

TOOLS: Lesson 3 – HOW to Write 2, 3, even 10X Faster

Breakthrough Ideas

- **Headline Commandments:** The 10 Commandments of Headlines provide a foundational approach to crafting attention-grabbing headlines, emphasizing boldness, clarity, and direct benefits to the reader.
- **Formulaic Approach to Copywriting:** Emphasizing the use of proven formulas and templates for sales letters, bullet points, and headlines to streamline the writing process and enhance effectiveness.

Unique Strategies

- **National Enquirer Style for Headlines:** Adopting a tabloid-style approach to headlines to ensure they grab attention and provoke curiosity, based on the principle that if it works for tabloids, it can work for sales copy.
- **Fill-in-the-Blank Introductions:** Utilizing pre-made templates for introductions and opening lines to quickly engage the reader and transition smoothly into the main content.

Actionable Advice

- **Craft Big and Bold Headlines:** Make your headlines large, bold, and promising, but ensure they are honest and directly relevant to your target audience's interests.
- **Use Quotation Marks:** Enclose headlines in quotation marks to increase credibility and response rates.
- **Leverage Headline and Bullet Formulas:** Apply customizable formulas to create compelling headlines and bullet points that directly address the reader's pain points and desires.
- **Focus on Benefits:** Always link features to tangible benefits, emphasizing the transformation or improvement the reader will experience.
- **Implement a Sales Letter Formula:** Follow a structured nine-step formula for sales letters to ensure all critical elements are included and effectively presented.

Summary and Action Plan

- Review the 10 Commandments of Headlines and apply them to create compelling headlines for your copy.
- Adopt and adapt headline and bullet point formulas to fit your specific product or service, ensuring they speak directly to your audience's needs.
- Utilize fill-in-the-blank templates for introductions and transitions to save time and maintain flow in your writing.
- Assemble your sales letter using the nine-step formula, ensuring each part from the pre-head to the final PS is optimized for impact and clarity.
- Iterate and refine based on feedback and results, continuously improving your speed and effectiveness in writing sales copy.

Conclusion

Writing sales copy quickly and effectively requires a blend of boldness, strategic formula use, and a deep understanding of the audience's needs and desires. By applying these principles and leveraging proven templates and formulas, you can significantly increase your writing speed while maintaining, or even improving, the quality of your output. This approach not only streamlines the writing process but also ensures that the final product resonates with the target audience, compelling them to act.