The Service Provider's Quick Guide to Writing HIGH IMPACT Sales Copy

Step 1:
Writing Copy Is About THEM, Not About YOU

Writing effective sales copy is about making a connection, on an *emotional* level, with your reader. This is difficult to do if you focus only on your own wants and needs.

The way to create an instant connection is to structure what you write from the perspective of your reader. Step into their shoes and stay there.

You don't have to create desire in your prospects for what you are offering. Your prospective clients **already** have wants and desires. You have to channel that. The trick is to position what you do (your service) as the vehicle to get them those wants and desires.

Instead of "trying to sell," the goal is to create an environment where they want to buy.

Step 2:
Do the "PreWork"

The "prework" is about preparing yourself on an emotional level for what you are writing.

The goal is to develop a clear understanding of the emotional condition of your reader. What are they feeling? Once you know what that is, practice **feeling it** yourself. This will inform the way you write and it will allow you to **truly** understand the perspective of your reader.

The second part of the "prework," important because you are selling YOU, is to take time to get in the emotional condition of your **best** **self.**

This means you take a few moments to remove any feelings of want, lack or neediness from your being. You don't need the <u>money</u>, you don't need the <u>client</u>, you don't need <u>anything</u> from <u>anyone</u>. You are completely WHOLE just as you are right now.

If you skip this step and end up writing copy full of "want and neediness," those feelings will come through in your writing and will act to **repel** the very clients you want to attract.

Step 3:
You Are a Problem Solver

Prospects and clients will tire of you talking about yourself 24/7. Most service providers do this. They will not tire, however, of you talking about **their** problems and solutions to those problems.

So when you write sales copy (emails, web pages, salesletters), the goal is to position what you do as a solution to a problem.

This prevents your writing from being about **you** and puts the spotlight directly on the only thing your client cares about: his/her problems and the possible solutions.

Step 4:
The Foundation of Great Sales
Copy is <u>BIG</u> <u>IDEAS</u>

As you write your copy (emails, web pages, salesletters), BIG IDEAS are how to keep your reader interested. Your copy is focused on the big idea and keeps referring back to it to revitalize the reader's emotions.

For example, imagine that you design websites for clients to sell their products/ services on. This is a **small** idea. Your potential clients would be far more interested, inspired and excited by the idea of buying "virtual oil wells" that are setup for them to create revenue on demand. Your "web design" becomes a "virtual oil well." **That's** a big idea.

What is THE big idea that your business is built on? If you don't know yet, that is important work to be done sooner than later.

This clarity helps your writing because it gives you the "main idea" that everything you write about relates back to. It serves as the foundation of your writing because it's exciting/inspiring/empowering to your prospect or client.

Step 5:
Write Your Email/Web-Page/Salesletter

For this step, please refer to the "Copy Recipes" presented beginning at **minute 58** of the Selling Words video.

Step 6:
Check For Holes

Effective copy leaves nothing to chance. Have you left any questions unanswered? Have you left any objections unresolved?

Is there any other information required for your reader to take action?

Have you made it clear what action is to be taken and given a believable reason for that action to be taken sooner than later?

You need to imagine BOTH sides of the conversation. Writing effective sales copy is not about talking AT your reader, it is about having an "imaginary" conversation with them.

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Part II: Email Templates

Included below are 4 email templates you can use for common situations in the life of a service provider. The important thing to takeaway from these emails is **not** how the words go together. Instead, focus on the **approach** each one takes to the issue at hand.

Understanding **this** will allow you to apply the same approaches to other situations you encounter with prospects and clients.

Template 1:
Dealing With a Late Payments

NOTES: The approach of the email below assumes that you don't wait until your work is complete to receive payment. Professionals get paid **something** (preferably everything) in advance - many times in installments. So if you do the project and **then** get paid, consider changing that immediately.

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SUBJECT: Project update.

Dear [NAME,]

Just writing with a quick update on our project...

As of right now, it doesn't look like our agreed upon payment of
_____ for my services has been received.
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The due date for that payment was _____.

I don't want payment issues to impact the success of our work
together, so I wanted to check in right away to get an update on
the status.

Let me know today or tomorrow when payment will be received so
there are no interruptions to our work together.

Thank you.

Sincerely,

[YOUR NAME]
[YOUR BUSINESS INFORMATION]
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Template 2:
Responding to Service Inquiries

NOTES: The goal here is to create a NON-NEEDY response to service inquiries.
Having a prospect inquire should NOT put you into "pursuit mode." It should simply
initiate the next step in your client-intake process.

This email frames what's going to happen and when… AND what's going to
happen if that plan doesn't play out.

If you end up having to call the prospect and he/she does not respond, you
simply make it clear that you will send them information (newsletter, etc.). You allow the
information to "follow-up" with them, NOT you.

```
SUBJECT: Next steps.

Dear [NAME,]

Thank you for inquiring about my services.

Considering the nature of what I do, I find it's best to arrange
a time when we can speak on the phone.

That way, I can better understand the goals you are trying to
achieve. And I can ask questions to help me figure out whether
or not what I do is a good fit for those goals.
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I have two times available in the next few days to speak. Please let me know which would be most convenient. (Or, if none of them work, just suggest two times that would work better for you. I'll pick one and confirm with you within 24 hours.)

Here are my available time slots:

[INSERT TIME 1]
[INSERT TIME 2]

If I don't hear from you in the next few days, I'll contact you by phone on [INSERT DATE AND TIME] to schedule a time that's mutually convenient.

Sincerely,

[YOUR NAME]
[YOUR BUSINESS INFORMATION]

Template 3:
For Prospects Who Are
"Sitting on the Fence"

NOTES: If a prospect is not making a decision about working with you, then it's basically the same as saying NO. At least it should be in terms of what actions you take.

You can send the email below and then MOVE ON to dealing with other prospects. Don't fall into the trap of "hoping" your way through life. If a client wants to work with you, they will show up.

SUBJECT: Update

Dear [NAME,]

It was a pleasure to speak with you recently about your project...

I haven't heard from you regarding next steps, so I'm writing just to make sure it's OK with you to move on.

If I left any questions unanswered, please don't hesitate to contact me.

In the meantime, I'll be sending you information from time to time that's focused on helping you achieve some of the goals we discussed.

I hope you find it interesting and valuable.

Best wishes,

[YOUR NAME]
[YOUR BUSINESS INFORMATION]

Template 4:
For Responding to Advertisements Searching for Service Providers

NOTES: Ideally, you want prospects to **come to you**, not the other way around. But we all do what we have to do. And sometimes, you might see an advertisement for a service provider like you.

Where everyone else will be writing emails full of me, me, me, you will take a somewhat "hands-off" approach and <u>then</u> let them come to you (or not).

I used this email a lot over the years.

SUBJECT: Saw your ad.

Dear [NAME,]

Saw your ad for a [INSERT WHAT YOU DO] and your project caught my eye.

Not sure if we'd be a good fit without talking a little more with you, but I've included links to just a few samples of my work:

[INSERT LINK]
[INSERT LINK]
[INSERT LINK]

Here's a link to results I've helped generate:

[INSERT LINK TO CLIENT RESULTS]

Here's a link to feedback from clients:

[INSERT LINK TO TESTIMONIALS]

If you like what you see, feel free to contact me at the information below.

Sincerely,

[YOUR NAME]
[YOUR BUSINESS INFORMATION]