

# Virtual Marketing Blueprint

## Copywriting & Content Creation

### Objectives:

1) Reviewing The Keys To Copywriting

 **2) Introducing Copywriting's Magic Words**

3) Introduction To Article Writing

4) How To Write Speed Copy

5) Addendum: "Hands Off" Article Writing

Resources

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# Copywriting's Magic Words

## Magic Words

### *What Are They?*

Words or Phrases That Influence Prospects To Buy Your Product or Use Your Service.

### *Why Are They Important?*

You have just seconds to capture a prospects attention when they visit your website and decide to either stay or leave to go visit one of your competitors websites.

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# Copywriting's Magic Words

## 25 Magic Words

1. Free
2. You/Your/Yourself
3. Announcing
4. Introducing
5. New
6. Secret
7. How To
8. Guaranteed
9. Magic
10. Easy
11. Quickly
12. Naturally
13. Amazing
14. Discover
15. Suddenly
16. Shocking
17. Powerful
18. Instantly
19. Mistake
20. Prove
21. Eliminate
22. Struggling
23. Little-Known
24. Revealed
25. Breakthrough

# Copywriting's Magic Words

## Headline Examples

**FREE** - "Free Report Tells You The Secrets Of How To Sell Your Home Fast"

**You/Your** - "Are You Ever Confused About Whether You Should Hire A Realtor Or Not?"

**Announcing** - "Announcing Flat Fee Listings - Sell Your House On The MLS Pay No Listing Agent Commissions!!"

**Introducing** - "Introducing Mortgage Assignments - An Alternative To Selling Your Home In A Down Market"

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# Copywriting's Magic Words

## Headline Examples

**New** - "Brand New Company Is Taking Austin Real Estate By Storm...5 Houses Sold In Less Than 30 Days!!"

**Secret** - "The Secret Of Buying A Home With No Banks"

**Guaranteed** - "Guaranteed To Sell Your House In Less Than 30 Days Or We'll Pay You At Closing!"

**Magical** - "Two Almost Magical Steps To Leverage Home Negotiations In Your Favor From The Very Start!"

**Easy** - "How You Can Sell Your House For Top Dollar By Following These 3 Easy Steps"

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## Next Video...

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