# Lukas Resheske – Understanding Market Awareness

**The Five Levels of Awareness**

Your prospects are grouped into five levels of awareness; from the most aware to the least aware.

***"People are separated by a cognitive barrier between the awareness levels"***

**1. YOU Aware:** The audience at this level already knows what you do and your business is all about. At this level, you don't need much selling instead use direct copy.

**2. Solution Aware:** The audience has a problem and knows the products to use. A typical example is the set of people looking for ketogenic products to lose weight. They know the product they want to solve their problems.

***"When writing sales copy, remember you have to enter the conversation going on in your customer's mind - Not control or create"***

**3. Problem Aware:** The prospects at this level are fully conscious they have problems. They probably have used many products but all to no avail. In here there are two sub-categories:

- Chronic Problem Aware: These people believe their problem has no solution.
- Acute Problem Aware: This audience just needs an instant solution.

***"There are more people in the 'Problem aware level than in the Solution aware level"***

**4. Desire Aware:** This audience understands they have a problem but it's not so painful or pressing. Hence, getting a solution is optional. There are more people in this level that the Problem aware level. At this level you have to begin using much more indirect copy.

***"For every person that cares about a particular problem, there are about ten people with the same problem who don't care about it all"***

**5. Completely Unaware:** This level of the audience doesn't know they have a problem at all. Oftentimes, someone else, doctors, etc. has to make them realize they have a problem.

You **must** understand the level of awareness your prospect belongs to before writing your sales copy, emails, or advertisements.

Do not use these levels of awareness as the structure of the sales letter. Instead, use them as the conversation starter, attention grabber. Use them to create intrigue.

Every single market that exists contains buyers/prospects at different levels of awareness, including copywriting clients.

# Doberman Dan – Attention Grabbing Headlines

***"It's all about grabbing attention, that's how the conversation gets started. If you don't do that, you've already lost right from the beginning"***

There is no real difference between print media and online. Both need to appeal to human beings and the medium shouldn't matter.

One way of getting good is by first writing copy for your own business and own offers.

Social media has made it even more difficult to keep attention (too many distractions).

Know your media and how targeted it is. Newspapers vs specialty magazines (mass market vs people interested in a specific topic or area). This will guide you in creating your headline and what elements to focus on.

The key is in product research. The best source is sitting and talking directly with your prospects but forums and social media are good sources as well. Ask about people's greatest fears and desires and write with genuine empathy.

***"The more familiar you are with your market, the more empathy you have for the market"***

Use those fears and desires mixed with curiosity in creating your headline.

Challenge yourself to write headlines that "don't make sense" and then turn them into headlines that do make sense.

Media changes (early PPC ads, Google Ad Words, Facebook advertising changes daily) but marketing does NOT. Grabbing attention and putting offers out there with a call to action.

To become one of the top copywriters you must move change your entire mindset towards how you approach copywriting.

Be creative. Don't restrict yourself to templates and formulas. Yes, they work but to become an A-list copywriter, you must find and connect things that have never been done before.

# John Forde – Great Leads

A lead is the headline complex, the text underneath the headline, introduction, and few lines or paragraphs. The lead ends when you know that the reader is hooked enough to want to know more.

Market awareness levels are like talking to people at a party. If you were talking to someone that you already knew and started asking them questions or talking to them like you didn't know them it would be weird. And likewise, talking to someone you have never met as if they were a very good friend of yours for a long time. The lead needs to match the awareness level of the reader.

***"While writing, the greatest mistake people make is not having a single and well-defined idea to write about"***

**Six Different Types of Leads**

1. An Offer/Invitation Lead: Writing to someone that's already aware of the products you're selling.

2. The Big Promise Lead: Making a bold, unique, and big promise about the products. Could be an offer or health benefits.

3. The Problem-Solution Lead: Instead of putting an offer at the top, you should first acknowledge their pain. Let them know you understand what they are going through.

***These are kind of like default leads that work not because of the relationship that you have with the customer, because it's not quite there yet, not quite established yet, but more because there are certain aspects of human behavior that you're trying to trigger as you***

4. The Secret Lead: Here, you're trying to trigger the human behavior responses to things. Hinting at a big discovery or something that generates curiosity in your reader.

