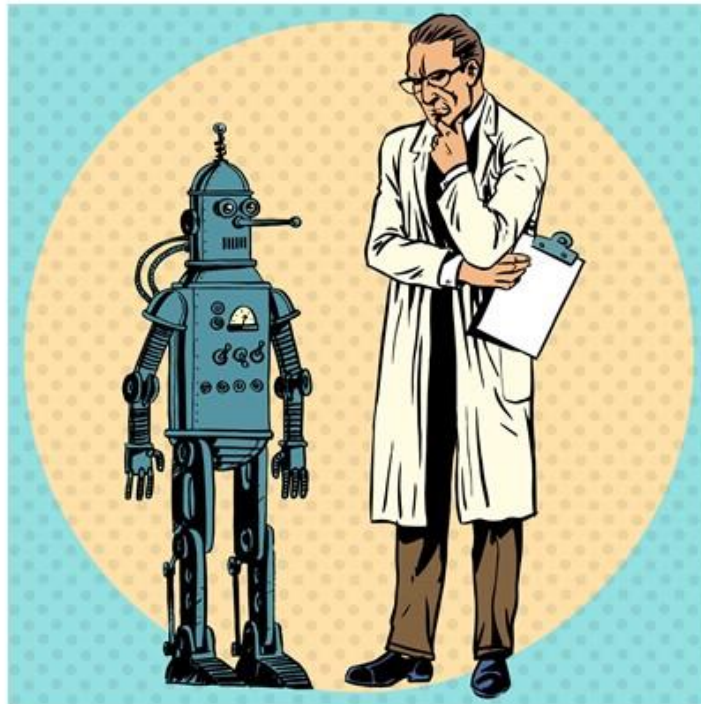


**The Ultimate  
Write Killer Copy  
FAST Toolkit**

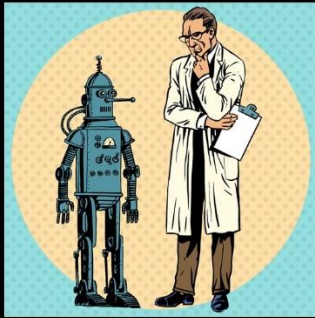


**System - Lesson 3:  
In Case You Get Stuck  
TRANSCRIPT**



## Module 3: Systems

Lesson 3: In Case You Get Stuck



Welcome to Lesson number three in Module three on Systems.

We're going to talk about ways to get you unstuck in case you do get stuck while writing.

At a Loss For Words?...

Because sometimes when you're writing, copy, you can, admittedly, wind up at a loss for words.

I'm not going to say this never happens. It happens to me occasionally; it happens to all of us as writers.

So you need to have systems in place to help you overcome this – of and when it happens to you.

Even with ChatGPT and all its wonders, you can still wind up facing a blank page.

So I'm going to give you a few ideas I've used that I know work.

The first one's a bit strange...

CRAZY Talk

I call it crazy talk. It probably sounds a little weird, but trust me, it can help you break the barrier.

If you're facing a blank screen and you just don't have anything to say, you want to just start writing ...

Just Start Writing Random Words....



one word after the other word.



The crazier, the better.

Because there's magic in using words that are unexpected and interesting... conveying interesting things in interesting ways.

That's why just getting some crazy words down onto the page can help – they can inspire all kinds of new ideas you wouldn't have otherwise imagined.

There's so much good that comes from just getting something down on paper.

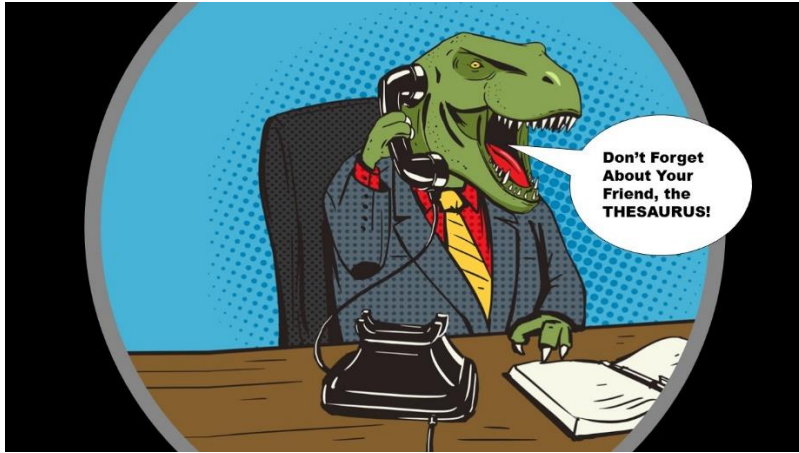
I can't tell you how many times I have been stuck writing an email, but just started typing to see where things led and viola – I wound up with a killer email.

