

SYSTEM: Lesson 2 – 15 Steps to DONE

Breakthrough Ideas

- **15-Step Blueprint:** Introducing a comprehensive, step-by-step system for assembling sales copy, emphasizing the project management aspect of copywriting.
- **Modular Approach:** Highlighting the flexibility of assembling copy in any order, focusing on the assembly rather than traditional writing, which can significantly speed up the process.

Unique Strategies

- **Headline Generation:** Encouraging the creation of multiple headlines to find the most compelling one, with the unused options serving as material for subheads or bullet points.
- **Problem-Agitate-Discard-Solve Template:** Updating the classic problem-agitate-solve formula by adding a step to discard alternatives, focusing on setting the buying criteria to position the offer as the only logical choice.

Actionable Advice

- **Invest Time in Headlines:** Dedicate effort to crafting multiple headlines, focusing on benefits to grab attention.
- **Personalize and Open Strongly:** Use personalization in the salutation and start with a short, engaging opening paragraph.
- **State Major Problems and Tease Solutions:** Clearly articulate the main problem your target audience faces and hint at the solutions you offer.
- **Establish Authority Early:** Use the initial sections of your copy to build credibility and authority.
- **Incorporate Testimonials Strategically:** Place testimonials early and throughout the copy to build trust and validate claims.
- **Address Objections Throughout:** Integrate answers to potential objections within the copy, especially regarding the authenticity of testimonials.
- **Highlight the Ultimate Transformation:** Emphasize the life-changing benefits of your offer, encouraging readers to envision the positive outcomes.
- **Create Urgency and Clear Calls to Action:** Use deadlines, limited offers, or scarcity to prompt immediate action, and provide clear, simple instructions for taking the next step.

Summary and Action Plan

- Begin by gathering all necessary information and resources, including customer insights, offer details, and testimonials.
- Follow the 15-step blueprint, starting with crafting compelling headlines and moving through establishing authority, teasing solutions, and highlighting transformations.
- Address objections, create urgency, and ensure the call to action is unmistakable and straightforward.
- Use the PS section effectively to reiterate the offer and push for action, leveraging the high engagement this section typically receives.

- Remember, the order of assembly can be flexible; focus on creating each piece with the overall structure in mind and assemble them according to the blueprint for maximum effectiveness.

Conclusion

The "15 Steps to Done" system revolutionizes the copywriting process by providing a detailed, actionable framework that ensures no critical element is overlooked. By treating copywriting as a project management task and focusing on assembling rather than writing from scratch, this approach allows for faster, more efficient creation of compelling sales copy. This system not only speeds up the writing process but also enhances the persuasiveness and effectiveness of the final product, ensuring that all psychological elements required to compel action are present and accounted for.