"The Robert Plank Show"

Episode #002

How to Sell Anything Online
Using the Magic of Copywriting

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We're going to talk today about how to use your words to sell. How to sit down, create a very simple, a very short web page, video, webinar, that can kind of thing, and get money from it.

Figure out how to present something in a way that gets people excited, that promises them a result, shows them some amazing results of your own, gets them salivating at the mouth to hand over their money to you, to buy into your product, your course, your report, get your video training, get your print book, comment on your blog post. It all becomes way easier when you apply a system that anyone can use.

I don't know if you've heard in the past, people saying that they have this really confusing, complicated, artsy-fartsy writing process. We're going to throw all that out the window today. I'm going to share with you my special system for getting people to pay you money from your writing without you having to spend too much effort or time at all writing, without you having to write very much either.

Copywriting, Sales Letters, and Persuasion!

I hope you're as excited and pumped up for this as me. Today's podcast is sponsored by SpeedCopy.com, This is a training course that's going to show you everything you need today -- give you the tools, templates, training systems, everything to create your very own selling sales letter that makes money on the Internet 24 hours a day.

You can get in starting at just $99.00 and there's a free website critique from me right in the membership site. SpeedCopy.com, we'll talk to you in a minute.

All right, we're back, talking about copywriting. Now, I have a couple of questions for you. Number one, are you willing to do anything and everything that it takes in order to have the best life possible for you and the best life possible for everyone around you? I hope so.

Now, my other question is, are you putting your best foot forward? What I mean by that is, let's say that, I'm going to assume that you have been to a job interview before in the past. You had to give them a piece of paper, call it a resume. This is pretty much a standardized kind of thing where you list what you know, what you do, qualifications, experience, education.

But you don't make it boring, do you? You try to present yourself as the best version of yourself possible. You'll list your previous employers. You'll say, "Here are the things I've done in the past." You dress up your job qualifications, don't you?

You didn't work at Subway, you were a sandwich engineer. You weren't just a computer programmer at this other job, you were a systems analyst.

In that same line of thinking, many of us, when we create web sites, web pages on the Internet, we really don't make it as exciting as it possibly could be. How do you make things fun and exciting? I'll tell you right now. Think about what results are you telling people.

Let me think of a couple of courses that we might have for sale. For example, let me list out, we have a course on webinars, we have a course on how to write articles. Just so that I'm not limited to my little area, let's say that you might have some kind of a course on real estate flipping, another course on self-help. Let's give us a bunch of different scenarios.

I've listed on a piece of paper -- webinars, articles, real estate, self-help. These are all things you might have for sale online. If we were really not even trying and I was telling you, "I have this course that shows you how to run webinars -- the technical stuff, the confident stuff, how to be a presenter, all that fun stuff, how to create a product or pitch a course live on the Internet." How would I present that?

If you weren't really thinking that much about it, you would say, "I'm going to show you all the technical details. I'm going to share with you the best practices on how to talk to a thousand people."

Let me write that down -- webinars, how to talk to a thousand people. Half the battle, when it comes to being a good marketer online and copywriting, is you think, "What holes can I poke in that marketing there?" I talk about webinars, I say you can talk to a thousand people on the Internet.

If you have a book that you just published, you want some copies, talk to a thousand people, get some sales. If you have a product you just published, like an e-book or a video course, talk to a thousand people. Sounds great, except the hole we can poke in that is that now it's scary. Now you've turned it into public speaking.

You tell me a thousand people. I'm telling you, a thousand people is terrifying. What's a better way? Better way is you run a webinar, now what happens? What is the result of running that webinar? Off the top of my head, instant sales.

Off the top of my head is that you can sit at your computer, it's less work than writing -- you don't have to write anything. You get on a webinar, you hit the button, you start talking, you present something. You can refine your sales pitch if you do, at some point, want to be a speaker because you might realize that we're going to target people who want to be speakers, people who are coaches, who are authors.

We said, "In the past, you've had to go around and present yourself on radio shows, speak on different stages, but now you can do this thing called a webinar, stay at home, and run these from home. If you want to connect with someone new, instead of having to go to their event, instead of having to call them on the phone, have them promote a link to their subscribers, present on your webinar, and now it's even better than a radio interview, or a Skype interview, or even a recorded audio because it's live. People can see your screen and you can make it as simple or as complex as you want."

You can poll the audience. You can follow-up with them afterwards. You can have someone else answering the chat box. If you want to be the speaker, if you want to present your thing, you can ignore that chat box and have an assistant respond for you. Webinars, instant sales, if you can pick up the phone, you can make money.

Now, articles, let's think about that. This thing called an article that means that you can write a 400-word, about two-thirds of a page, lesson. You can submit an article to various sites, this gives you linkbacks to your site.

