

WELCOME TO

Virtual
Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



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Flip

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Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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Keyword Research Session Recap

Prior to the start of this session, you should have completed the following tasks:

- 1) Review Analyzing The Competition Overview
- 2) Review Defining Key SEO Competition Factors
- 3) Download Your SEO Tools
- 4) Evaluate Your SEO Competition
- 5) Edit Your Keyword Tree & Print or Save Final Draft.
- 6) Email Your Final Keyword Tree to HQ for Tracking.

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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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Introduction to Copywriting

Copywriting

What Is It?

Copy = Words. Copywriting is the art of writing for advertising and has been called the “Million Dollar Skill”. It requires linguistic, persuasive and sometimes poetic skills. A copywriter uses all these skills to come up with text, headlines or tag lines which help sell a product, service, opinion, etc...

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Introduction to Copywriting

Copywriting

Why Is It Important?

- 1) It Sets You Apart
- 2) It Helps You Close More Sales
- 3) It Increases Your Bottom Line
- 4) It Keeps Your Prospects Continuing To Take The Next Step In Your Sales Process (reading your google ad, your capture page, your emails, your website content, your offer...)
- 5) It Keeps Your Prospects On Your Page when they are just one mouse-click away from one of your competitors
- 6) Good copy in a website or sales letter is a “asset” to your business and will continue to produce ongoing income.

Keys To Copywriting

Copywriting Key #1 - Personalization

- As technology becomes second nature, your message must become increasingly personal.
- Don't make this complicated...keep it simple.
- Test after test has proven this works
- People start to feel like they are getting to know you on a personal level even though they have never met you.
- Personalization will usually **DOUBLE** your results anytime you can use it.
 - Use their name
 - Use their address
 - Use your handwriting
 - Use your voice / video

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Keys To Copywriting

Copywriting Key #2 - Audio / Video

- A simple technique that can increase your sales by a profit factor of 4.
 - Use text AND Audio / Video

The screenshot shows a website for 'Home Buying Success Formula'. At the top, there is a navigation bar with links for 'Home', 'About', 'Home Buyers', and 'Blog', along with a search bar. Below the navigation, there is a 'Home Buyers' section with a cartoon character holding a house. The text in this section reads: 'Discover how you can buy a home in today's market, no banks needed! Owner finance, Rent To Own, Lease Options, Lease Purchase and more...'. There are two buttons: 'View The Details' and 'Buy Today | \$19.97'. To the right, there is a 3D image of the product box titled 'Home Buying Success Formula' and 'Owner Finance Edition'. Below this, there is a 'Welcome' section with text: 'According to FICO and Credit.com, nearly 60 million Americans have credit scores below 640 and are unable to get a bank loan in today's market. An additional 20+ Million Self Employed Americans are in the same boat because they can't get loans for a variety of other reasons. These numbers don't include ITIN Buyers and Real Estate Investors who have different complications in getting bank loans. With an estimated 117 Million households in the United States (census.gov), 80+ Million Americans is an extraordinary number of people who are in need of some kind of financing alternative.' To the right of the text is a video player with a play button and a progress bar showing 0:00 / 0:00.

Keys To Copywriting

Copywriting Key #3 - Examples, Experience

- Specific, relevant, real world examples
- Case studies
- Testimonials
 - Written testimonials
 - Written or audio testimonials with a picture of the client
 - Video testimonials

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Keys To Copywriting

Copywriting Key #4 - Know Who You Are Targeting

TOP 3 Mistakes

- 1) Trying to sell something to someone who doesn't want to buy
- 2) Not getting your copy in front of the right prospects
- 3) Not telling the prospect what to do next or how to buy from you
 - Who needs your service?
 - How do you get in front of them?
 - Call to action and next steps

Keys To Copywriting

Copywriting Key #5 - Congruency

1) Be Consistent In Your Message

- What's in the title bar?
- What's in your headline?

2) Know Your Audience

- Strike a chord with your readers true concerns.
- What's on your mind may not be the core concern of the audience.
- If you don't have them at "hello", you just wasted a lot of time.
- Your headline needs to hit a bulls eye for what is foremost on their mind.

