks for the flow of our writing. Your job will be to fit the aspects

There are TONS of other frameworks out there... if you do some research and find which one you like better, feel free to use it.

ALSO, it is incredibly important that you read the copy of your competitors + just copy in general. Pay attention to their writing style, how they structure the benefits, and how they seamlessly transition from one section to the next.



Understanding the PASTOR framework is good, but you need to understand how to display this on a landing page. Here is the structure we will be following:

1. Eyebrow (audience callout or big idea)
2. Headline (include the clear promise)
3. Subheadline (fill in with other aspects of your marketing)
4. Social proof 1 (optional and highest authority testimonials)
5. Lead (bullet spray problems)
6. Body (story / argument)
7. Unique mechanism graphic (optional)
8. Offer introduction (bullet spray benefits)
9. Social proof 2 (customer testimonials)
10. Risk Reversal and guarantee (make it zero risk)
11. Call to action (vision and anti vision)
12. FAQ (self-explanatory)
13. Objection handling + stories + more CTAs (optional)

We want numbers 1-11 to be rapid fire. Get the readers to the call to action and keep it within 600-800 words.

One mistake I made when writing "long-form" copy is that I delayed the offer introduction and call to action for a LONG time.

You can still have long-form copy after 1-11, but we don't want to lose readers because of this.

As a beginner, I would stay away from long-form copy. Stick to numbers 1-9 and iterate on them a few times before adding more to your page.

How Your Marketing Strategy Comes Into Play



The marketing strategy that you outlined in the first module of the Masters curriculum and the outline of your course curriculum itself will come into play here.

ALL of these sections can be as short or as long as you'd like. It took me a week to write the copy for my first course, now I can write intricate long form copy. It really is just a matter of practice, but listen to me when I say that **one isn't better than the other**. Short form is preferred in a lot of cases, especially if your other content is on point and valuable.

Let's walk through how the pieces fit in like building blocks:

1) The Eyebrow

The eyebrow is at the very top of the page. This is where I like to include my Big Idea or a specific and short description of who I can help the most from my marketing strategy. This should capture attention and open a curiosity loop.

2) The Headline

The entire “above the fold” section (what you can see when the page first loads) should include MOST of your marketing firepower like (ordered from most important to least):

- Your big idea
- Your clear promise
- The big problem
- A short description of who you can help the most
- A hint at your unique mechanism
- Your risk reversal and/or guarantee

Eventually, you can get creative for this, but for now, I like having the Clear Promise as the star of the show (as your headline is the most important part of the page... and people only care

 about what's in it for them).

In that case, your headline should follow this structure:

[Clear promise] Without [Big Problem or related common inconvenience of reaching that promise]



I can't tell you exactly what to write here, so do your best and don't aim for perfection, especially with the first draft.

3) The Subheadline

Now that we've used up the Big Idea, Clear Promise, and Big Problem... we can formulate a compelling subheadline with your target audience, unique mechanism, and risk reversal.

We will go over an example of this in the video below.

4) Social Proof 1 (optional)

This step is for if you have compelling and high authority social proof to display upfront.

A lot of people use endorsements from their colleagues or from being featured in something like Forbes, Entrepreneur, or even a previous company you've worked with.

You can also place customer testimonials that accurately reflect the clear promise or overcoming the big problem in this area.

5) Lead

You will include another headline here to help transition on the landing page. I usually use some rendition of "**Who Will Benefit The Most From This?**" for this headline.

After a sentence that helps with transitioning into the problem, I like to go the "bullet spray" method where you list off 5-8 relevant and painful problems that stem from the big problem.

Like a list tweet, this gives people multiple options to identify with one of these problems.

 And people just can't help but read lists.

6) Body

Again, we are going to transition with another headline. This should be composed of the most compelling aspect of the story you include here. Preferably transformation related. 

The body is where you can include a short and impactful story of your personal life, a client success, or a relevant statistic or story that you can find online.

This story should incorporate an argument (like the second A in APAG). This is where you will present the “why” behind your product.

- What was your perspective or mindset before?
- What was the turning point?
- What parts of the topic / interest do you enjoy doing everyday?

You can use much of the market research strategy to add to your argument as to “why they should care” about your product.

