

SELL WITH EASE

**How to touch People's emotion with written words and make
them buy from you.**

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Meet Esther ODEMWINGIE.

Esther Odemwingie is a graduate of the University of Benin, with keen interest in Copywriting, Photography and Spoken words poetry.

As a Copywriter, she writes sales copy that convert readers to clients for several personal and corporate brands and She teaches people how to do same.

She is a die-hard advocate for Happiness as her core message revolves around the truth that "No matter your dialect, Smile is a universal language that even pain understands".

Esther Odemwingie is passionate about Capacity building and Networking which she believes are keys in gaining influence both in winning hearts and pockets.

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INTRODUCTION

This book is basically on HOW to Use the written Words to touch people's emotion and make them buy from You.

Nobody reject massive sales but it becomes frustrating when you are putting your all into your business and it's yielding little or no profit.

Selling is a SKILL.

Copywriting is the High Income Skill. You can choose to promote your business with this skill or that of Clients.

CONTENTS

- Why Copywriting?**
- Who is a Copywriter**
- Types of Copywriters**
- Who can make a good Copywriter?**
- Top reasons why people buy anything**
- The "Do's" of a Copywriter**
- Magical Words used by Copywriters**
- Formulas of Copywriting that can generate massive sales.**

You can't go broke as a Copywriter (except you went broke by Investing), because if you are not promoting your business with Copywriting Skill, you will be writing for High Paying Clients.

Let's check this out before we continue.

- **Seller 1:**

She's displaying her Product, let's use Banana for instance on her WhatsApp status with this caption

Buy o, Buy from me na

- **Seller 2:**

Your Health Is OUR Priority

Good living doesn't requires much but just the needed requirements and FRESH FRUITS cannot be overemphasized.

How about I show YOU a way to live healthy with a penny?.

The cost of this banana is almost FREE as it goes for #100, get yours NOW and be sure of living healthy.

Now, I'm 80% sure most of us here will leave seller 1 and go to seller 2 to buy this.

This will lead us to **Why Copywriting?**

You see those Texts on Billboards, Websites, Emails, even the ones on TV advertisement, they are written by people who understands that Ordinary words ain't just enough to Capture people's attention, retain them and make them buy into whatsoever thing they are putting out there.

Dear Friend, these set of persons are called Copywriters

Who is a Copywriter?

A Copywriter is not just a person, he is a Salesperson who knows what words to use, when to use them and where to use them. They are the persons responsible for the text on Billboards, Websites, emails, advertisement and so on and so forth.

Hope you ain't concluding with the above definition that Copywriting is meant for writers?

Someone once asked if I were an art student(Maybe English and Literature student) that's why I love Copywriting - I said NO O! ah ah

Now, Let's see what Copywriting is not and what it is.

What Copywriting is not and what it is

- Copywriting is not a Talent
- Copywriting is not for those that have A1 in English nor for those that love writing (if you Love writing, it can propel you though, but it's not a Criteria).
- Copywriting is a SKILL, which means it can be LEARNT. It's not just a skill but a High income skill. It can solve high value problems for high paying clients.

An example of a high income Profession can be Medicine

An Example of a high income Job can be working in oil company

An Example of a High income skill is COPYWRITING.

Listen, the first 2 will take years before you get there, Copywriting can take months if only you are committed.

COPYWRITING VS COPYRIGHTING

I see some people writing "Copywriting" as Copyrighting (Well, I once did this).

Let's quickly address this.

Copywriting is making someone buy anything, anywhere at anytime with the written word. The purpose is to MAKE SALES.

Copyrighting is When a person or a company has the legal right to reproduce, publish, sell or distributes another person's work like books, music. The purpose is to protect the material and prevent illegal use of it

You normally see something like All rights reserved

Copyright ©O. Esther Bliss 2015 in books....

Now you know the difference if you never knew.

Tricia Biz once said:

Selling is the GOAT(Greatest Of All Time) Skill.

