

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 5 Worksheet
Copywriting

Copywriting

Hey everyone and welcome.

In this video you are going to learn some best practices for copywriting.

You'll also bring together your:

- Customer theory
- Visitor vocab list
- Customer journey
- Sales framework

together to create the final copy for your new website changes. The new copy and design you will be testing against your current website to validate your customer theory and hopefully increase your conversion rate and profits.

Copywriting 101

Copywriting in sales and marketing is goal focussed. You are trying to get someone to convert, sign up, subscribe or buy.

Just because you are fluent in a language does not make you a good copywriter.

Therefore copywriting is just like all the other stages in conversions. You need to learn a methodology and process to be good at it and create successful copy.

Copywriting follows a broad simple process:

- Research
- Outline
- Draft
- Iterate

Let's look at each stage in more detail

Copywriting

Research

This has been the focus of much of your whole conversion process, you have collected a lot of customer focussed conversion data.

You've learned about your customers desires, fears, pain points, motivations and reservations.

You'll apply this learning into writing customer focused copy that speaks to the users needs in their words and using their vocabulary.

Outline

When creating the copy for each page of your website it is important to create an outline.

The outline acts as a structure and helps you to organise the pages information in a logical format.

In the last modules we have been creating structure for your web pages based on your customer journey and your typical customers buying process.

This should be echoed in your web page outline.

Your outline should cover the value proposition for your page, all the H2 or second header sections and a list of around three bullet points to be covered within each H2 section.

Copywriting

Draft

The world's best copywriter does not sit down with their outline and write a perfect page of copy.

All great writers draft and re draft, polish and rework pages and copy until they get it as close to finished as possible.

With this in mind do not beat yourself up on the first draft.

Simply go through each H2 and bullet point list and expand it according to your research.

It is not important at this stage to create any great work of art.

The faster you create the first version of your copy the longer you can spend proof reading it and improving it.

Here are some tips to keep in mind when creating your website copy:

- Write simply and without technical jargon
- Don't use abstract phrases to describe your company, products or features
- Avoid superlative hype such as 'The best coffee in New York' or phrases that will make your visitors question the credibility of your company.
- Use simple words in short sentences, in short paragraphs which are well structured with descriptive headers and breaks.
- Write just one idea per sentence. not TWO or THREE, ONE!
- Use bucket brigades to keep people on your page, bucket brigades look like this:
 - They are an old school technique that keep people reading down your page and stop them from getting bored by enticing them to continue reading.
 - Focus the copy on the user, not 'We do X' but 'You get' - benefit focused, benefit driven copy
- Make your copy complete - Never worry about the length of your pages, the 15% of people who actually read more than the headlines on your website want as much information as possible.

Copywriting

- Always communicate value before price, otherwise the price is taken out of context of the offer.
- Remember to focus your writing on your customer personas. Don't write and market for everyone or you market to no one. Be specific and be relevant.
- Make sure you focus on the value of your product or service in terms of the visitor, why will it benefit them?
- Make sure you address even the microcopy in your pages with intent and precision, form copywriting is a skill all in and of itself.

Iterate

Once you have a complete version of your page copy, and I mean complete. Then you can begin to review it and refine it.

Make sure to keep in minds all the top tips above when proofreading your content.

At this stage it is essential other people read the copy and review it also.

Get at least three of your colleagues to comment on your copy and give feedback on the essentials parts of the page.

- Value proposition
- Product features as benefits
- Credibility
- Social Proof
- Guarantee