

Conversion Copywriting Workshop

Transform Browsers into Buyers with Persuasive
Sales Copy



Student Course Book

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Introduction

Copywriting is one of the most powerful tools you can have in your arsenal to convert leads into customers, make more sales, and transform your business.

The majority of consumers spend time shopping around until they're ready to buy. Some of your prospects have been on a journey with you for a while, learning about your brand and your offers before deciding whether your solution is the best fit for them.

How can your copy push them over the final hurdle to become a buyer?

If you put the right motivational language in front of your prospects when they're ready to buy, you'll inspire them to take that next step.

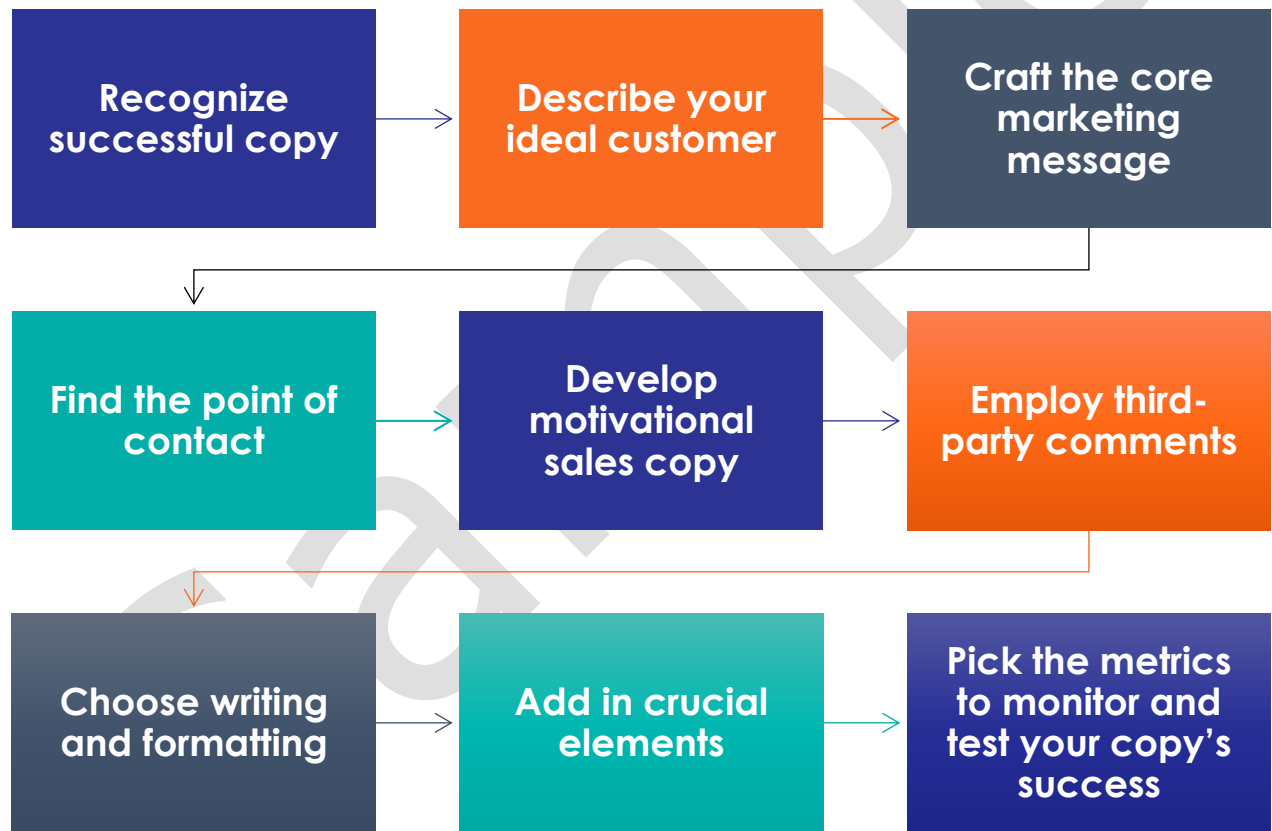
To find that resonant language, you need to have a thorough understanding of your audience so they feel that you're speaking directly to them. But many copywriters don't take the necessary time to understand their target market before they start writing. This leads to frustration and, eventually, failure to convince potential buyers.

However, once you know your audience inside and out, you can easily write copy that communicates that your product or service is the solution they've been seeking.

You may be just starting out writing copy, or you may need to tweak what you already have. But whether you're an IT consultant, an online fashion outlet, a business coach, or a yoga teacher, you need to learn the valuable skills of copywriting if you want to make sales.

In this course, you'll learn how to use copy to inspire your audience to buy. You'll discover the essential copywriting skills that convert and how third-party comments add impact to your sales copy. By the end of the course, you'll be able to write motivational sales copy with the potential to change your business and generate the sales you know you deserve.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize the elements of successful copy that converts leads to customers
- Describe your ideal customer in detail so that you can write copy that makes them feel you're speaking directly to them.
- Craft the core marketing message that will attract your ideal customer so that they'll be motivated to take the next step and buy
- Find the point of contact where you influence a potential customer to take action and buy
- Develop compelling sales copy to help your customers visualize the positive transformation they'll experience once they purchase your offer
- Employ third-party comments to strengthen the impact of your copy so that your prospects feel confident they're buying the right solution for them
- Choose writing and formatting that will make your copy quick to read and easily accessible
- Add in the crucial elements that turn your copy from just OK to a high-converting powerhouse for your business
- Pick the metrics to monitor and test your copy's success so that you continuously improve and optimize conversions
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into six major modules and individual lessons to take you step-by-step through the process of writing the sales copy that motivates prospects to make that ultimate decision to buy.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Copywriting Success Factors

Learning Objective:

Recognize the elements of successful copy that converts leads to customers

The purpose of sales copy is to motivate people to buy.

In this first module, we'll explore the psychology behind the buying process and the issues you may already be facing with copywriting.

Why People Buy

Before you write a word of copy, it's important to consider why your prospective customers would buy your products or services.

This will make it easier for you to draft copy that will resonate with your prospects and inspire them to buy.

Individual motivators vary from person to person, but there are three common factors:



1. Need. It's a necessity. For example, you need car insurance if you drive a car, you need a new washing machine when yours breaks down, you need to buy food and clothes for you and your family.

There are less-tangible needs as well. For example, you need to learn a skill to get a promotion and advance in life, or you need the advice and support of a development coach to improve your business.

2. Want. You want something because you feel it will make your life better even though it isn't a necessity, such as a space-saving appliance because you have a smaller kitchen or a time-saving app on your laptop.

You may be influenced by brand loyalty to buy something that isn't necessary for life but is important to you, like the latest model of your smartphone or a bigger TV.

You may want to buy something because it will help you realize a dream. For example, you've always dreamed of flying first class so you can enjoy the comfort and luxury away from the sardine experience of economy class.

People's wants generally feed into a desire to raise their self-esteem and feel better about themselves.

ATTENTION:

This is only an excerpt from our full course **Conversion Copywriting Workshop**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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