

SYSTEM: Lesson 1 – Pulling the Pieces Together

Breakthrough Ideas

- **Project Management Approach:** Emphasizing the shift from viewing oneself as a copywriter to adopting the role of a Project Manager, focusing on assembling components of sales copy systematically.
- **Seven-Step System for Writing:** Introducing a structured, step-by-step process to streamline the copywriting process, enhancing efficiency and output quality.

Unique Strategies

- **Resource Gathering and Utilization:** Highlighting the importance of compiling a comprehensive resource kit, including customer profiles, offer details, and unique selling propositions, to inform the writing process.
- **Model Selection and Adaptation:** Recommending the use of swipe files, templates, and previous successful campaigns as models to inspire and structure new copy, avoiding the daunting blank page syndrome.

Actionable Advice

- **Gather Comprehensive Resources:** Compile detailed information on customer demographics, psychographics, offer specifics, and the ultimate transformation your product/service offers.
- **Select a Model for Your Copy:** Choose from swipe files, templates, or recycle previous materials to guide the structure and content of your new piece.
- **Follow a Structured Process:** Utilize the seven-step system, starting from gathering resources to final edits, ensuring each piece of copy is well-informed and strategically assembled.
- **Set and Adhere to Deadlines:** Implement deadlines to drive the writing process forward, using them to measure progress and maintain momentum.
- **Let Your Draft Rest:** Allow time between writing and revising to approach your work with fresh eyes, enhancing the quality of the final product.
- **Perform a Final Check Using a Checklist:** Ensure all critical elements, especially the call to action and headline, are correct and effective.
- **Edit and Cleanup:** Make necessary adjustments based on your final check, aiming for a minimum viable product that meets your standards and objectives.

Summary and Action Plan

- Begin by gathering all necessary resources and information to fully understand your product/service and target audience.
- Choose a model or template that aligns with your copy's goals, using swipe files or previous successful pieces as inspiration.
- Implement the seven-step system, from resource gathering to final edits, ensuring a systematic approach to your copywriting project.
- Set realistic deadlines to keep the project on track, allowing for periods of rest and reflection to improve the quality of your work.

- Conduct a thorough final check, focusing on key elements like the call to action and headline, and make necessary edits to achieve a minimum viable product.
- Aim to get your copy out the door, understanding that perfection is less important than real-world testing and feedback.

Conclusion

Adopting a systematic, project management approach to copywriting not only speeds up the writing process but also ensures the creation of compelling, effective sales copy. By leveraging existing resources, templates, and proven strategies, and by following a structured seven-step system, you can produce high-quality copy more efficiently. This methodical approach minimizes the intimidation of the blank page, encourages strategic thinking, and ultimately leads to better results in your copywriting endeavors.