

IDENTIFY CORE EMOTIONS

Use these 37 Powerful Emotions to consider the CORE EMOTION of your prospect, related to your product or service.

Remember, your prospect likely has a number of emotions, and often in a mix that you can address. But if you can focus on ONE CORE EMOTION for your headline and overall concept, you'll have a better chance of getting your prospect's attention.

37 COPYWRITING EMOTIONS

- Curiosity
- Optimism
- Laziness
- Anger
- Patriotism
- Annoyance
- Disgust
- Guilt
- Confusion
- Altruism
- Benevolence
- Boredom
- Sadness
- Pride
- Whimsy
- Surprise
- Shyness
- Indifference
- Wit
- Exhaustion
- Happiness
- Pessimism
- Desperation
- Love
- Envy
- Lust
- Fear
- Stupidity
- Insecurity
- Complacency
- Revenge
- Passion
- Loneliness
- Sympathy
- Embarrassment
- Vanity
- Confidence

Possible emotions my prospect has about my product/service and what problem it solves:

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The #1 Core Emotion: _____

CREATE YOUR PROSPECT PROFILE/PERSONA

Fill in the template below to create your prospect profile:

Prospect Name: _____ Age: _____

Occupation: _____ Marital/Family Status: _____

Household Income: _____ Net Worth: _____

Location: _____ Politically: _____

Hobbies and Interests:

Personality Traits:

Buying Habits (related to your category):

Subscriptions:



Websites:

What is His/Her Unspoken Question?

What is the Need/Problem/Opportunity?

How is the Need/Problem/Opportunity Defined by the Prospect?

BEFORE & AFTER GRID

<p>BEFORE</p>  <p>HAVE:</p> <p>FEEL:</p> <p>AVERAGE DAY:</p> <p>STATUS:</p> <p>GOOD VS. EVIL:</p>	<p>CUSTOMER SEGMENTS</p> <hr/> <p>PRODUCTS/SERVICES</p>	<p>AFTER</p>  <p>HAVE:</p> <p>FEEL:</p> <p>AVERAGE DAY:</p> <p>STATUS:</p> <p>GOOD VS. EVIL:</p>
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YOUR USP STATEMENT

Try this formula to develop your company's – or product's – USP (Unique Selling Proposition) statement.

This statement is used to drive copy messages that explain how your product/services uniquely solves your prospect's needs or wishes.

Our [company/product] is the only one that helps [prospects] solve [specific problem] by [main unique promise or benefit].

Examples:

1. The Southwest Airlines USP might be:

Our airline is the only one that helps travelers avoid expensive, hidden, airfare fees by offering no bag fees (first 2 checked bags) and no changes fees.

2. The TriStar Vet dog-bathing tub/ramp system USP might be:

Our veterinary equipment company is the only one that helps dog handlers avoid back and neck problems by offering a patented swivel ramp design that lets you walk dogs up into the tub (vs. lifting heavy animals).

TRY THE 6 DIFFERENT LEADS

Try different lead types to see which one may work best for your product or service.

If the product is established and has strong awareness, direct leads are the easiest to use.

If the product is new or not well known to prospects, go for the indirect lead types.

Try testing a variety to see which works best.

1. Direct Offer

Offer a free trial, price break, etc. It's the most direct and puts the promise on center stage.

2. Direct Promise

Make a promise that gives the prospect a strong reason to consider your product or service. Make sure it's unique!

3. Direct Problem-Solution

Solve your prospect's main problem with the approach, "For relief from that problem, try this unique solution."

4. Indirect Secrets and Systems

Provide intrigue by targeting curiosity mixed with hope, fear, or other emotion—and offering to reveal a "secret" or "system" that adds authority.

5. Indirect Declaration

Grab attention with a startling, new, wide-reaching prediction or breaking news item relevant to the problem your product/service solves.

6. Indirect Story

Draw the reader in with a compelling, relevant story that reveals a hero solving a problem through your product/service.

FEATURES VS. BENEFITS

See how many features you can turn into benefits
your prospects will appreciate.

Features vs. benefits of your product/service

FEATURES	BENEFITS

COPYWRITING RESEARCH CHECKLIST

Research the Prospect:

- 1. Create a 3-D Picture/Profile/Persona Based on:
 - Demographics: Age, Gender, Income
 - Psychographics: Interests, Worries
 - Deepest Insights: Core Beliefs, Feelings, and Desires
 - Media Card
 - Product Reviews (Online)
 - Forums/Social Sites
 - Blogs, Articles
 - Customers
 - Customer Service
- 2. Name the Prospect, Provide a Photo, and Write to That Individual

Research the Product/Industry/Competition:

- 1. Compile Facts Related to:
 - Current Events
 - News
 - Seasonal Issues
 - Evergreen Issues
 - Alerts
 - Forums/Social Sites
- 2. Conduct Google/Online Searches Using "Niche" Phrases to Discover:
 - Industry-Specific Sites
 - Directories
 - Trade Associations
 - News Sites
 - Social Media
 - Forums/Social Sites
- 3. Use Other Means to Uncover "Gems":
 - Bookstores
 - Product Literature and Packaging; Ingredients and Properties
 - Become a Customer: Use it, Experience the Buying Sequence

COPYWRITING MASTER CHECKLIST

- Research Completed
- Prospect Profile/Persona Completed
- USP Statement (Pulled from Benefits Vs. Features)
- Big Idea (Expressing a Deeper Benefit)
- 4 P's Included (Promise, Picture, Proof, Push)
- 4 U's Included (Unique, Useful, Urgent, Ultra-Specific)
- 4 Legged Stool (Track Record, Credibility, Big Idea, Future Benefit)
- Write Like You Talk, with Passion
- The Golden Thread (The Big Idea/Promise, Woven Throughout)
- Offer:
 - Discount
 - Premium (Free Report)
 - Gift (Free Sample or Add-on)
- Secret Structure of Successful Sales Promotions:
 - Headline
 - Lead (Offer, Promise, Before/After, Secret/System, Declaration, or Story)
 - Sales Argument
 - Close (and False Close)
 - Guarantee
 - P.S.