Keys To Copywriting

Copywriting Key #5 - Congruency

3) Back Up Your Promise

- What does the reader need to know about selling a house that is underwater?
- What are the facts?
- How can you prove what you claimed, that you're the expert, a reliable authority? How are you different?

You want people to know, in compelling, dramatic detail, the trouble you've gone too to become the expert so they trust you and recognize this expertise.

Your copy should be concise, interesting, convincing & reassuring.

Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Know Your Customer

- Know exactly what is on your customers mind and speak to it directly.
- Fears, Frustrations, Hopes, Dreams, Aspirations
- Language, Familiar Terms

What's Most Important To Entrepreneurs: Money? Freedom? or Control?

Knowing the answer to the above question will change your message and copy.

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Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Know Your Customer: Entrepreneurs Want FREEDOM:

“While top doctors and lawyers make in excess of \$1Million dollars a year, they don’t have control over their time and they lack the freedom of a successful entrepreneur. How would you like to out-earn 99% of all doctors and lawyers and have a lifestyle they would be incredibly envious of?”

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Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Make Your Copy Simple & Easy To Read

- 1) The layout should not be cluttered, it should be clean & focused.
- 2) Paragraphs should be short, usually 4 lines or less.
- 3) Copy creates interesting facts & descriptions which allow the reader to create mental images. Include stories that will generate emotion.

Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Make Your Copy Simple & Easy To Read

- 4) Copy should be conversational so that when you read it, sometimes you forget that you're reading "copy".
- 5) If you're in the target market, you should be able to swear that this copy was written just for you.

***Create Your Customer Avatar & Talk To Them
As If You Were Talking To A Friend.**

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Keys To Copywriting

Copywriting Key #7 - Features Vs. Benefits

Features Don't Sell...Benefits Do

Example of a Feature: Silestone Countertops
Benefits of Silestone Countertops: Bacteria Free,
Scratch, Stain & Heat Resistant

Human Psychology states that we are driven to action by attaining pleasure or avoiding pain. These can only be defined by benefits.

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Keys To Copywriting

Copywriting Key #8 - Test, Track & Tweak

Most marketers leave tons of money on the table because they don't test, track & tweak.

- 1) Is this headline any good? Test it.
- 2) Am I targeting the right prospect? Test it.
- 3) Does my copy just plain stink? Test it.

2 Keys To Growing Your Business & Increasing Profits

- 1) Spend less to get customers
- 2) Profit more with the customers you get

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Keys To Copywriting

Sales Tip:

Emotion + Logic = Winning Combination

Emotion: People who buy purely on emotion typically end up with buyers remorse

Logic: Sales pitches purely based on logic hardly ever sell. Logic tends to induce more thought, contemplation and sometimes confusion.

Solution: Instill emotional triggers to get the response and add logic to justify it.

Keys To Copywriting

COPYWRITING TIPS:

1. Your first couple paragraphs are the most important so make every word count.
2. Use short sentences and short paragraphs.
3. Use the word “you” or “your” 10 times as often as the words “I” or “we”.
4. Use conversational language. If you have a large vocabulary, try to bring it down a couple notches so the simply layperson can understand.
5. No “hype”. Only use content that can be backed up with proof.
6. Address the WIIFM (What’s In It For Me?) factor
7. Ask yourself “why should I care?” and if you can’t answer that, start over.

Keys To Copywriting

Copywriting Resources

1. *The Ultimate Sales Letter* by Dan Kennedy
2. *Instant Sales Letters* by Yanik Silver
3. *The Irresistible Offer* by Mark Joyner
4. *Hypnotic Writing* by Joe Vitale
5. *Masters of Copywriting* by J. George Frederic
6. *Web Copywriting Secrets* by Yanik Silver
7. *Ultimate Copywriting Workshop* by Yanik Silver
8. Anything by John Carlton, Dan Kennedy, Yanik Silver and Joe Vitale

**Say NO to “Paralysis By Analysis”!
Say NO to Fear of Failure!**

**These will KILL your opportunity in
any business!**

**Take MASSIVE ACTION towards success and
continue to develop your skills as you go.**

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Next Video...

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Resources

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