TYPE OF COPYWRITERS

- **Corporate Copywriters:** These are copywriters that are employed by Companies to write for them and they get paid Monthly. Currently, by God's Grace, I work with PrimeX Branding Company and I volunteer to write for other Companies or organisations as well.
- **Freelancer Copywriter:** These set of Copywriters write copies for Clients and also on Freelancing Sites like Fiverr and the likes. Anytime Job comes, they write.
- **Agency Copywriter:** This one eh, You now have an agency and Copywriters are working for you in your Copywriting AGENCY. You make cool cash.
- **Celebrity (Personal Branding) Copywriter:** You are building a name or have built a name and you are now Famous. People now know you as a Copywriter.

You must have heard of Dan Lok, that's our Boss in Copywriting.

You hear his name, Copywriting comes to Mind.

You can use Copywriting skills to promote your business like we established earlier.

So don't think Copywriting doesn't concern you, else you pay me to always promote for you

- **Finally, You can apply Copywriting in:**

Social Media management, (I do this Currently), mail copies, Website Content, Content Marketing, (I do this too) and the likes.

Who can make a good Copywriter?

- One who is Persuasive - Make people take Action, Don't force in the real sense but give them real reasons why what you are selling is the best.
- One whose words carry emotions - Not like 'Buy na' but put yourself in their shoes, understand what they pass through and WRITE from that stand point.
- One who is Creative: You must be able to think how you can improve on your products, discounts, maybe promo also and then write a good copy around it.
- You must be able to describe your customers to some point, know what they need, like, dislikes, interest. Pin them on that point then selling is made easy.

Right now, we will be looking at something very essential when it comes to touching people's emotion with words and making them buy From you.

You might not have an existing business, learn this strategy too and go earn money by Writing for Business

Top Reasons why people buy anything

You run any business?

You have a skill already?

You don't have a skill or Product but want to start offering Copywriting as a skill?

Please pay attention here.

It's a breakthrough

Knowing why people buy things will give you the strategic words to touch their emotions and Boom - their ATM card is out of the wallet and transaction is made.

Quick question - Why do you think people buy the products you sell or need the services you offer?

Please note: Different products or services determine different reasons

- **Out of Love:**

If you sell Bags, Shoes, Clothes, When selling through written words (Copywriting) make your potential Clients know that they can give your products to their loved ones, as birthday gifts, wedding gifts, Anniversary gifts and any other kind of celebrations.

Where are my Bakers in the house, catch this Secret too

Example: Let's sell a fancy small bag

Why not put a SMILE on the face of that your friend celebrating her birthday this month. Different Sizes available, what more? Place an order NOW and retail that LOVE.

Knowing the reason why people buy your product is KEY.

Sell STRATEGICALLY.

When writing for Clients also, check the reason why people are buying what they sell, Don't just write anyhow. If you are selling T-Shirts Make us understand we can Gift it.

- **For Comfort:**

Check your products or that of your clients, if it offers comfort, then Direct your writing there.

Of course, People buy things for Comfortable living conditions. Your product can serve more than one reason. The clients you want to write for, his products can have more than one reason. Apply it when writing

PS: if after this teaching, you still go back and be shouting buy o, buy o, we will quarrel

- **People Buy Because they want Recognition:**

So many persons wants to stand out. Prescribe your products as their solutions.

Yes! If you sell luxury products like cars, some expensive wears.

As an Hairstylist, Fashion designer and the likes.

While writing your Copy Make them understand that they will stand out from the crowd if you make their hair, if you sew their clothes.....

Let's sell a dress for example:

Who else want exclusive compliment when next they go out?

Hurry and get this now as Limited slots are available.

You see that Exclusive compliment, that's my emotion here

Which lady doesn't like Compliment?

I do o

Now you are beginning to understand you don't have to be a good Writer before you sell to emotions. Just know Reasons why they want what you are selling and always play around it anytime you display them

- **Freedom from fear and pain:** People buy out of the fear of the unknown or FOMO (Fear of Missing Out).

As a Graphics designer for example, Let them know *their webinars or seminars may not pull in people(FEAR) if their designs ain't top notch.

Fear will catch them and they pay for your service

I'm using examples to explain so you get the gist better and understand that Copywriting is easy, if you know these secrets

Let's use SPRAY as an example to sell to someone who needs freedom from pain and fear.