If we're thinking about articles, if you weren't thinking once again, you might write down or you might say, "Articles means you can make money as a writer." Now, poke holes now, what's the problem with that? If I say make money as a writer, what comes to your mind? You can be a ghost writer -- spend a year writing someone else's book that they get credit for. You get paid maybe $5,000 for a year of work.

Writing makes people think of being up late at night, typing on the computer, editing sentences, checking spelling, checking grammar, terrible. Articles, how do we make articles sexy? How we make articles fun?

The way to make things fun -- I am making this up as I go along -- is to give people big results, or to save people time, or maybe make things simple I guess, if I had to choose a third one. But the point of copywriting is to give people something new, give people something newsworthy.

Anytime that we can break the mold, or we can have a system where -- in this particular niche in the past -- people were used to this downside of it. Webinars' downside, public speaking. Articles' downside

is work, writing, time. If we can take something like writing articles, reduce the work, the aggravation, the time, now we're talking. Low hanging fruit, easy answer is make an article an X number of minutes.

Actually, I can show anyone how to make an article in less than three minutes -- that's if they take a while on it. I can show people how to make a hundred articles in six hours. Do you want to know what it is? There's a specific system.

Systems

There's a specific set of steps to follow. Every article that I write is written in the same way. The titles are written in the same way. The body, the number of sentences, paragraphs, the words I use, it's all systematic. It's all done in a way where I've written enough, I'd looked at enough articles to notice a pattern.

With the product, selling my pattern, my step-by-step system, my workflow, you just follow the steps. You don't have to think because thinking is what normally gets in the way of your writing. If I can show you how to take something that used to take you an hour, which is an article, do it in three minutes, now what's that worth to you?

Sometimes, we can't really remove a problem. We have to do what a really smart guy named Joe Sugarman does -- acknowledge the shortcomings, but explain them away.

An article, yes, you have to do some writing and you can't really get around the choice that either you have to write an article, or someone else does. If someone else writes it, it's obviously not going to be as good as if you'd made it. You will have to pay them money. But let's maybe reduce that as much as possible.

We have a product called MakeAProduct.com -- funny how it's a product, I'll make a product anyway -- it's a membership site. It shares our system of speaking out articles along with another system of getting it transcribed. Normally, what many people will do, if we were trying to think of a sales letter because I am leading to a point here but I'm explaining to you, when I first approach how I'm going to sell something, I don't start thinking about what's the first sentence? What's the headline?

I start thinking about, "What are we really trying to say? What kind of offer are we presenting?" Based on the niche or that problem, if someone's coming to us trying to figure out if they know they want articles made, what's in their mind? What's their current problem? What kind of assumptions are they already making?

With articles, they're already assuming that there's some work involved. But if we can show them how to do it faster, maybe they won't mind they work. Let's try to explain away the various difficulties with articles. We list a couple, we've got writer's block, time, energy, and we've got results.

Maybe we'll make a sales letter where, if all we do is we think about what are these objections and we take care of them, get people past them, through them, or explain them away so they don't matter,

we've pretty much done all the selling we need. All that's left is explaining what's in our offer, what's in our package.

People come to us because they have this problem where writing articles takes too long, it's too hard, they're not consistent -- I'll even write that. Whenever I'm writing an article, I'm thinking, "What are the top four objections? What's the most appropriate order in which to answer them?" because if we're, I don't want to say really clever but, if we're careful, we can actually answer these four objections in a way that explains the problem at the same time, or explains the problem and explains the solutions.

Here's what I mean. We have a product about writing an article, but we can't assume that everyone in the world knows exactly what we're talking about, can we? We can assume a little bit -- we can assume people know that we have a set about writing. But maybe they didn't know that, from creating one article, you could potentially get a thousand clicks, a thousand subscribers. They really don't know that, if you had a blog and you posted to it once per day, that's a brand new web page that can be listed under Google, tweeted out, liked, favorited, shared, syndicated to other sites -- that's one objection.

One objection might be, "It's not really worth my time to create an article." To answer that, look at all the different ways that you can use one article to build traffic. On top of that, now we're using the article as a credibility tool to now become a recognized author.

Objection number one is the results -- maybe show a couple of screenshots of your best article. If you published a hundred articles, the top five of those are going to be really well performing. Now, I know from experience, the problem is you don't know which five until you publish them, but that's also something where you can differentiate yourself, at least what I do.

I know many people who can only write five articles in a year. They worry about all the social media this, Panda that, PageRank this other stuff. They have this confusing system that no one understands, including them. It gets back to, we've talked in the previous episodes about having a business versus having a hobby.

Just dabbling, writing an article here and there for fun, that's a hobby. But being able to do it in three minutes, publishing an article a day, every month? Now that's consistent traffic, consistent lead generation, you're consistently putting your brand out there. If could show you how to make an article in three minutes, do it thirty times a month.

