**One good idea:** "There's no product easier to create or sell online than a simple, straightforward instructional or how-to e-book."

**One core emotion:** "It is simple! I bet I can do it!"

**One captivating story:** Told brilliantly in 11 words: “My very first e-book has generated $20,727 in sales (so far).”

**One single, desirable benefit:** "Now, I want to show you how to make huge profits creating and selling simple e-books."

**One inevitable response:** The only way to get this program for 50% off is "click here now."

You can use the Power of One to create your own blockbuster copy. Ask yourself: "What is the Big Idea here?" "Is this idea strong enough to capture the hearts of my customers?" Or "Are my ideas all over the place?"

focus on your **product's solution** to your **consumer's problem**.

Marketed as a stress-relieving toy, manufacturers claim that fidget spinners can help improve focus and ease anxiety by redirecting emotional stress into repetitive physical movements

before you consider what your product or service offer is and how you want to sell it, think about who you want to sell to first. (and what they are looking for)

Which problems do you solve? How do you help your customers save costs or make more money? Those are the important questions you need to answer before you start writing your web copy.

People are only interested in themselves. To sell your product or service, you need to address your ideal

customer's self-interest. Such as:

• Save time

• Reduce costs

• Make more money

• Become happier

• Become more productive

• Become healthier

• Reduce stress

• Work less and have more leisure time

To sell your products, you need to focus on the benefits to your readers.

To keep your reader paying attention, introduce a few problems. A problem makes your reader's heart rate go up, gets him excited, and makes him pay attention to the solution you offer to deal with that problem.

Which is better? A straightforward benefit or the avoidance of a problem? That depends on your reader. What interests her more—gaining a benefit or avoiding hassle? If you’re not sure, ask your customers or test different versions of your web copy.

Features are facts about your products or service. Benefits are what your product does for your readers.

To find the real benefit, ask yourself, So what? Exp:

You're based in Austin so it's easy to meet with local customers. So what? You can gain a better understanding of their business. So what? You can create a website that's better aligned with their business. So what? The website can target the right audience, and your customer can make more money. That’s a real benefit! Making more money is something most of your customers are interested in. Once you can’t answer another So what? question, you’ve found a real benefit.

You want to be persuasive because you want people to buy your products. But it’s not enough to tell your audience how good you are and how much they’ll benefit from working with you. You also have to anticipate their objections and overcome them one by one.

You need to reassure potential buyers. Do they think you're too expensive? Do they hesitate because they don't think they need your product? Or are they concerned about quality?

If you’re unsure, call a few customers and ask them: Before they decided to buy from you, why were they in doubt? What were the obstacles to buying from you?

List all potential reasons why your ideal customer might be interested in buying from you, and match them with the features of your product or service.