And if something wonderful doesn't pop into your head, so what. There's no law that says you have to use anything you've written.

Let's say you write six really weird words and none of them say anything you want to promote.

You don't have to use them verbatim.

But the can definitely serve as jumping off points from which to your imagination kicks in to help you write your letter, your email, your proposal.

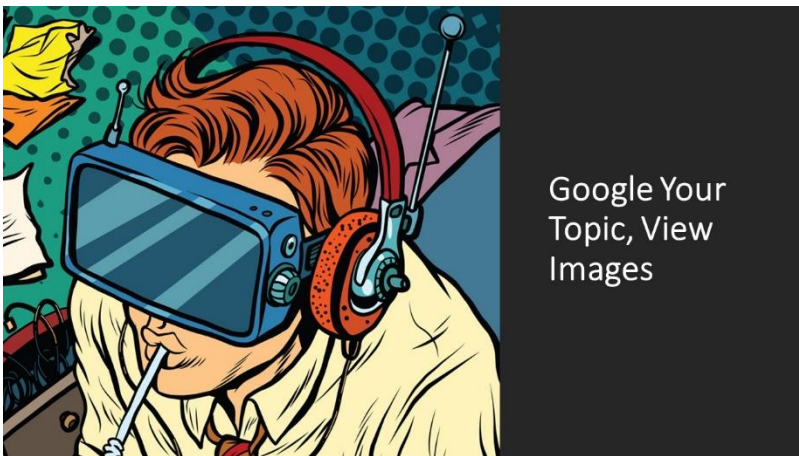


Don't forget about using your friend, the Thesaurus – a source that's incredibly valuable to writers. Thesaurus.com is available to everyone for free.

You want to say interesting things in interesting ways and there's tons of options available for a word that maybe has gotten stale because you've been using it all the time.

For example “proposal” has got a million different ways of saying the same thing – bid, offer, proposition, overture, scheme. All kinds of words have tons of different options. English is an incredibly rich language.

Use the thesaurus.



Another idea I've used when I can't come up with an angle for an email or letter or postcard –

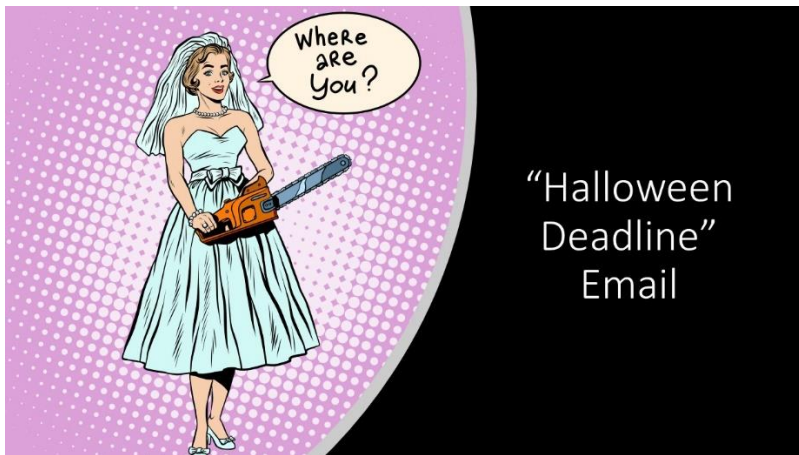
I'll just Google the overarching topic – let's say “Dentists” – and look at all the images that appear.

Sometimes a crazy weird image can trigger a really good idea or a hook you can use for the email, the postcard, the letter.

Another place to go besides Google is go to a stock photo site and do the exact same thing.