Let's say you did one a day -- this is coming together -- three minutes a day, give me three minutes a day, I'll give you 90 articles, 900 backlinks, 1,800 subscribers, and you can repeat it as much as you want. Now we're getting into something cool.

One thing I want to mention -- which we'll get back to but I want you to be aware of it -- is this idea of writing from a template because writing isn't fun. But this whole thing we're doing where we're thinking about our strategy, assembling pieces, moving the blocks around so it's like this really well-crafted argument, that's kind of fun.

What helps us are these different templates. I mentioned one, it's this if-then kind of thing. If you can make a statement, what we're going to be talking about in a few minutes, are headlines because headlines are so much fun. In fact, a buddy of mine who's a copywriter, Steven Schwartzman, used to have a service called Mr. Headline -- I want to say it was $97.00.

For $97.00 he'd write your headline. How cool of a job is that? That's some Don Draper level skill. You get paid a hundred bucks, fart around for about an hour, thinking about all this crazy stuff, and he'd give you a few headlines. But that's barely writing.

He would write 50 words for a hundred bucks, two bucks per word. I'll take that all freaking day long. To give you an idea of Mr. Headline, I'm going to pull up -- I mentioned this in the last call -- Sales Page Tactics. I think he wrote for Volume 2.

Sales Page Tactics Volume 2, the headline he wrote for me was...

"If You're Not Using These Advanced Sales Page Tactics,
You Might As Well Throw $10.00 In The Trash Every Time Someone Visits Your Web Page!"

This is called an if-then statement. In programming, we use it a lot. Funny how my knowledge in programming applies to other areas, funny how I'm a computer programmer but copywriting is so much fun because we're not trying to be literary snobs. We're not trying to be Jack London or anything. We're just trying to put out some words that sell.

Modeling

What's so funny about copywriting is that you can look at someone else's web page, if you look at it in the right way, you can say, "What is it about that statement that got me to keep reading or got me to buy? I'm going to not copy it but maybe model it." I think that's a good way to explain this whole entire call is this thing called modeling.

Think about it. If you visited Facebook's front page today, if someone covered up the logo, you'd still know it's Facebook's website, wouldn't you? If you went to Amazon.com's website and somebody covered up Amazon.com, you went to eBay, Craigslist, you'd know where you were. If not, you'd say, "This is a Craigslist knock-off. This is an Amazon knockoff."

Certain things look a certain way. If you went to Internet Marketer's website and it was a piece of paper, you'd say, "This is the Internet Marketing website." If you went to a WordPress site with the web page as a full-width kind of a design, there's maybe multiple columns, videos, different pictures, you'd say, "It's probably a WordPress kind of site, or something selling software, or a plug-in."

Different things look a certain way. In the same way, when we're talking about writing, certain things are written in a certain way. People who tried all kinds of different variations, if you follow what works, you're 80 percent of the way there.

If you have a white background, a headline that's red, with quotes around it, now you're almost there. All you have to do is put some words there. This whole thing about modeling, why are we even at the wheel when we have something that works?

Headlines

If-then statement, super great, super strong headline if you have the right one because, if you can convince that something is easy, you can then promise a result, but because you're mixing these around, it's not very obvious to the average person.

We say, "If you're not using these advanced sales page tactics, you might as well throw $10.00 in the trash every time someone visits your sales page." We could have said, "These tools will give you more money." But it's more dramatic to say, in this case, that if you don't have these things, you're losing money.

Another way we can use the if-then statement is, if you can do this then you can do that. A few minutes ago I said, "If you can talk on the phone, you could present on a webinar." We can pick something that's really easy, that anyone can agree that they can do, that they've probably done today already, then we'll promise them this big result -- funny how that works.

Another easy headline formula is ask a question. The easiest kind of question to ask is a "what-if" question and a "who-else-wants-to" because these are the headlines you see everywhere. But there's a reason why the clichés work.

Question, what if I could show you a way to sit down at your computer for three minutes and create an article that gets spread around a hundred different places on the Internet? That's pretty cool, right? We're not necessarily promising a million dollars. My business partner Lance Tamashiro, love to give that guy shout-outs, props, his very first course said something like, "If you have 14 minutes, I will show you how to get 134 leads into your email marketing system." That also brought in the time component. He said, "I'm going to give you 134 leads," but it only takes 14 minutes.

It's kind of going counter. At the time, this thing called list building was a really huge niche to get into. There were a lot of really hype-y sales letters saying, "All you have to do is push one button and you'll have 20,000 subscribers falling over themselves to throw their wallets at you," that kind of thing.

People would promise a million subscribers, there would be courses on how to get a hundred thousand subscribers from scratch in 7 days. He didn't know how to show that. He didn't know how to get a hundred thousand subscribers in 7 days. Even the guy selling the courses didn't know that. They were going a little bit too far, I think.