Now, Something about Fear is that you don't know if it will happen (Unknown) but you just choose to buy the product or service so you will not miss out.

Imagine your innocent baby crawling on the floor and decides to put a toy into his mouth not knowing that an evil bacteria lie in wait into he surface of the toy to infect the child (pain).

This spray kills 99.9% of germs in the home and it cost #1,000.

Boom! Sales is made!

Fear scares people, let them know your product or service can reduce or eliminate their problems.

Any MC here, let them know, without a good MC their wedding will be boring

Any photographer here?

Let them know without a good photographer, Their event will not speak well

Touch their emotion with words.

PS: Before selling your product on this basis, make sure it's a solution to the problem.

Many of you have ebooks to see but don't know how

Here is another reason you can engage

- **Self improvement:**

If you sell ebooks, please always tell them why self improvement is very essential and that who is not growing is dying.

Weave your sales copy around this reason.

Finally,

Dear Friend,

Know the reasons why people need your products or services or that of the client you are writing for and then write on the reasons strategically so it touches the emotions of your readers thereby making them buy from you.

Copywriters are people who sell STRATEGICALLY. No big deal, they just know these few Secrets.

Let's move to

Magical Words used by Copywriters

There are some words needed for a great copy. These words make people take action fast.

Let's look at 4 of these words.

1. FREE: This word is powerful, trust me.

Using the word FREE while writing your copy also helps.

2. SECRETS: I want to tell you a SECRET..... Didn't I get your attention just now?

That's how it works, Nobody hates to hear a secret because we all wants to know.

Example: in this class, I will show you a secret.

People will come because they want to know.

So, when you a writing your copy, also include this magical word.

When I mean COPY, I mean the written words you are using to Sell
Before we continue with the magical words, Lemme quickly say this

There are differences between Content writers and Copywriters.

You can be good with creating content on Facebook or other platforms, but it doesn't mean you are a Copywriter.

3. YOU: Dear Copywriter, If this word is not in your copy eh, I don't know why you are selling to.

Let them know it's all about them and not the seller.

This word alone can touch ones emotion

4. NOW: This word can make people act fast.

Example: Order now, call us now.

Don't give your readers room for procrastination

DO's of a Copywriter

Want to be a good Copywriter? Do the following

If you are writing a Copy for a Client or Promoting your business, also for the following

- You must always focus MORE on the BENEFITS of your product than it FEATURES

B > F

You know why?

Features is What it is

Benefits is WIIFM (What's In It for Me)

People don't buy products, they Buy Solutions(Benefits)

Features will say: This bag is made of Leather

Benefits will say : This bag reduces the stress of you Carrying the few things you wish to carry in you hand while going out with hubby

Please note: Don't leave out the F (Features) but let your main focus be the B(Benefits)

Quick question: What are the Benefits of what you are selling or the services you're offering.

Go ahead and answer that in one minute

If you ain't in that category (like no PRODUCT or Service yet,

Don't worry, is you I like pass in this class because I can relate

- You must Always Focus MORE on the Customer than yourself.

Get this part..... It's not about you 'the seller', it's about us the 'buyer'.

Not everyone I, I, I

We just want to know that you the Copywriter care about us and not just the money.

Formulars of Copywriting that can generate massive sales

When it comes to writing a copy, You don't have to be a Writer First,

There are several Formulars but all still describes one thing

We have the **AIDA formular**

- Attention has to do with the **HEADING** of your copy. It must be catchy, if you want people to ready the body or Content of your copy. If 100% come across your copy, if your heading is not catchy enough. Forgot. Only about 30% will continue reading.
- Interest: The first sentence after your heading must interest your readers
- Desire: Make them crave for more of the content. Let them feel the vibes the copy carries
- Action: Don't leave them like that, tell them to click now

Those short copies I have been using as examples follows this formular.

A long copy can also follow this AIDA formular

Never You forget this Formular

Truth be told I have used it in generating leads.

See another formular that has made me better,

Heading

S- Hook

Problem

The offer

The Benefits

Social proof

Scarcity

Guarantee

CTA(Call to Action

I will use my Long copy to explain this Formular .

As a copywriter, know that there are short and Long Copies

Below is my Long Copy:

Who Else Wants to Consistently Earn Automatically Even While Asleep?