5. The Prediction/Exclamation Lead: You need to say something bold to jar the reader's attention e.g. "Read this or die".

6. The Story Lead: People love and respond to stories always.

# Bob Bly – Hooking Your Reader

Different ways to find the hook to use in your copy:

1. Point of Differentiation. What makes your product better than other products.

2. Start with the pain point. Highlight the problems your products can solve. It could be symptomatic or asymptomatic.

***"Urgency is a powerful tool that must be part of your sales copy"***

3. Tell Fascinating and Compelling Stories.

4. Bash Your Competitors' Ingredients.

5. Start With Facts: Such as Molecular advantages, Bioavailability, and Delivery system of the supplements.

6. Include Compelling Offers. There are three types of offers; Good, Better, and the Best. Oftentimes, the Better offer converts the most.

***"The offer is a huge variable in selling dietary supplements in direct response to consumers"***

7. Social Proof. Such as the number of sales made in a specific number of years. Reviews from happy customers.

8. Duration of response. How soon will clients see results? Examples, seven days, three weeks, etc.

9. Ease of Delivery

10. Quality ingredients, quality control, quality inspection - Such as how the ingredients are grown, extracted, and presented, and much more.

**Key Takeaways**

- A hook should be strong enough to function as the headline of the sales letter, email marketing, and other forms of sales writing.
- Do not restrict yourself to a particular niche. Learn from other niches too. Get headlines from different industries, keep them in your swipe files, and change them to fit in your niche.

# Brian Kurtz – Direct Response Fundamentals

***"Every direct response campaign depends on 40% list, 40% offer, and 20% creative"***

RFM is not expressly a rule of thumb rather, it's a behavior rule of thumb of how humans behave in the marketplace.

Recency: Someone who has responded more recently is worth more than someone who responed less recently.

Frequency: Someone who responds more frequently is worth more than someone who responds less frequently.

Monetary Value: Someone who spends more money is worth more than someone who spends less money.

Remember, your best customers are your ex-buyers. Create a relationship with your customers.

**Seven traits of great copywriters**

1. Hunger. It takes a lot of hard work to be a great copywriter.

***"It's not a commodity to be a good copywriter"***

2. Curiosity: Your desire to know more, to learn more, and become the best.

3. Feedback Loops: Who are copywriters hanging out with? What do they do? What books do they read?

4. Passion: That's what drives your hard work and ultimately, leads to success.

5. Direct Marketing Knowledge: At minimal know some basics such as Lifetime values, direct marketing rules, and RFM - recency, frequency, and monetary values.

6. Humility.

7. How You Show Your Success.

**Tips for new copywriters**

- Attend Coaching, conferences, and workshops.
- Look for the best in your niche and model after the person.
- Read books and get a mentor.
- Get educated slowly and get rich slowly.

# Bond Halbert – Stories That Sell

***"Great stories are not made up, they are discovered"***

**Types of stories**

- Transformation Art
- Hero's Journey
- Rags to Riches

**Models To Use For Writing Great Stories**

1. Average Customer's Experience: Go on Facebook, stores, and ask questions about what your products do. Get to know their experiences with related products.

2. The Company's History: Everybody wants to know how the company started. Tell stories about your early life, and much more. The more you tell your prospects about your company, the more they want to buy.

3. Start With The Most Exciting Part of The Story: That's how to grab your prospect's attention.

4. Become the hero the fights the system causing the problems. Make sure your product provides a lasting solution to the problem.

5. Know more about the history of the industry you're specialized in. Ask questions about the early ways of solving problems your product is formulated to do.

Ask yourself: What makes your solution different from the previous ones? What are the added benefits your products offer?

***"Great stories take people from a place that is worse than they are to a place that is better than they dream about"***

**Finding stories**

Research related stories.

Visit sites like reddit.com and Humans of New York to read up stories of people. More so, you can ask people that have had similar problems around you and request to use their stories.

# Roy Furr – Writing Bullets Your Readers Can't Resist

***"The most valuable copywriting skill is bullet writing"***

There are 4 'C's behind a good bullet:

- Clear
- Concise
- Compelling
- Curiosity-Provoking

Good bullet writing is good headline writing – your best bullets can become your headline e.g. Mel Martin's "What Never To Eat On An Airplane".