He went the opposite way -- not really the opposite way, he didn't really say, "Oh, list building sucks. It's so much hard work." He said you get a small result, but notice, he also set a small amount of time. He said, "134 leads in 14 minutes." My immediate thought there was, "Yes, but I could put in another 14 minutes over and over again and get thousands of subscribers, get what I want anyway."

We don't want to get too clever, but if we can look at when I saw this person's headline, I don't want to just grab it and change out one word. Maybe I'll grab it, figure out what they were trying to accomplish, and use it in this other way. It was if-then, there's the what-if, maybe if he was writing some headlines, he can say, "What if I could hand-deliver 134 subscribers to you?"

Another thing I want to mention since we're throwing these out there is it's not a required, but if you can show people things, or make them visualize it, or use action words, all the better. The funny thing about copywriting, especially for sales letters for the Internet is, the more basic you can make your wordage, the better.

If you can say things instead of saying, "I want you to get this number of subscribers," "Can I give this to you?" "Can I hand this to you?" "Have you ever been so frustrated trying to build a list that you just threw up your hands in frustration, shake your head, can't get it, and you're tired?" See what I mean?

You don't want to get too into the story-telling, but give people something to imagine. Many times, I'll be grammatically incorrect sometimes. I'll even start off a sentence in the present tense and end it in the past tense. I might say something like, "Here's where you are right now. You want to have your own freedom, your own business, and you know that you need a website. Wouldn't it be great if I gave you a website right now and now you have it all built up, ready to go, and making money?"

See what I did there? It's grammatically incorrect if you want to be an English snob. But we want to make money instead! It's funny how copywriting, short sentences, fourth-grade reading level, get straight to the point, active sentences, short sentences, short words, powerful words -- these are all things that really help you.

Who Else Wants to...

We'll be talking about headlines in a minute. I guess you can have an if-then statement. Ask a question like, "What if I do this?" Who else wants to _____?

When we run split tests which means that we'll see how one web page converts, how one web page gets sales and opt-ins versus another one, every time we try "who else wants to?" and promise a big result, it usually wins.

Why is that? Because, when you say "who else wants to?" that phrasing forces you to really punch up the benefits. Once again, we're not saying a million subscribers, but we really want to list who else wants this. Who else wants to does a couple of things.

First of all, who else means that I've already shown someone else how to do this because it's like if you say, "Who else wants ice cream?" it sounds like I've already given someone ice cream, someone else gets ice cream. Who else wants to build a subscriber list? Or who else wants to add 134 new email subscribers from 14 minutes of punching a button, or 14 minutes of effort.

I don't like to use the word "work" -- I'll explain that in a little bit -- but when we say "who else wants to?" we have to put in results and there's an implied social proof. Any time you can imply something and make people come to the wrong conclusions, it becomes much more reinforced, I guess I should say.

You imply something, if they don't get it, that's weaker. But if you can suggest something, just by reading "who else wants to?" now they understand I'm not the first one, now that makes sense.

Who else wants to build a list of 134 subscribers in 14 minutes? Now, another enhancer to this -- this isn't the whole headline on its own but -- if you can list three things, or sometimes I'll do three results, or three problems and three solutions.

Here's what I mean. Who else wants to build an email subscriber list? All right, that's fine. Who else wants to build an email subscriber list, or who else wants to add 187 leads? That's fine also. But, if you had to list three things -- it could either be one thing leads to the next, leads to the next.

It could be who's coming to our web page and what do they want? Because some people come to our web page, they know they want email subscribers. Some people don't know that. Some people, they just want to get to the point, they say, "Email subscribers are great, but what I really want are some sales, what I really want are some clicks." There's our three -- subscribers, clicks, and sales.

If we can say, "Who else wants 187 new subscribers, as many clicks on your web page as you want, and to double your sales by next week?" That's off the top of my head but that's pretty cool how, by plugging in a formula, even something that you thought of off the top of your head is kind of cool.

Productivity Tip of the Day: Four Daily Tasks

I think right now, it is time to get to our productivity tip of the day. This was brought to you by TimeManagementOnCrack.com. Your productivity tip of the day is to perform four daily tasks. We mentioned this to the end of the last episode where I said I don't believe in a to-do list because what's a to-do list?

A to-do list is a list of a hundred different things that you want to get to someday, you don't really want to do them, it goes on and on and on, there's so many different things, some of them are some huge projects that you'll never be able to tackle. "I want to clean out the garage. I want to make a million dollars. I want to publish ten different books in ten different niches. I want to have one thousand dollars a day. I want to record ten audios."

You know what happens? You look through, you find the ten easiest tasks in the hundred, you do them, and they're not really that important. When you do that, you come up with twenty more things to do.

The to-do list never ends. It's more like a to-don't list. You don't really end up doing everything on a to-do list. What's the answer? To have a list of four tasks for today.

