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# **Freewrite Your Funnel**

Day Two: Draft the Sales Page

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**Today's a big day!**

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# **How was your homework? (The Key Question)**

- What words do they use?
- Lightly edit your Key Question into a rough draft
- Lightly edit your Evolving Question into a rough draft

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# Here's what we'll do today

- Understand what sales pages do (and don't do)
- Construct a compelling headline
- Explore the Key Problem
- Build the case for your solution
- Communicate why you're the best choice
- Address the audience reasons for not buying
- Make it feel safe to take the next step

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# **Demystifying sales pages**

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**Your overall content does  
the work; the sales page  
gets the credit**

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**Persuasion  
copywriting is  
a sail**



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**"A gifted product is mightier  
than a gifted pen."**

Rosser Reeves



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**Today: the pretty  
good sales page**

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**Let's write it**

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**The Key Question: What problem is your person trying to solve? What do they want to have, or not to have?**

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# The draft headline

# Headline ideas

1. Get Rid of [Problem from Key Question] Once and For All
2. How to [do the thing they want] without [doing the thing they don't want]
3. Announcing: [News that's genuinely relevant to the Key
4. Question]The [number] Most Common Mistakes People Make When they [action relevant to Key Question]
5. Stop [doing this wrong thing]
6. [Number] Reasons you [do something you don't want to do]
7. Do You [have this problem]? It's Not Your Fault
8. How [your company or a client or customer] Did [impressive result] in [impressive timeline]
9. [Number] Mistakes that are [thing you don't want]

Or ... just state the benefit directly and forcefully

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# Headline ideas (5 minutes)

1. Get Rid of [Problem from Key Question] Once and For All
2. How to [do the thing they want] without [doing the thing they don't want]
3. Announcing: [News that's genuinely relevant to the Key
4. Question]The [number] Most Common Mistakes People Make When they [action relevant to Key Question]
5. Stop [doing this wrong thing]
6. [Number] Reasons you [do something you don't want to do]
7. Do You [have this problem]? It's Not Your Fault
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9. [Number] Mistakes that are [thing you don't want]

Or ... just state the benefit directly and forcefully

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# **The Key Problem in a nutshell**

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(3 minutes)

# **The Key Problem in a nutshell**



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**Where does it hurt?**

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(3 minutes)

# **What does it cost to not solve this problem?**

1. Financial
2. Health
3. Relationships
4. Career
5. Embarrassment

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**Where does it hurt *a lot*?**

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(2 minutes)

**What's the  
ultimate serious  
cost of not solving  
this problem?**



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**Come up for air!**

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**Break**

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**Welcome back!**

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# The "SGA"

(Smartest General Approach)



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(3 minutes)

**What's the smartest general  
approach to solving this  
problem?**

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# **What's different about how you do it?**

(your winning difference)

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# **What's different about how you do it?**

(3 minutes)

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**10 features, 10 benefits**

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**" ... so you can ... "**

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(5 minutes)

**10 features, 10 benefits**

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**You've done so much!**

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# Here's what we've done already

- The important frustration your buyer faces (the Key Question)
- How they should start to solve that problem (the Smartest General Approach)
- Why they should choose you to solve that problem for them (your Winning Difference)
- The specific elements that will help them get the problem solved (your Benefits and Features)



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# The final stretch

- Let them know what to do next (the Call to Action)
- Make them feel safe to move forward (Risk Reversal)
- Smoothing out the bumps (polishing your draft)

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**Break**

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**What do they do next?**

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(2 minutes)

**What (exactly and specifically) do you want them to do next?**

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# **What might keep them from moving forward?**

(Objections)

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(3 minutes)

**What might keep them  
from moving forward?**

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# Reversing their risk

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# Risk-reversing elements

- Money-back guarantee
- Case studies (this worked for Joe, who's just like you)
- Testimonial from customers
- Testimonial from customers
- Testimonials from experts in your topic
- Qualifying questions („If you can say yes to three out of five, this will help you”)
- Better Business Bureau and other third-party validation



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# **Safety as a copywriting principle**

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(3 minutes)

# Risk-reversing elements

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# Procrastination busting

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**Non-gross urgency**

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**Give them a good reason  
to move now.**

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**Their reason, your reason**

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**"To make it a little easier to move forward, I'm adding something special if you do this now."**

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# Scarcity



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**Business is a relationship**

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(3 minutes)

**Why should do they act  
today? Their reason,  
your reason**

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# **Last section!**

## **Going deeper on safety**

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(3 minutes)

**What makes my business  
worthy of trust?**

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**Woot woot!**