After I won a Content Battle in the College of Copywriting On Facebook few weeks ago, I woke up one morning to receive alert from a client who saw my story on the Copywriting Group and asked me to write a Copy for her eBook.

I received another one From a friend days after because I wrote a Copy for him also. He loved it so much that he couldn't resist sending in something.

These are just side Benefits of a Copywriter. Don't envy one, be one.

Well, I studied Integrated Science Education in the University of Benin, Graduated last year December.

You should know why I haven't gone for NYSC (Covid-19).

....but, why should I even depend on Government Allowee that can sustain me for the month

January this year, I knew there has to be a changed in my life and I re-discovered this Skill called Copywriting which I discovered last year May but abandoned because of ignorance and school work.

Since January till Now, I have not only become Valuable but I write for Persons and it Converts, which gives me money in turn you know

Should I bow down and say "Copywriting, thank you! I should

Some of you know how to write very well or have sweet mouth that sells like crazy, (Permit me to call you Passive Copywriters).

Sometimes you help your advertise on their status and pull crowd because of your words.

You can be doing this but if you don't know deeper secrets on how you can monetize this, you will have this gold in your hand and suffer.

We have Formulas to Writing a great Copy.

I released my e-flier for this training 2days ago and we have 657 persons in class currently.

Learn how to sell...

I used a formula.

So, in this 3days exclusive Advanced Copywriting Class, YOU will learn the same systems and formulas that I used in attracting customers, clients and becoming valuable everytime.

Bonuses

You will get 25 Copywriting ebooks worth ₦10,000

You will learn How to offer Copywriting skills on Freelancing sites like Fiverr

You will get TOP Copywriting Videos that Changed my Copywriting Life

You will gain 14days Access to my DM to review your Copies before sending it out

You will get My Free Samples that did massive sales

You will get FREE Copywriting Templates to Model after worth ₦15,000

You will get the exact same format I used in generating traffic

There will be a practical Copywriting challenge where the Winners go back home with their Commitment fee

I want to give you a GREAT OFFER so I'm definitely NOT going to charge you anywhere near ~~~₦10,000~~~ not even half the price: ~~~₦5,000~~~

.

Take action today and you'll gain instant-access to all those Bonuses and DM and start to Earn and even far better than me for a low 1 time fee.

Actually, compared with what you will get, it's a lot less than you'd expect.

Listen, I recently invested X5 of this same amount for a training. And some of the other trainings I will attend will cost X10 of this amount. But you don't have to pay that much right now.

You don't even have to pay ~~~₦4,000~~~ , ~~~₦3,000~~~ , ~~~₦2,000~~~ or even ~~~₦1,500~~~ .

The *Commitment fee* for this *"3days Exclusive Copywriting Class" is just...~~₦1,000~~* which is less than your 3days Subscription.

Any Guarantee?

If you feel you wasted your time after following the step by step teaching, I will return your commitment fee and add an additional airTIME for your TIME

PS: Only those that make their Commitment Fee of ₦1,000 between NOW and on Friday will get access to those Bonuses plus Copywriting challenge ticket will be given to the first 10persons where they will get to make their Commitment fee back.

Yes! All for ₦1,000

Why is the Price so low?

=====

Simple. I don't want price to be an issue to why you shouldn't learn Copywriting in depth.

As a Smilepreneur, I truly believe sharing knowledge with you is one of the ways to make you happy...

PS : Put don't put off this offer, every minute that passes drastically increases the chance of your slot (FIRST 30 PERSONS to participate in the Copywriting challenge) being taken by another individual.

Here is the link: bit.ly/MyCommitmentFee

Or Pay the sum of ₦1,000 to:

Esther Odemwingie.....3099628476.....First Bank

Send proof of payment to

08158379998

Check the HEADING

My hook is my true story

The problem (Covid)

The offer is the ~~N~~1,000 Commitment Fee

The benefits are the Bonuses

As you can see my Guarantee over there

Scarcity: Who pays between now and Friday

CTA

Call to Action

The link over there

I Used my offer which will take place from Wednesday to explain the Formular used in writing a sales copy.