What works for me are three tasks that take 45 minutes, one task that takes about 10 minutes, because we don't really put in eight hours, ten hours a day. We end up putting in about three, if that. We probably aren't even focused during that day.

If today you can send a quick email to your subscribers, that's one. If you can put together a PowerPoint presentation for your next webinar, that's a normal-sized task. If you can put together a sales letter, that's another one. Maybe assemble a blog post. Those are your four tasks for today.

You know what? It's going to take a little bit of calibration on your part to figure out what takes you 45 minutes. We don't know many times because we don't have focus.

We have Facebook open. We have our email open. We let our phone go off. I think my phone might have vibrated too before I remembered to shut that off.

We get distracted by so many different things. Studies have shown actually that multi-tasking if worse than smoking marijuana as far as your focus goes. You need to have some focus time.

You can get back to what's important -- your family, to your life, to your free time, to whatever adventure you're embarking on today in this week in this month. Do four daily tasks, not twenty. If you do twenty, you'll get tired, burned out, and you'll take the rest of the week off.

Instead, do four things every single day. On weekends, I'll do four tasks that are about five minutes each and be done. Four daily tasks, we might talk about that in a future call, but for now, four daily tasks, that was our productivity tip of the day, sponsored by TimeManagementOnCrack.com.

Back to Headlines!

Back at it, headlines. Talked about webinars, articles, how about real estate? Real estate's really exciting because with real estate, I know people who can put in six hours of work -- most of that's on the contracts -- and walk away with $12,000 in commission.

With real estate, I don't know that much about real estate so we won't go into as much detail as with webinars and articles, but going into real estate, you might be thinking, "What are people thinking about real estate?"

"Will the bubbles burst?" The bubble bursts every ten years. The realest things like real estate, when that's at the peak, any idiot can make money from real estate sitting at a desk. But when things are dipping, maybe you have to use someone else's strategy.

With something like real estate, you have to have something unique and different, have your own little system. Maybe it's house flipping, or maybe it's some technical thing, and show current testimonials because there's no point in having testimonials about real estate if they're from three years ago before the bubble burst.

It's always the same process. We go into real estate with our real estate product. We're thinking, "What are the four assumptions people are making about real estate or about a particular method or a particular course about making through real estate?" We develop those new specific objections.

People might have a vague idea. Maybe they'll think about real estate, that it doesn't work whatsoever, you end up risking a bunch of money as far as paying the taxes, or being stuck with a house you can't sell, or being stuck with the renters from hell, things like that.

You go into thinking about what are the objections then we turn that into, "Now, what are we going to promise?" That really leads me to, what's your offer really? What are you offering someone?

The Promise

It doesn't have to be 50 hours of videos. It doesn't have to be 50 DVDs. But what's your really impressive package? I'll list a couple out for you. We have a course called Membership Cube, teaches you how to set up a membership site from start to finish, how to get paying members, how to drip content, how to create a community, how to get people to participate.

Membership Cube, there's all that training. In our sales letter for that, we list out the various modules. There's a training part of it, then there's the membership software. What makes us really unique is that usually, when you're trying to get a membership site made, you can buy the software itself -- usually the training sucks -- or you can buy someone else's training, but you have to go ahead and buy the software. But what we've done is we found the best membership plug-in on the market and we've bought it for you.

It's a one-shot deal, no hidden fees, you just get that. There's the training, there's the membership software, we have various plug-ins that we've built on top of this to improve it. I guess I would say that's our entire offer. I could go into detail about what the different plug-ins do, get technical about that, why the membership software itself is the best, and why our training's the best. But that is our offer.

If you were smart about sending resumes back when you were working a job or if you're still working a job, you tailored your resume towards the person that you're applying for.

For example, I had a friend in college, when he would apply to a databases position, he would emphasize his database experience, his training, his school and all that. When he was applying to a Microsoft or an Oracle kind of job where they hired him for his knowledge on how to use Microsoft SQL Server or Microsoft Windows Server or something, he would emphasize that part of the education.

In the same way, we noticed who's coming to our site, what do they really want? Like how, when I'm teaching computer programming, I'm not selling to the nerd, I'm selling to the marketers. That's who I decided to target.

What we ended up with Membership Cube is basically, you can get your membership site online and making money tonight which I think is different than everyone else because everyone else, for some reason, tries to make it too complicated. That doesn't apply to every single niche, but in that particular

one, when I see my competitors, even though I don't really call them competitors, when I see people in the same niche as mine, I see when they do, I poke holes in what they've done, and I do a better job of marketing to them.

I say, "Here's what the objections are. Here's what my offer is. My offer is that I know your objections are that, instead of get a membership site, it's very technical, it's very hard work, and it takes you months and months. I'm saying get it set up tonight because everything is all in one place -- the software, the training, we make it super simple for you, now it's all set up and online. From there, you can take your baby steps, make it bigger and better. We've prioritized the different tasks you have to do.

