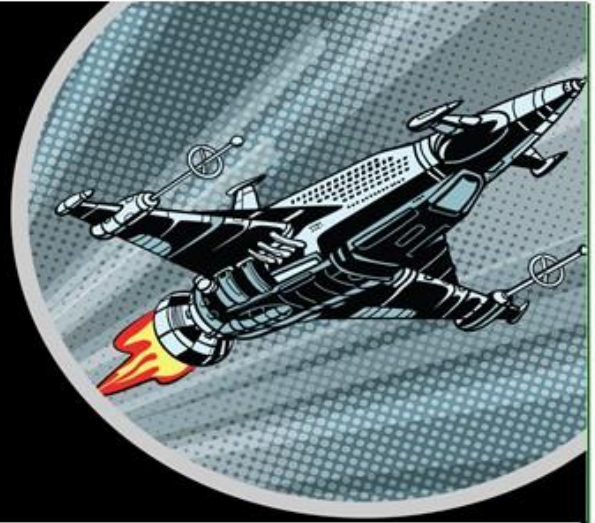


**The Ultimate
Write Killer Copy
FAST Toolkit**



"How to Get Maximum Value From A Freelance Writer"





First off - my personal belief is that the BEST person to write copy for most small businesses is the business owner themselves.

If you provide a quality product / service and can stand toe-to-toe with a prospect laying out with passion WHY they need your help, then you CAN write a compelling sales letter.

However, I get how busy life (and business) can be. And there are definitely times when it makes the most sense to hand off a copy task to someone else so you can focus on other matters.

This guide was written to help make sure you get the MAXIMUM value from any freelance copywriter you use, should you choose to outsource that task rather than handle the writing itself.

Because if you end up moving too fast on hiring a copywriter to handle a project for your business, you could easily wind up getting far worse results than desired.

As a small business owner myself, I HATE to see business owners wasting time, energy and dollars on projects that fail to deliver the results they anticipate and deserve.

Following the guidelines in this guide will help ensure you "have your ducks in a row" before outsourcing any promotion. And that's a very good thing.

The sad fact is that moving ahead on that front, without first addressing these key principles will only waste time and money that could better be invested in EFFECTIVE direct response marketing that fills your wallet.

So I suggest you take the time to read it carefully as it lays out not only what to look for in a writer, it addresses some key questions you need to ask yourself before even considering to hire one.

You Must Have a LIST



First off, no matter how great the writer, it's pretty clear that you can't just create a sales letter or brochure or website or anything and expect it to flourish in a vacuum. You need a LIST.

Of course, every business needs a LIST - in fact, multiple lists would be best - for instance:

- Prospects / Leads
- New customers
- Repeat customers
- BEST customers - those who spend the most with you.

I know this sounds unfair, but you really shouldn't treat everyone the same. The world is full of freebie seekers who repeatedly demonstrate that they'll NEVER invest in your products and services. Nevertheless, in any set of customers, there's a smaller group - perhaps 5-10% - who feel they deserve premium service across the board and are willing to pay for it.

Which group do you think you should focus significant resources on?

Having a list that you can manage, refer to, and use is critical. Otherwise you are marketing in the dark.

Investing in any level of writer without even the barest of minimal lists is okay, but it's like firing blind.

Of course, having that list is just the first step - you also need to consider...



You Must Know Your Customer Inside and Out

If you're asking a writer to create a sales letter for a product or service...

BUT...

You haven't nailed down EXACTLY who that person is who will buy your product/service...

THEN...

You are nowhere near ready to have them start writing copy.

Any copywriter worth his/her salt will hit you up with this key question right from the get go. You'd best come prepared with a clear profile of the person who would be your PERFECT customer. (You have all the tools you need inside this program with the Killer Copy Cookbook. Use it!)

It's only when you have a deep, crystal clear understanding of your PERFECT CUSTOMER that the person you hire as a copywriter will be able to craft the ideal message that connects on a deep and intimate level.

And when you can manage that, the selling gets MUCH easier.

But there's more you need in place to get the most from any copywriter...