**Different types of bullets**

- One Shot
- 1-2 Punch
- Jab-jab Hook: Three pieces of information. The first two chunks are small and the last one must be very compelling. E.g. food for weight loss, food for fitness, and food you should never eat unless you want to end up in the hospital.
- Mini-list
- The Parenthetical comment
- Bullet plus

**Approaches to writing bullets**

- Reveal Problem, Hide Solution
- Make Uninteresting Info Interesting
- Make Impersonal Info Personal
- Tease Story
- Tease Secret
- Reveal Mechanism of Problem
- Reveal Mechanism of Solution
- Share Proof
- Propose a Test
- Increase Results
- Decrease Effort
- Faster, Easier, Cheaper
- Give Something a Name
- Include a Number
- Mythbusting

# David Deustch – Leveling Up Your Copy

***"I think the best writers just get in touch with what do I say to someone to get them to buy this product. What story do I tell? What's the first thing that I would say to someone to get them interested in this? And that's where the best writers write from."***

Make your writing closer to what you will say to someone in person. Sound like a real human being who cares about the prospect and isn't just trying to sell me something.

Read your copy out loud. Realize where the flow is disrupted, where it sounds exaggerating, boring, and work on it.

To make your copy more interesting think about things like using humor, use interesting juxtapositions or questions e.g. why French women don't get fat, using paradoxical questions, use analogies e.g. arthritis pill that's like oil for your car that lubricates your joints.

Try to create pictures in people's minds.

Write stories with drama, deadlines and things at stake. Avoid passive tense. Use active tense e.g. don't say the man was bitten by the dog instead say the dog bit the man.

Analyze copy forensically – your own copy and great writers. Take note of the choice of words, hooks, the stories they use etc. and incorporate it into your copies.

***"When you look at copy you can see how great copywriters did it, you can see the exact words they used, letter for letter, you can count how many words in a sentence, you can count how long their paragraphs are, you can see how many adjectives they used, you can see what kind of adjectives they used, you can see what kind of analogies they used, you can see how everything is constructed. So, study that!"***

Use short, punchy simple sentences and not complex ones.

Use Hemingway app to grade your copy. Make sure you write to 5th or 6th grade.

***"People believe things that are simple more than things that are complex"***

Inject emotion into your copy by using words that invoke specific emotions e.g. there are many types of happy but what specific type of happy do you want to invoke.

Think about the emotional journey you want to take your reader on and less about the intellectual journey.

***"The best writers write from a place of feeling and not from a place of thinking"***

Make your copy not flat by adding dimensions to it e.g. numbers instead of simply saying 50% discount, you can say half off which adds another dimension. Or for a study where 89% of the people got better, you can say 9 out of 10 people.

Use comparisons to put things into perspective e.g. X dollars which is more than the gross national product of some countries.

Include consequences of not taking actions e.g. instead of simply saying you should lose weight because it's good for your health, you can say "imagine not being around for your kids as long as you could".

Make things bigger, more emotional and add more depth to it.

Ask questions about your copy: could this be said in a different way, or arranged differently etc.

## Kim Krause Schwalm – Control Winning Secrets

Review the old control – look for weakness you can exploit. Does the flow of the piece make sense or could be done better? Is there enough proof to back up and flesh out all the benefits?

The goal is to beat the old promo.

**Tips for coming up with a fresh and compelling promo:**

- Hit the pain point in the headline.
- Introduce the unique mechanisms and speed of action of the products in the sub-headline.
- Use empathy in your introduction. Flesh it out with rays of hope
- Make the unfamiliar familiar with simple terms. The technical or medical terms should be written in simple words.
- Educate them on the functions of the products properly.
- Dwell more on the uniqueness and naturalness of the ingredients.
- Talk about different related problems and how the ingredients of the products can affect them.
- Include different relevant testimonials.

***"You have to convince them that it's even worth paying attention to your message, let alone convincing them to actually buy the product. So, you got a lot of hurdles to jump over, and you can't just sound like everything else that's out there"***

The supplement market is extremely crowded and your prospect has heard a lot of the same promises before so you need something truly new and unique to set yourself apart.