That first night, you do the bare bones. You do the bare minimum to be able to take payments or make money today. Worry about the fancy elements later on because you can still use it but it comes later. That's how we take objections, show our offer, and at that point, your sales letter kind of writes itself.

AIDA Formula

The formula we use for this is AIDA -- Attention, Interest, Desire, Action. This is going to be the most important formula, if you don't know it, for everything because this applies to writing reports, this applies to writing blog posts, it applies to writing sales letters, videos, webinars, AIDA -- Attention, Interest, Desire, Action.

Here's what it means. Attention means that we have this thing called a headline. We get someone's attention because, if we just started talking, telling the story, we haven't really earned the right yet, have we? I always forget this number but, the average person clicks off of a web page in a matter of seconds, it's like under five seconds.

That's fine. That's the universe we live in. Those are the rules we have to follow. If someone on average clicks off in three seconds, let's say, we've come up with a way to keep them on for 30 more seconds.

We have this attention-getting headline. Usually, it promises something. We have to know our audience to know how crazy we want to make it, how crazy of a claim, the normal claims who want to make this.

In Lance's case, I think that what he was going for was that everyone had already heard the usual stuff. His prospects were very educated already. They'd already heard the hype, let's say, or the overhype, or maybe they'd taken some of those courses. He doesn't want to bad-mouth those other courses, but he wants to say, "Hey, look at me, I'm different. Hey, look at me, I'm not saying everything sucks, but I'm a little bit more down to earth. Maybe a little bit more faster than those other guys."

Attention, we have a cool headline that usually prompts us some kind of crazy result which might be big results, might be less work, less time -- those are the big ones. Headline gets people to read for 30 more seconds.

Now we've gone from three seconds to 30 seconds, but is that enough time for someone to read the whole web page, sales letter, buy from us? Heck no.

We've bought ourselves 30 seconds, how do we buy ourselves three minutes? That's where the Interest comes. We said Attention, Interest, Desire, Action.

Attention = Problem/Story

An attention getting headline is half a sentence. "What if I were to show you how to add 134 leads to your email list in 14 minutes?" We've already identified with the person. They already know what an email subscriber list is, probably. They already know that 134 leads is something worth paying attention to -- it's not a lot, but it's a noticeable amount.

That's good, but we need more information. That's where the Interest comes in. If we were to come out and say, "Buy my stuff," it's not going to work. I don't have enough information. If we were going to say, "Here's what's in my course," that's on the right track, but you jumped ahead, haven't you?

When you get to a page that says, "Here, buy my stuff," you're not there yet. You need to "buy them dinner first," that's where we relate to the prospect. We share what their problem is and we assure them that we understand their problem. For me, Interest is where all those objections come into play.

You take those top four objections, arrange them in the right sequence, and that's where we can relate to their problems. List building, let's think about that. Building an email subscriber list, what are the issues?

The issues are similar to membership sites. There's the technical issues, you don't know how to get it set up. There's the traffic, people don't really know how to get people to their opt-in page. There's the monetizing, once they're on the list, they don't really know how to make money from that.

Actually, if I were to improve Lance's headline at all about 134 leads, I'd also relate how much money that made, except I'd have to try it -- I might try it and hate it because, if you made $500.00 in 14 minutes, that's actually kind of cool. Maybe if he made 194 leads and he even made that money over time, he did the work in 14 minutes. It's a grey area, but because he put in 14 minutes of work, even though that $500.00 took a year to play out from those specific subscribers, he didn't have to do anything else. It played out on its own.

There's technology, there's getting people to it, monetizing it, and maybe even getting the web page to convert. If you get people to come to your opt-in page and no one subscribes, you're wasting your money.

There we go -- technology, traffic, conversion, monetization. What I would do is, we normally have that much time left on today's call, but I would state each of those objections in the form of a question and answer those questions. It's up to you to figure out what's the best order to list those in. I would actually say, it would be technology, traffic, conversion, and monetization.

We can really, really relate to someone who needs to build a list because we can say, "You know what? I used to be like you. I wanted to make more money on the Internet, I had a website that everyone needed to see. The problem was, no one was there to see it. What I decided to do was build a list, I

heard that that was a great way to get traffic on demand, I could get 10,000, 100,000 people, send that one message and get everyone to show up."

"Great, but then I had so many issues. I didn't know what auto-responder service to use. I didn't have a template. I didn't know how it will also look. I didn't know how to redirect someone. I didn't know how to make everything work together."

"I was frustrated by the technical issues. After lots of guess and check, I finally had a basic web page online, but I didn't know how to get people to come and see it in the first place. I figured, if people showed up that they'd all register, but how do I get people to come to this web page in the first place." There's the traffic part.