I use depositphotos.com. I think it's quite affordable and the range of images is great. And if you find something you like, you can

license that image and then insert in your piece and write about it. There's plenty of AI options for images now as well – Midjourney and Dall-E are both amazing at taking a simple prompt and outputting something wonderful (and potentially weird).



I actually did this in one of my earliest promotions for this program. I was searching for images and spotted this one: "Where are you?" with the bride with the chainsaw.

It inspired a series of launch emails with a Halloween deadline.

I thought this was kind of a fun image... the "Where are you?" establishes the point of the email that "you haven't signed up yet, you're getting close to the deadline" in a way that's unique and fun.

That speech bubble caption they provided, "Where are you?" provided the inspiration for the email that I eventually wrote.



Another way to get past the blank screen is to start asking questions.



Consider how you'd write a response to both of these statements:

For example, consider how you'd write a response to two different statements.

First off...

*“Describe That Chair You’re Sitting In.”*



“Describe that chair you're sitting in.”

If you took a moment right now and I gave you this as an assignment: “Describe that chair you're sitting in.”

Well, you might fumble a bit, or you could come up with a few things, but you know, that's kind of a challenge to just describe it.

However, if you take a different approach and answer a question:

*“What DON’T You Like About That Chair?”*



“What don't you like about that chair?”

It's much more focused.

I'll wager you can jam out all kinds of answers.

Why?

Because it's just a lot easier to write a response to a question.

## Questions HELP YOU WRITE FASTER...



- A Statement Gives You Too Much Leeway
- A QUESTION Provides Focus
- Use the Power of WHO, WHAT, WHEN, WHERE, WHY and HOW

EXAMPLE from Turk the Genie...

Questions can help you write faster because a statement just gives you too much leeway. The universe is wide open for all kinds of options.

But by responding to a question, it gives you something very specific to focus upon.

You want to use the power of the classic questions, which are WHO, WHAT, WHEN, WHERE, WHY, and HOW.

## Typical Outline Using a Checklist

- Birthday Party Sales Letter Website
  - My Biography
  - Routines / Tricks
  - References
  - Pricing and Packages



Let me give you an example from back when I was doing birthday party magic shows as Turk the Genie.

In creating my birthday party sales letter website, I might approach the task by creating a checklist of things I want to cover.

There's my biography, the routines and the tricks I did, references, pricing and packages.

Again, that's not bad, it can be useful and has its place.

## Outline Using Questions

- How Are You Different from Other Magicians?
- What is Your Background as a Magician?
- What Packages Do You Offer?
- What Do Previous Customers Say About You?
- Why Should I Hire You for My Party?



However, here's a different approach that I used instead. I outlined using the following questions:

"How are you different from other magicians?"

"What is your background as a magician?"

"What packages do you offer?"

"What do previous customers say about you?"

And the most important...

"Why should I hire you for my party?"

Which is of course, my USP – why should I do business with you as opposed to any and all other alternatives?

So answering questions, responding to questions, can be a very effective way to crank out prose.



When You DON'T Need LONNNGGG Copy...

- Letter
- Email
- Squeeze Page
- Postcard
- Video

Now I'm going to give you a quick hack system that's valuable when you don't need to do long copy.

This can be useful when you're writing something as simple as a single page letter or a two page letter. It can be used for doing emails, a squeeze page, a postcard, or even a short video.

It's a quick hack for writing something short from scratch. And I follow this approach all the time.

### Step 1: Know Your Goal!



So the first step is “What’s your goal?” You must have a goal in mind.


So, are you trying to close the deal? Is this an email to close a deal?

Is this a message to nurture a lead... do you want to build a relationship with this?

Do you want to use this to establish your authority? Do you want to drive opt-ins?

So whatever it is, make sure you have your goal clearly nailed down before you start this process. This includes the call to action... what link to click, what number to call, what form to fill out, whatever.