**How to write a long-lasting promo in five days**

1. Be focused when doing your research.

Communicate and interact with people with problems related to the products you're writing promo for.

Go online and search for forums on the subject matter. For example, if you're writing a promo on products for sinus problems, search for 'Sinus forum' on Google.

Focus on the best studies and not on all studies you have at your disposal. Pick the best one and work on it.

Borrow credibility from esteemed publications and institutions.

2. Start immediately after your research

3. Don't forget to include empathy and hope.

4. Include relevant testimonials.

5. Close the door to other alternatives to the product you're writing on.

6. Give them enough proof your products will work for them better than other products.

# Curtis Walcker – Compliant Copywriting

**Different Types of Claims**

Structure-Function Claims: They describe the role of nutrients, dietary ingredients intended to affect the structure function in humans. These are allowed by the FDA. Cannot involve the diagnosis, curing, mitigation, treatment or prevention of any disease.

Disease Claims: They describe damage to an organ part, structure, or system of the body such that it does not function properly or state of health leading to such dysfunction. A statement is a disease claim when it claims explicitly or implicitly that a product and/or its ingredients diagnose, mitigate, treat, cure or prevent disease.

**Ten Criteria For Recognizing Disease Claims**

1. Has an effect on a specific disease or class of diseases (even implied).

2. Has an effect on the characteristic signs or symptoms of a specific disease e.g. frequent and urgent need to urinate being associated with enlarged prostate.

3. Has effects on abnormal conditions associated with natural state or process e.g. aging or menopause

4. Has effects on disease and diseases through one of the following factors:

- Name of the products e.g. COVID Pack, Joint Repair
- A statement about the formulation of the product e.g. White Willow Bark also called “nature’s aspirin” – implies the ingredient is a drug
- Citation of a publication or reference if the citation refers to a disease use e.g. citing a study for an ingredient where the study refers to treating a disease like cancer
- Use of the term disease or diseased in relation specifically to your product or to a specific disease e.g. Product X promotes good health and prevents the onset of disease
- Use of pictures or symbols that imply diseases e.g. pictures showing blood glucose testing or joint paint/arthritis.

5. Belongs to a class of products that is intended to diagnose, mitigate, treat, cure or prevent a disease e.g. saying your product is a natural antibiotic or natural antidepressant.

6. Is a substitute for a product that is a therapy for disease e.g. Product X can replace or reduce the amount of medication you need.

7. Augments a particular therapy or drug action e.g. product X enhances the effects of your anti-cancer drugs.

8. Has a role in the body’s response to a disease or to a vector of disease e.g. you can’t say supports the body’s ability to resist infection but something like supports the immune system is allowed.

9. Treats, prevents or mitigates adverse events associated with a therapy for a disease e.g. product X helps maintain the intestinal flora in people on antibiotics.

10. Otherwise suggests an effect on a disease or diseases (broad criteria that gives the FDA flexibility if something was not covered in the previous 9 criteria).

**Staying compliant with FTC**

Make sure copy is truthful, not misleading and adequately substantiated including VSLs, website, testimonials, reviews and social media posts

**Risk Scale**

It's a scale of 1-10 that is used to evaluate and strategize claims. 1 is low risk with 10 being high risk.

1. Compliant product claims e.g. Ginkgo Biloba product name

5. Structure-function, supported, limited claims e.g. supports brain health

6. Structure-function, supported claims

7. Structure function, moderately implied disease, supported claims e.g. reduces mild memory loss associated with aging

8. Moderately implied diseases, supported claims e.g. slows the progression of major memory loss in older adults

9. Strongly implied disease, deceptive, unsupported claims e.g. reverses memory loss in older adults

10. Explicit disease, deceptive, targeting vulnerable population, unsupported claims e.g. reverses Alzheimer's disease

Work with your client to find out what risk level they are comfortable with for the copy. 7 is generally the highest level you want your copy to be at.

**Wordsmithing**

Check the Compliant Copywriting Cheatsheet (available for download under Curtis Walcker's session) for detailed say this not that guidelines.