Another great option for this, if you have prior accomplishments, is to talk about who you are and why people should trust you.

7) Unique Mechanism

Again, include another headline with something along the lines of “How We Get Results.” You can add more to that of course.

This can be treated as the “free value” aspect of the landing page where you flex your authority by giving a unique step-by-step method of how the transformation from the story above occurred.

Your job is to give away just enough to make them want more. This could come in the form of the course curriculum itself, or just a step-by-step list with an optional graphic to accompany it.

8) Offer Introduction

 Yet another headline to separate this section. “Introducing: Your Course Name” tends to work well here.



This is where all of your benefits come into play. I usually like to include a brief description of what's inside the course (like a module or section) followed by a list of 2-3 heavy-hitting benefits that are the opposite of the bullet point problems you listed out in the Lead.

This is also the time to list out your bonuses.

9) Social Proof 2

After a headline like “Here’s What Our Customers Are Saying” this is where you will include screenshots of the social proof that you will be gathering. We will talk more about this in the next section.

In the meantime, understand that if you are just starting out you need to make it your full time job to get social proof.

10) Risk Reversal

Another headline, this is where you include your risk reversal.

If it is complex (like guaranteeing the clear promise or else you work with them until they reach it) you need to set clear guidelines, boundaries, and disqualifiers to make it clear how they qualify for that guarantee. This lets you promise almost anything reasonable without prior results because the risk is nothing.

If you don’t have a complex risk reversal, at bare minimum promise a 100% money back guarantee.

11) Call To Action

The best call to actions give the reader two options.

They can either purchase your solution or continue to figure it out on their own.

The difficult part is saying this in a way that doesn’t come off bad or high pressure.



We will look at examples of this in the video below.

12) FAQ

This should be self explanatory, but include any frequently asked questions that you believe will need to be answered here. This can pair as objection handling or a place to answer questions that weren't answered in the body copy itself.



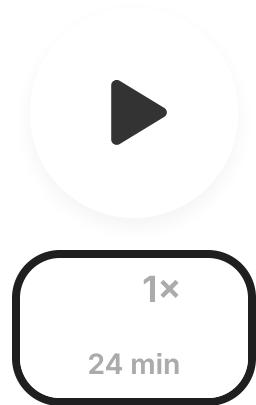
13) Going Long Form

I am not an expert copywriter and you don't have to be if you have an audience and build in alignment with the 3 pillars of social leverage.

If you decide to go long form, this is where you can have multiple sections of personal stories, client stories, or handle objections that you believe need to be given more clarity.

To write your first draft, copy and paste this Notion template to your project. This is what we will be using in the video below.

Here is the Kortex version.



How I Create Landing Pages

This is not a web design course and I would be doing you an injustice by giving a specific way to build out a landing page. There are (probably) hundreds of landing page softwares out there that all of a plethora of basic tutorials either on their website or on YouTube.



The best way to get your product out without any design skills is with Stan. I wouldn't recommend anything else for a first product unless you have the drive to look a tad more professional.

Carrd and Components UI is what I've been using for mine as of late.

This is how I create all of my pages. I pick a software, find a template I like, change the colors and fonts, and move sections around to fit the copywriting in nicely. Images and other designs are just a bonus.

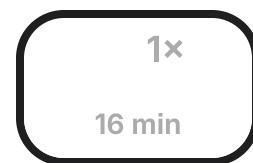
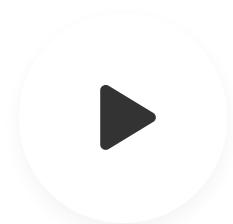
Carrd is my favorite because its extremely fast and cost effective. You can then link to Stan checkout or whatever other course hosting platform you plan to use.

Components UI is a set of beautiful starting templates that you can transfer to your Carrd account and reuse for any other landing pages you want to build. (**Please read the instructions on their site, you will need the highest tier of Carrd to use Components UI since they need to transfer the files to you.**)

You can do this with any landing page software. It usually doesn't matter which one you pick.

If you are unsure, launch with Stan.

Don't hide the desire to avoid an uncomfortable feeling (of launching your product) under the mask of not having the perfect landing page software.



Conversational Sales Call

Onboarding & Offboarding



Module 8
Creating Your Own Customers

0/6 ✓

Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch