

WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



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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Virtual Marketing Blueprint

Copywriting

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
- 3) How To Write Speed Copy

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Virtual Marketing Blueprint

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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...

Objective 1 Reviewing The Keys To Copywriting

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Introduction to Copywriting

Objective 1 Reviewing The Keys 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 an “asset” to your business and will continue to produce ongoing income.

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Keys To Copywriting

Objective 1 Reviewing The 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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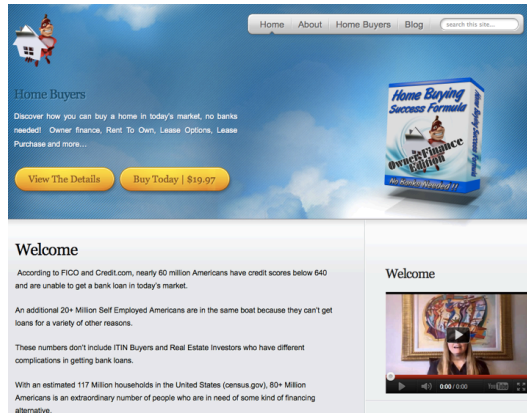
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Keys To Copywriting

Objective 1 Reviewing The 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



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Keys To Copywriting

Objective 1 Reviewing The 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

just
another
example

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Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #4 - Know Who You're 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

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Keys To Copywriting

Objective 1 Reviewing The 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.

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Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #5 - Congruency

NO EMPTY PROMISES.

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.

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Keys To Copywriting

Objective 1 Reviewing The 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



For example:

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

Objective 1 Reviewing The 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

Objective 1 Reviewing The 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.

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Keys To Copywriting

Objective 1 Reviewing The 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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Objective 1 Reviewing The 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

Objective 1 Reviewing The 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

Objective 1 Reviewing The 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.

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Keys To Copywriting

Objective 1 Reviewing The 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.

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Keys To Copywriting

Objective 1 Reviewing The 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...

Objectives:

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- 2) Introducing Copywriting's Magic Words**
- 3) How To Write Speed Copy

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Copywriting's Magic Words

Objective 2 Introducing 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

Objective 2 Introducing Copywriting's Magic Words

25 Magic Words

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

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Copywriting's Magic Words

Objective 2 Introducing 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

Objective 2 Introducing 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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Writing Speed Copy

Objective 3 How To Write Speed Copy

Speed Copy

What Is It?

Speed Copy is creating high-impact, persuasive, converting content FAST.

Why Is It Important

Instead of taking weeks or months agonizing about the content and headlines in your websites or marketing materials, you can do it in as little as minutes.

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Step
1

Download The REI RockStars "Copywriting Magic Words" List.
Keep them handy for reference and use them while
you continue through the remaining steps.

Objective 3 How To Write Speed Copy

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INTRODUCTION ▾ VIRTUAL MARKETING BLUEPRINT ▾ SOCIAL MEDIA FASTTRACK RESOURCES VMB FORUM

Copywriting & Content Creation

- **CLICK HERE** to download REI Rockstar Magic Words



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Step
2

In Order To Get Started With Your Copy, Answer These 3 Questions So You Know What To Focus On

Objective 3 How To Write Speed Copy

1) Who is your prospect?

- *Be as specific as you can.*

2) What is their problem?

- *Try and answer this question using the prospects words, the actual way they would describe it.*

3) What are you offering them that will solve their problem or fulfill their desire?

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Step
3

Research Your Competition & Write Down Ideas For Your Articles, Sales Letter, Videos, etc...

Objective 3 How To Write Speed Copy

Find out what your successful competitors are doing so you can do something similar (not identical).

- If you're writing an article, look at other great articles.
- If you're working on a sales letter, look at other great sales letters.
- If you're working on a video, watch other great videos.
- If you're working on website copy, squeeze page copy, etc.. always reference successful competitors content before beginning to create your own.

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Step
4

Create An Article Title For Your Home Page Based The Subject Matter Of Your Overall Website

Objective 3 How To Write Speed Copy

Useful Tool: Headline Wizard

<http://www.internetmarketingcourse.com/freeheadlinegenerator/>

The screenshot shows the 'Headline Wizard' interface. At the top, it says 'Amazing - Breakthrough - Shocking - Incredible - Sizzling - Hot - Proven - Guaranteed - Risk-Free' and 'Headline Wizard by Tim Gross'. Below that, it says 'Million-Dollar Copywriter Presents Instant Headline Creation Software'. The main heading is 'Free Headline Generator' followed by 'Increase Your Sales Instantly By Finding A Better Headline'. A sub-heading states 'Everyone knows that the Headline is 75% of your ad's effectiveness... Now you can generate dozens of great headlines in minutes, not hours or days.' Below this, it says 'Just follow the simple instructions below, click the "Generate" button, and view the results page.' There are two input sections: 'Enter Either Your Product Description Or Product Name:' with a 'Product Description:' label and a text box, and 'Enter Your Main "Claim" Or "Goal" You're Advertising' with a 'Claim:' label and a text box. Examples are provided for both sections.