There's a real art to crafting a compelling offer. It involves at least the following:

1. Truly knowing your *CUSTOMER* along with their emotional needs, their fears, their hopes, their pain...
2. Identifying the core *TRANSFORMATION* of their lives that your one-of-a-kind offer is going to accomplish.
3. Pulling together a blend of product/service/features/bonuses/etc. that hits the sweet spot on *EXACTLY* what your customer longs for.
4. Pricing that hits all the right notes at the right time - in terms of unimaginable *VALUE*, flexible terms, and a bottom-line number that literally seems too good to be true.
5. Removing any and all risk from the transaction with a *GUARANTEE* that makes this deal an absolute no-brainer.

You need at least those *FIVE* elements working in tandem in order to create that *KILLER OFFER*.

PLUS - extra credit if you can wrap the package with a *KILLER* name that just screams "BUY NOW!"

If you don't have this kind of *KILLER OFFER* in place before hiring a copywriter, you're facing an uphill battle to get your sales pitch seriously considered.

However, if you do have such an offer identified, you're still at risk in hiring that writer right away because...



They Must Speak Fluent DIRECT RESPONSE

Any copywriter you choose **MUST** speak and use "Direct Response" sales copy. Accept no imitations. You want the real thing.

So... you might be asking... "How can I tell from their samples if it's Direct Response copy?" We'll, it's actually pretty simple. In fact, you can tell just from how it looks.

Below you'll find three examples - a sales letter, a squeeze page (to gather opt-ins online) and an online sales page. You'll see some very clear similarities...

The first example is a sales letter with a headline circled in red: **"At Last: An Integrated Marketing Toolkit Reveals How You Can EARN \$25,000 or More Performing Birthday Parties Part-Time!"**

The second example is a squeeze page with a headline circled in red: **"Free Report Reveals How To Attract Flood of Your Ideal Clients in 60 Days or Less.... Guaranteed!"**

The third example is an online sales page with a headline circled in red: **"Finally: An Easy Way To Have a Birthday Party Filled From Start to Finish With Laughing, Happy, Howling Children - Guaranteed!"**

Whether web page, squeeze page, sales letter, what-have-you, Direct Response copy always has a consistent look - which includes a benefit-oriented headline (circled above), the use of testimonials, copy written directly to the prospect, a clear call to action, and several other key elements.



They Must Understand MARKETING

This is a critical factor to consider when looking at beginning any kind of relationship with a copywriter and it's one you must take into account.

Copywriting does NOT equal Marketing AND Marketing does NOT equal Copywriting. Both are entirely separate, distinct, yet intimately related disciplines.

Marketing encompasses everything a business does to set the stage for the sale - identifying the target market, creating the offer, choosing which media to use to get the message out to that market in the most effective way possible, figuring out the proper timing for the message, and many other details.

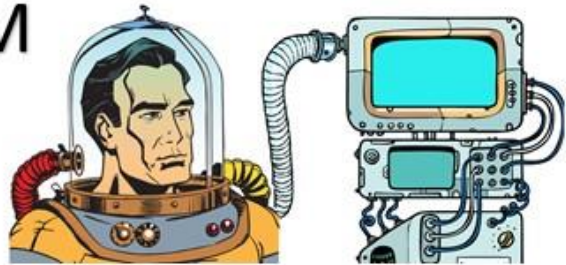
Copywriting more accurately falls under the category of "closing the deal" - whatever that deal may be. Any Direct Response copywriter you hire must be able to pinpoint the one specific action you want the prospect to take and then empty all barrels in a shotgun blast to accomplish that one key objective, such as get the prospect to offer up their name and email address on an opt-in webform.

The crucial truth here is that the copy operates within the framework of a carefully thought through Marketing campaign - outside of which the copy really has no meaning whatsoever.

That's a very key concept to grasp. And unless the copywriter you hire has a solid foundational understanding of Direct Response Marketing principles, any content you acquire from that copywriter almost certainly will fail to deliver the results you hope to see.