**Tips For Copywriters**

Familiarize yourself with recognizing disease claims

Take angles that are truthful and not misleading

Make sure claims are substantiated

Establish the risk tolerance for a piece and try to write within it

Lead, don't follow – be creative, don't look at other brands and use the same angle they are using

**Tips For Brands**

Establish risk tolerances and hire writers that can write within them

Don't pay for recycled copy

Make sure claims are substantiated

View regulatory compliance as a unique advantage

You are ultimately responsible for your advertising – not your copywriters

# Ben Settle - Clientless Copywriting

***"In fact, a lot of copywriters, they know how to write copy, but they don't really know how to sell. So getting clients is kind of hard for them in a lot of cases because they think they can just go pitch the benefits of copywriting and that's just not how it works."***

**3 Step System to Clientless Copywriting**

1. Build an email list
2. Mail them daily with an offer
3. When they buy, sell them another offer

**What to sell**

***"Find a wrong that you want to right. Something that really, this really bothers you, but that there's also a market for."***

Find a market that drives you. Where you want to genuinely make a change but it also needs to be a market that's full of people with money.

Find or create a product about that that. It can be audio, videos, ebooks, supplements etc.

You can find good markets to get into by watching what ads are being sold on TV, especially the ads that have been around for a while.

**Emailing your list**

***There's this really old sales adage, which was 'don't tell me about your weed killer, tell me about my crab grass'***

Talk about things that your list finds interesting.

Have a daily dialog with your list.

Focus on the problems they are facing without giving away the solution for free.

**Building Your List**

The most effective way to build an email list is through the Podcast interview.

Yes, it's a lot more stressful and demanding but it will make you better at interviews, better at explaining things, and you tend to meet more clients.

## Darren Hanser - Breaking Into The Health Niche

Be Honest With Yourself: Sit down and strikeout what you can and can't do. Focus on where you are and where you're going. You may not be able to see all the steps on how to get you where you want to go but that's what mentors and coaches can provide.

Client Management: You have to be honest with your clients. Tell them what you can do, what you have learned, and let them know what you can't do. Don't joke with your reputation and integrity.

Keep Learning: Read sales copies, books, get under renowned copywriters email list, see what's working for them. Access why it's working and integrate it into your copy skills.

Find something natural to you that makes you memorable and makes you connect easily with people you want to work with.

***"When you're thinking about your marketing, you want to do it in such a way that it does not look like marketing but entertainment"***

Don't pitch irrelevant ideas to business owners. Go through this website, business page, and see what's not working that you can help with, then come up with relevant ideas and pitch it to them.

Have a good relationship with your clients. Tell them about your latest certification and acquired skill, and how it can help them in their marketing strategy or advertisements.

Touchstone results – key moments or results that you have had that you can lean on e.g. Darren's copy helped his clients earn $98K in one weekend. It doesn't need to be a huge number but just a moment that helps you get through the tough times.

Network with copywriters in your niche or the clients you want to work with. Find masterminds, summits, live events where these people hang out. Find where people are already having relevant conversations. Be present and provide value.

Your marketing needs to look like entertainment because that's what you're competing against essentially. People would rather look at Netflix than read your sales letter or watch your VSL.

# Lisa Cumes - How To Get Amazing Clients

To narrow down on a niche you should ask yourself the following questions:

Who is my ideal client or what do I like writing about the most?

How do I offer something very specific on the front hand and open up my services on the backend?

**Importance of narrowing down on a niche**

***"The biggest reason people don't narrow down on a particular niche is because of the sense of fear and scarcity"***

1. The sales process will go much faster
2. You will build a deep portfolio
3. It saves you a lot of time
4. You become an authority in the niche
5. Interestingly, people will trust you with other jobs

***"If you can show expertise in an area, you will be trusted as an authority in other areas"***

**Different Types Of Clients**

- The Short-term clients – already have an existing process and just need you to jump into it and get going immediately
- The Long-term clients – be available for them on call when needed
- The Project-based clients – for a specific project and then move on to another job once the project is over
- The Urgency clients – needs something done ASAP
- The Clueless clients – very vague description or requirements, don't know what exactly they need

Of all these five types, the best clients are the clueless ones. They trust you with the process, let you lead through, and don't undercharge you.