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Step
5

Brainstorm content for Hot Button #1:

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Hot Button #1: Get Your Prospect Emotionally Involved With Your Copy By...

Describing a story/experience the prospect is having and
how their problem is playing out in real life.



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Brainstorm content for Hot Button #2:

Hot Button #2: Get Your Prospect Emotionally Involved With Your Copy By...

Talking about the specific way your offer is a solution to their problem because your product or service will do one of the below things. Phrase it in a way that helps the prospect easily relate to their own personal situation.

**7 Reasons
People Buy**

- | | |
|-----------------|-----------------------|
| i. Make Money | v. Improve Health |
| ii. Save Money | vi. Increase Pleasure |
| iii. Save Time | vii. Eliminate Pain |
| iv. Save Effort | |

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Brainstorm content for Hot Button #3:

Hot Button #3: Get Your Prospect Emotionally Involved With Your Copy By...**Using Envy**

- i. Talk about something you were envious of before you use your product or service.
- ii. Talk about something your prospect is envious of.
- iii. Talk about how other people will be envious of your prospect once they are enjoying the advantages of your product or service.

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Step
8

Brainstorm content for Hot Button #4:

Objective 3 How To Write Speed Copy

Hot Button #4: Get Your Prospects Emotionally Involved With Your Copy By...

Creating stories, examples or case studies in the body of your copy where the prospect can imagine themselves using your product or service.



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Step
9

Add a closing paragraph that gives a call to action that tells them what to do next.

(This could direct them to your opt in or your offer or your sales letter, etc..)

Objective 3 How To Write Speed Copy

Since, then we are full time Real Estate Investors who have an honest goodness Assignment of Mortgage Payments System™ based business.

It really is unbelievable, and this is not hype, that is our ACTUAL EXPERIENCE..

I almost have to pinch myself :)

CLICK HERE TO BUY AMPS™ NOW!

What it all boils down too, is proper TRAINING and taking ACTION. You can start ANY business you want, real estate or otherwise, but without proper training... without LEADS for your business, you don't have a business. The Mortgage Assignment Profit System shows you how to create those leads and convert them into real estate profits.

[Back](#)

Get the Mortgage Assignment Profit System BONUS: By signing up for our Confidential Report, you will automatically get on the notification list.

Again – if you're the kind of person that wants to TAKE ACTION in life, sees the benefits of our training and resources, and wants to directly partner up with us in business... give us a call and let's talk business:

(512) 468-5475

or feel free to drop us an email at: HQ@TheREIRockStars.com

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Step
10

Repeat Steps 4 - 9 for your other pages/articles.

Objective 3 How To Write Speed Copy



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Step
11

**Review Your Article & Answer the Below Questions.
Address & Correct Any Items You Can.**

Objective 3 How To Write Speed Copy

1. Did you personalize the copy in any way with name, address, handwriting, etc..? (not always applicable)
2. Did you add any audio/video along with text? (not always applicable)
3. Did you use case studies, examples or testimonials?
4. Did you tell the prospect what to do next? Is there a call to action?
5. Is your headline benefit driven?
6. Is your message consistent? Headline, Title, Body, etc?
7. Does your headline hit a bulls eye for the prospects true concern?
8. Did you give the reader what you promised in your headline?
9. Did you back up your headline with facts to prove your case and establish yourself as the expert?
10. Is your copy simple and easy to read and is it clean and focused with paragraphs that are 4 lines or less?
11. Does your copy include stories and is it conversational & use simple language so that when a reader is reading, they feel like you are talking directly to them?
12. Did you use the word "you" or "your" at least 10 times more than the word "I" or "we"?
13. Did you address the WIIFM (What's In It For Me) factor?
14. Does your content answer the question "Why Should I Care?"

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TIP

Good News: You Don't Have To Be Perfect!

In all copy, relevancy is key #1! Your copy could be top notch and if you're content isn't relevant to your reader, it doesn't matter!!

Everyone should be a student of copywriting because no matter who you are in life, we all have to sell someone something at some point. Husbands to wives (vice versa), parents to children, employees to bosses (vice versa), etc/

You can also outsource all of your writing to professional copywriters if you want too and if you have the budget for it. However, should you choose this option, I recommend continual learning for a few reasons:

1. So you know who to hire (and more importantly who not to hire)
2. So you can write effective email broadcasts (real time emails)
3. So you can insert your personal stories or your personality to the professional content.

Objective 3 How To Write Speed Copy

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VMB: Copywriting Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Print or Save the “Keys To Copywriting” Slides
- 2) Print or Save the “Magic Words” document
- 3) Print or Save the “How To Write Speed Copy” Slides
- 4) Watch Content Creation Videos & Begin Writing Your Articles Using These Slides as a Resource To Help You Write Copy That Speaks To Your Prospects & Converts

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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