"The conversion, eventually, through several steps, I was able to get 10,000 people to come to this web page over time. The problem is, no one signed up. I didn't know why, I didn't know what to fix. I didn't even know where to go from there. Even once they got on my list, I didn't know how to make money from that until I discovered this system. It's a system where," and we go from there.

Interest = Problem/Objections

The Interest is where we state a problem. If we can use the person's top four objections, that means we relate to them. If we order those four objections into a logical step-by-step sequence -- it's usually the simplest to the most difficult, or the objections they'd get early on, maybe they'd solve that objection and get another problem.

Maybe they don't even know how to set up a web page. Now that it's set up, now no one's seeing it. Now people see it, now no one's subscribing. Now people are in it, but now it's not making money. We arrange those four objections, now we make a story.

The story I told you was pretty much, "I was like you, blah blah blah," you can tell a story like that. You don't have to always tell a story where you were broke. You don't have to start off broke. You can tell a story where you came across this problem, or one of your coaching students came across a certain problem, or maybe you're saying, "I know that you have this thing, you have this thing."

We're weaving a story that sets up the problem. You notice how, at the end, I couldn't help but finish that story. The story ends with what your product is. We said, "I'm building a list, building up to this, this, this, this, the answer is Ultimate List Building System." That's the desire part.

Desire = Solution/Product

You get into Desire, now you can't help but explain what the course shows people, what's in the course. This is where we start out.

One thing that took me years to figure out is to introduce your product with a bang. We start off, attention-getting headline, story, story, story, objection, objection, objection, and we go boom! Here it is. We have it in giant letters.

If you have a logo, if you have a picture of it, boom, there it is -- like the song says. Say what your product is. From there, you explain what it is on a big level. Ultimate List Building System gives you everything you need to go from nothing to something that gets you 184 leads every 14 minutes like clockwork. We're going to give you everything -- we're going to give you the templates, we're going to tell you what to say, how to do it, give you some email swipe copy.

In this area, we're explaining on a high level what the whole product is. Is that enough? Can we say all that and say bye now? We could, but it'll help us a little bit more if, after that point, we break down the different modules.

Desire, solution/product phase, introduce the product, explain what's in it on a high level, and break down the various pieces. When I was first selling products on the Internet, I noticed so many web pages where you couldn't even really tell what it was.

I don't know if you've seen videos where someone says, "You don't deserve to be on this page. I'm going to give you a solution. I'm not going to tell you what it is but you push a button, every time you push a button, you get a thousand dollars. Run it six times a day, you get $6,000 a day." Have you seen these kinds of videos? You have no idea what it is. Usually it's a piece of crap software that finds domain names, or something like that, or finds affiliate programs.

Back to the point, somebody thinks you don't change on the Internet. One thing that hasn't changed is, a lot of web pages, I can't even tell what they're selling -- I don't know if it's an e-book, video course, DVDs, membership site -- even then, what's Module 3 of this course? Why is Module 3 between Modules 2 and 4? Why is that a logical step-by-step sequence? Are you throwing a bunch of stuff at me?

The point of information products is the how-to. Someone's at Point A, they can't play the guitar, you want to get them to Point B -- they can play ten songs on the guitar. But in order to get from Point A to Point B, they need to go through certain modules, certain steps. You usually get four steps or eight steps.

If there's a logical step-by-step sequence where, if someone's learning the guitar, first they need to learn chords, or maybe they need to learn rhythm or something like that. It makes sense for one to come before the other. You'll be able to justify why your course has all the pieces that it does.

Bucket Brigade

Not only that, but as someone's reading through it, they keep going because, since every module leads into the next, now they have to keep reading because they keep getting pulled through the sales letter. One little tiny technique which you might have noticed -- sometimes I can't help but use it in my speaking style -- are these things called bucket brigades.

In the old timey past, when a house was on fire, we didn't have fire trucks, didn't have fire hoses, couldn't drop water from a helicopter, we had to go to the lake, go to the river, dip a bucket in the lake,

and pass that bucket along down a line until someone could pour the bucket out on the fire. That's called a bucket brigade.

In copy, that means that we want someone to read one sentence, read to the next sentence, then read to the next sentence. That's why sometimes we'll start sentences with phrases like, "Not only that but" and keep going because that really helps us out. In addition, people will now read to the end.

We don't want to overdo it, I don't want to sound like an academic here, but so much of copywriting is getting someone to start at the top and read everything down to the bottom. It sounds simplistic, but think about it.

If someone was sucked into your headline, you wouldn't have to worry about your headline selling the whole course. When you put up a headline, below that put a sub-headline. The only job of that headline is to get someone to read the headline below it. The only job of that headline is to get someone to read the paragraph below that. The only job of that is to get someone to read the paragraph below of that.

