

How to Sell Anything

(Even If Nobody Has Heard of You,
Your Company, and Your Product)

Over the last 100 years, direct marketing copywriters honed their ability to **convert cold prospects to paying customers.**

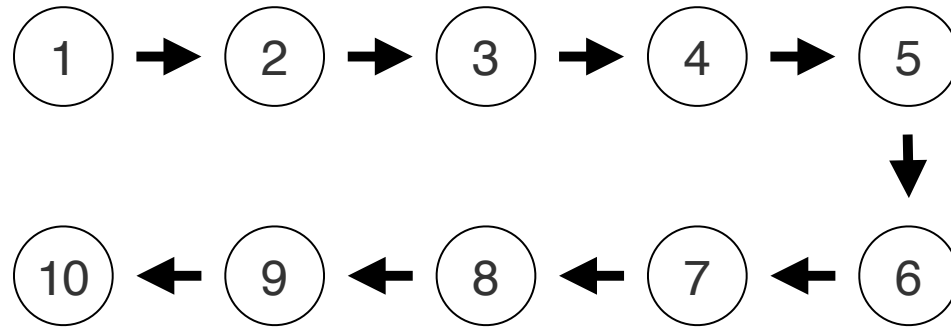
You can always improve your
copywriting skills (ability to sell
with words) because
it applies everywhere in life.

It takes a **tremendous amount of time and practice** to improve your copywriting skills.

Time you don't have.

Non-Copywriters Copywriting Sales Framework

A simple framework for selling
that anyone can use when
preparing a sales pitch.



1 Get Attention

How to Get Attention

1. Headline promises a specific benefit.
2. Headline creates an information gap.

Examples:

How to Increase Sales by 600%

How to Make \$2271 in 7 Days

How to Land Major Media (with No Connections)

Why Bloggers Fail

The #1 Conversion Killer in Your Web Design
(Are You Making It?)

- 2 What Is
- 3 What Could Be
- 4 How To Get There

② What Is

Describe the world your customers live in -- it's filled with problems that your products or services solve.

Examples:

You know you're a great photographer. Your work speaks for itself. Your clients are satisfied. The problem is you have to fight tooth and nail for each and every client while one of your competitors --- who you feel you're better than --- has more business and customers.

3 What Could Be

Describe the world as it could be for your customers -- an ideal world without problems.

Examples:

Even though you're frustrated by that other photographer --- the one you know you're better than, imagine what his life might be like...

He doesn't have to discount his services just to make ends meet. Customers come to him day in and day out. He gets to **TURN PEOPLE AWAY**.

How great would it feel to be in HIS position?

Nail home the contrast between these two worlds -- **one with and one without problems.**

④ How to Get There

Make it clear that your product or service will get your customers from the world with to the world without problems.

Examples:

You no longer need to be frustrated. The photographer, the one you know you're better than, is taking advantage of a simple referral marketing tactic that almost anyone can implement.

It's not clear to the naked eye, but he's using a piece of software I developed to engineer referrals.

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion. They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

5 Build Trust & Likeability
Establish Expertise

Why should your ideal customers trust you? How can you build trust, likeability, and credentials?

How To Build Trust & Likeability

1. State the big problem you had
2. Share your big frustration with solving this problem
3. Describe how you discovered the solution

Or you could simply use the KLT sales hook Kevin Rogers shared yesterday on Day 1.

Examples:

How I Discovered Promotion
Was More Important Than
Creation

⑥ Provide Testimonials

Proof from 3rd parties that your product or service solved their problem.

Examples:

Bad: Your product is so amazing. Everyone should buy it.

Good: Even though I run an ecommerce business, I was able to adapt your software to help me close 20% more sales.

When you're posting testimonials,
ensure they **address specific
concerns of your ideal customer.**

7 State Benefits

A feature is an
aspect of your product

A benefit is how that aspect
affects your customer's life

This training has 12 videos, 5 ebooks, and 5 audio files.

This training has 12 videos -- each of which walk you through how to set up a blog that converts.

The “So That” Technique

(I’m not sure who named it this, but it’s amazing for stating benefits)

8 Make Irresistible Offer

What goes into an irresistible offer?

1. Exactly what you're selling
2. The "extras" you provide with purchase
3. The reason why there's no risk for purchasing
4. A strong call to action

Examples:

Invest in my training, and you'll learn how to attract your first 10,000 subscribers in 6 months. Plus you'll also gain access to my bonuses. And all the risk is on me as I have a 30 day no questions asked refund policy.

9 Allay Objections

What are common objections?

1. What you're talking about works for you and, but there's no way it works for me.
2. Is what you're selling truly worth the money?
3. This sounds great. I'll make sure to pick it up in a couple of days.

The Three Objection Killers

1. The “Therapeutic Metaphor”
2. The price comparison (and breakdown)
3. The scarce offer (either by quantity or by time limit)

10 **Rehash Benefits &
Give More Proof**

1 Get attention

2 What is

3 What could be

4 How to get there

5 Build trust, likeability,
and credibility

6 Provide testimonials

7 State benefits

8 Make Irresistible Offer

9 Allay objections

10 Rehash Benefits &
Give More Proof