On to the next core point, which is:

They Have a SYSTEM for Capturing Information



Imagine... You're launching a brand new product/service. Several weeks back you hired a copywriter to create the copy to drive sales for this new widget. You and he did a ZOOM call to cover details and since then there's been a few emails back and forth. The deadline for delivery arrives and as promised, you get a notice from the copywriter saying it's good to go.

But even though decently written, it's not right, not even close. The offer's out of whack. The guarantee's missing some elements. And worst of all, it's clearly not written to anyone even close to your slam dunk customer.

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And of course it goes over like a lead balloon.

What happened? Here's the core problem:

Your copywriter didn't have a clear, effective system in place to capture ALL the information necessary from you (the Client) in order to produce the exact copy you needed. Too many writers don't have anything like a "real system" for capturing this kind of information. Many do it haphazardly, essentially winging it.

Make sure before you engage any copywriter to find out whether they have designed and use a serious and effective information capture system to provide them with ALL the assets they need to produce your promotion. Just as noted in the Killer Copy Cookbook, it needs to nail down ALL the pertinent elements of the sales offer - price, components, guarantee, shipping/handling, support, etc.

So ask: "What kind of SYSTEM do you use to gather information about my project - to make certain you can write as effectively as possible?"



You Have the Necessary RESOURCES

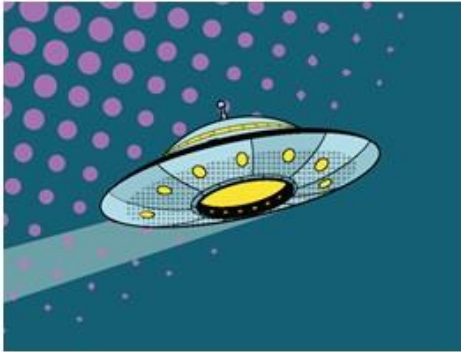
Kicking off a campaign without sufficient financial resources is like going to war without ammo. I'm not saying you must have 10s even 100s of thousands of dollars set aside for the sake of your promotional campaign. Quite the contrary - great businesses have been launched on a shoestring, through the value of hard work, savvy business smarts, and rock-star execution.

But you have to have *SOME* cash to invest - because not only will you need to pay for the media you're using to get the message out (i.e., Facebook, Google Adwords, YouTube, print ads, radio, etc.), if you're not planning on doing the writing yourself, you'll need funds to find and hire a writer.

- You could hire it out to Fiverr, E-Lance, or any one of a number of online agencies. Depending on your needs, this could also be a good choice. With this route, you can definitely get decent copy written, however, you are basically "rolling the dice" working with one of hundreds-if-not-thousands faceless scribes who may or may not produce the results you desire.
- Or you could seek out a proven quantity, rather than sift through a zillion resumes, online portfolios, and pitches from struggling writers. Instead, make the effort to choose from a stable of established, top-notchers who are servicing companies like No BS and other name brands regularly.

I'll leave it to you to decide which option suits your needs best.

But regardless of which direction you choose, there's one final point you need to address - and it can absolutely **DECIMATE** your chances for success if you don't consider it thoroughly...



You Have a PLAN for the Long Haul...

It is a **HUGE** mistake to simply opt to hiring a writer to handle a piece of copy when you don't have in mind a **MUCH** broader and thoroughly thought-through plan for how you intend to deal the big picture.

So-so marketers think about creating great sales letters for this product or that service - hoping to generate sales here and there.

GREAT marketers instead think about creating great **CUSTOMER VALUE GROWTH MACHINES** - that turn cold leads into warm prospects into paying customers into raving fan repeat buyers.

It's about creating the architecture for a complete monetization strategy, rather than settling for grabbing a few sales here and there.

You can find copywriters able to give you a decent sales letter, email, or even (maybe) lead generation magnet - but for the **OPTIMAL** Return On Investment you want to bring on board someone you can partner with to build a systematic **MACHINE** for your business.

That kind of expertise is definitely hard to find - but not impossible.

Bottom line - you can get by with a "fire and forget" approach to creating sales copy and marketing materials by hiring writers to do one-offs for you.

But you are missing out on the much bigger opportunities available to you when doing so.