If someone invests an hour of reading your web page, they go from top to bottom, now they understand everything. They understand that this problem of not being able to play the guitar, of not having an auto-pilot mailing list, why it's so important. They get to your product, they understand exactly what's in your product, they understand how much is in there, and when we list every component of our product, I love putting a dollar value next to each thing because, if I have a one-hour video showing you how to get traffic to your website, what's that worth?

Let's say it's worth $500.00 because it would have cost you $500.00 in guess and check if you were trying bad traffic methods. It would have cost you $500.00 using someone else's system. That is definitely worth $500.00. We can say, "The web page template is worth $100.00. The module on making money from your list is worth $300.00." You can total it up to be worth $2,000 and say, "But it's not $2,000. Today, you pay $19.95."

Now, it's like a no-brainer because, not only did you get my attention -- that's the attention part, the headline -- you identified with my problem -- that's interest, problem/story. You explained everything in your product -- desire, solution, the product -- now I have everything I need. All that's left is the action which we call in copywriting "call to action."

We say, "Here's the price. Here's the guarantee. Go ahead, do it right now. Click the button, your membership will be activated instantly in the next five minutes. You'll be able to log in and watch these videos right away." There we go. That is a web page.

You might be thinking, "I heard somewhere that long copy is dead." You know what? It depends on whom you're selling it to.

Thought of the Day: Who Are You Selling To?

If you're selling to someone who needs to have all the information, if you're in a niche like Internet marketing where you might have this big long course, you need long-form copy.

If you're selling a piece of software, you can demonstrate it in three minutes, five minutes, a video is more appropriate. But you're still going to use a headline. You're still going to relate to their problem. You're still going to explain the different parts of your software or your course. You're still going to tell them at the end to buy.

A sales video is more compressed than a 20-page long sales letter, but it's the same logic. You're making the same arguments, and what I find so funny is the WordPress crowd -- people who sell WordPress plug-ins, WordPress themes -- they think they want the shortest web page possible. They'll make multiple columns, they'll cramp stuff on three or four columns, all these funny icons, but when I see something that needs a lot of explaining, like a WordPress course or a WordPress membership site with lots of plug-ins and themes, they have to make it long-form copy.

What's really funny too is, because it's -- for example -- WordPress, they're really heavy on clean, big, giant graphics, it's still a sales letter, but it's like a two-column sales letter, or it's a sales letter with maybe less text than normal, but it's a long, scrolling sales letter. This is what sells.

This is what sells in video, in audio, in person, to get someone to take any kind of action. When we have an opt-in page, we're trying to get someone to enter an email address, it's very short. Blog posts, it's a little bit different, but it's the same steps, AIDA -- Attention, Interest, Desire, Action. Give them a headline, introduce their problem with a story, have your product with the solution, have that call to action, tell them to buy right now.

Review

We talked today about how to sell anything online using the magic of copywriting. Now, it's okay to be a sales person. You want to put your best foot forward, you want to make some money, and I think what's really helpful is that, instead of hiring a copywriter, I think that you're the best person to explain why your training, why your software, why your product, why your solution is the best that it is, and use some of these techniques that I've shown you like the bucket brigade, the headline templates like if-then, the formula like AIDA, identifying objections, focusing on results, all that kind of stuff. I think that those are all tools that you should have in your arsenal.

What I tell many other people is come up with it yourself. Maybe don't write the whole thing yourself but come up with the first draft, like my very first sales letter -- it's a headline and ten bullet points. Improve it using the copywriting tools we've shared today then either get a copywriter to finalize it, or get them to critique it -- even better.

My name is Robert Plank, I have a course called SpeedCopy.com. I shared as much as I could in this one hour, but I want to show you how I make sales letters from scratch in under an hour where many people take weeks.

I think right now we have over 30 website critiques. People will come to me in various niches, they'll say, "This isn't converting," or, "What should I add to this to make sure it converts?" I open up their web

page, sometimes make notes and even change their web page on the fly, you're going to want to see what that's all about in SpeedCopy.com because there's nothing like it.

You don't need to spend hours or weeks or months coming up with one web page. You can say it in simple language. You can say it right the first time. You can say it in your own words and that will get you 80 percent of the way there. For the remainder, we'll know what sales model, what works, and that's pretty much all that you have to do.

My name's Robert Plank from SpeedCopy.com. If you have any feedback, questions, you want to be on my show, whatever you want, send me a email at robert@robertplank.com. If you want to have me on your show, want to have me for interview, contact me. Go ahead, do it right now.

As far as this show goes, go to SpeedCopy.com. Claim your free critique as part of that course. I look forward to seeing what kind of web page you make. Make sure to five-star rate this on iTunes. Leave a review. Subscribe to this podcast. Next episode is going to be "How to Create an Information Product in 48 Hours or Less and Sell 1,000 Copies."

I'm Robert Plank from SpeedCopy.com. I'll talk to you very soon.