The clients you should avoid are the Urgency clients. They have a long list of deliverables and not ready to pay well.

**Tips for getting amazing clients**

Personalize your proposals and if possible, attach a short clip of yourself briefly talking about your services.

Do not overwhelm them with what you can do. Be specific about what you have to offer.

Pitch yourself as a clarity coach.

Maintain the power position.

Do not undersell yourself.

Don't charge per hour. They are not paying for your time, but your insights, thoughts, and creativity.

**Tips for increasing your rate**

On a new platform, charge a little lesser than your normal rates. This is because you're new on the platform.

Have a deep portfolio and increase your rate always. Not yearly.

***"If people are saying yes to you pretty easily, you're not priced correctly"***

Raise your belief level. You need to be confident in your skills to demand higher fee.

# Michel Fortin - Lessons From 30 Years In Direct Response

**Getting started**

If you're a new copywriter, you need to do a lot of free stuff to get noticed. Do free critics of websites, sales copy, etc.

Create a portfolio of actual critics you have done. Ask owners of the websites if you can use their sites as references, in your proposals and more.

Make sure you get them to write a nice testimonial for you.

**OATH formula**

How prepared are your prospects to take an oath?

O – Oblivious – not even aware of the problem.

A – Apathetic – aware of the problem but don't care or don't want to solve it

T – Thinking – thinking about how to solve the problem

H – Hurting – desperate to solve the problem

The best market to be writing to is a hurting market. But if they are not, you need to know what level of awareness they are at so you can tailor the copy to take them from one stage to the next.

**Sales Letter Structure**

The mnemonic for the steps is QUEST.

Q - Qualify your reader so they know the moment they hit your website/see your copy if it's for them. It should also disqualify someone who it isn't a good fit for.

U - Understand the reader. Show them that you understand their situation and their pain. Empathize with them.

E – Educate them on the problem AND the solution.

S – Stimulate them by explaining the benefits of your product, building the value of your offer

T – Transition them to becoming a customer. More than just closing the sale but the start of a relationship with them.

There are endless opportunities for copywriters not just writing sales letters to bring in new business e.g. retention copywriters, headline only copywriters, bullet copywriters.

**Specialization**

***Specialization is truly the number one greatest tool that we have at our disposal to create an incredible career for our ourselves.***

**Types of Specialization**

Vertical Specialization: It involves niche-specific marketing such as women's wear, golf, weight loss, etc.

Horizontal Specialization: Involves what you do specifically. Could be sales letter copywriting, email copywriting, headlines, etc.

You can as well combine both, such as niching down on email copywriting for weight loss, etc.

When you specialize you automatically become an expert. You become an authority.

## Kevin Rogers - Handling Clients

***I would challenge every freelancer to really think about their business as a business and not a side hustle***

Make your copy more intimate and feel less formal by making sure the rhythm of your writing mimics your vocal rhythms as if they were hearing you talk.

Take control of the sales conversation and set expectations for your clients. For many clients they don't know what to expect when working with a copywriter or what to pay etc. Give timelines and specific dates for deadlines (for both parties i.e. if the client needs to provide you with information or a briefing).

Determine what your effective hourly rate is. Total earnings minus your expenses (software that you used etc.) divided by the total number of hours you put into the project (you would need to track your time accurately for this). Use this a guide for quoting on different projects based on how long you think it would take you to complete the project or what effective hourly rate you'd like to be at.

Network with other working copywriters. Show your skills so if they see any opportunities that fit your skills they can refer you.

When you're on the phone with your clients or prospects control the conversation by asking questions. It creates authority for yourself, and makes the client confident of your skills. You can improve these phone calls with fellow copywriters to practice and get better at handling questions and directing the conversation.

***"Because I can't tell you how many times I said a number, because it sounded in my mind like the number they probably wanted to hear rather than the number I actually wanted to get, it cost myself thousands of dollars over the years"***

Produce authority content so even before getting on a call with a prospect they know you're an expert. Write about copywriting, do critiques of ads from companies that hire copywriters.

The 2 in 1 technique – analyze a piece of copy and give 2 things that you think are done well and 1 thing that you are thinking could have been done better or differently.