	<p>You should only have one and one goal alone. Don't try to multipurpose this.</p>
	<p>Step two is “What's your big idea?”</p> <p>Now the big idea could be urgency as in “Act now, before it's too late” is certainly appropriate to have in emails or other messaging.</p> <p>It could also be based on a story, like you want to weave in a quick tale that illustrates a key point you want to reinforce.</p> <p>It could be to reinforce your authority, like reaffirming your street cred as the expert they can rely on, with a focus on building up trust with frequently asked questions, testimonials, etc.</p> <p>It would be to just to arouse curiosity as in, “Hey, check this out. It's just crazy cool.”</p> <p>Or it could be something like a powerful idea that goes against conventional wisdom.</p> <p>Take something everybody assumes is true and you come up with something to the opposite.</p> <p>For example, maybe everybody assumes that email marketing is dead, and you state, “No, it's not.”</p>



### Step 3: Big Idea Headline

Step three. You want to create a headline that reinforces and conveys that big idea.

For emails, that's your subject line. For landing pages, postcards, letters, that would be a headline.

For a video, that could probably be the title or possibly the opening line of your video.

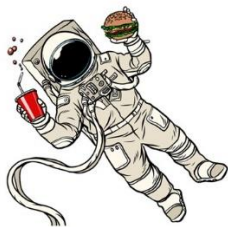
In the Killer Copy Cookbook, there's tons of templates and examples to help you create this headline.



Step four - What are the key takeaways? What are the key things you want your reader or viewer or listener to take away from consuming this bit of copy?

Explain these in benefit-oriented bullet points use – use the templates provided for headlines and bullet points.

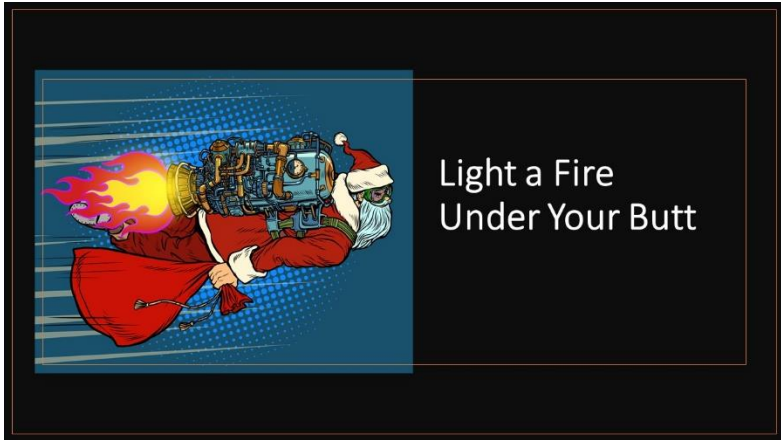
This is particularly useful for something like a landing page, which is a very simple piece of one-page copy.



### Step 5: Problem-Agitate-Solve

Step five, you just write a passionate note to your prospect or client using the Problem-Agitate-Solve formula. You plug in the headline. You plug in the key takeaways. And you plug in your call to action.

Then, you write it as quickly as possible.



And finally, I want to tell you with this quick little five step process – or in fact for ANY copy project you take on - get fired up.

**LIGHT A FIRE  
UNDER YOUR BUTT!**

I learned this lesson when I was working in Boston and I saw an editorial in the Boston Globe that just drove me nuts. And so, that morning in a fit of anger, I wrote a letter to the editor. I literally dashed it off in no more than three and a half minutes.

Frankly, it pissed me off and I HAD to respond. So I did.

The very next morning at 7:00 AM, my phone rang. Somewhat groggily, I picked it up. “Hello?”

A strange voice on the other end started rambling, “Oh yeah, way to go, right, right, right, right.”

And then he hung up.

I thought, “Oh, okay, what?”

I opened up the paper and discovered that they had published my letter to the editor. Apparently it had hit a nerve with at least one person.

Now - the reason that I was able to write so quickly and powerfully was that I was angry. And not just angry, I was **PISSED** and I wrote with **PASSION**.

And I think **THAT**’s what you need to do in all your writing.

I’m dead serious about this.

You are changing, if not saving, lives with your products and services.

If they don't choose you, they may well settle for a lesser option that doesn't provide the same value you provide.

So write with passion, light that fire, and speak from a place of experience and concern whenever you produce copy.

Because you CAN make a positive difference in the world.

Write Faster. Write Better. Right Now.