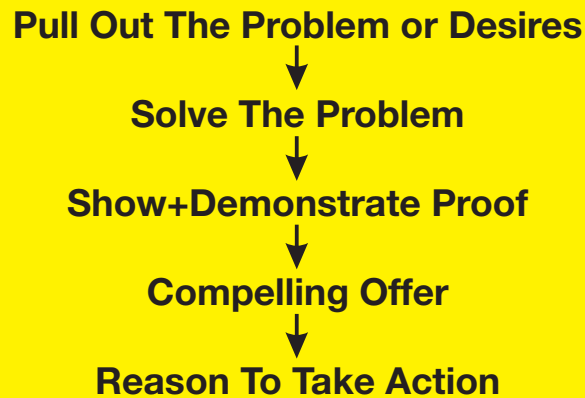


Sales Copy Tips & The Mindset You Need To Write Effective Copy

SALES PROCESS



MINDSET

- Pull Out Problems
- Don't Push Solutions
- Questions Are The Key
- Don't Talk Too Much
- What's In It For Them?
- Listen More

"PRESCRIPTION BEFORE DIAGNOSIS IS MALPRACTICE!"

UNDERSTAND THE MARKETPLACE

- List Your Prospects & Clients:
 - common frustrations
 - common fears
 - common desires
 - common dreams
- What Pain Or Want's Do They Have?

REMEMBER TO COVER

- Features → What Your Products Have
- Advantages → What The Features Do
- Benefits → What The Features Mean
- Motives → What The Features Satisfy

USPs are great but ESPs are even better "Emotional Selling Proposition" i.e What feelings do your products and services give your prospects? Importance, safety, prestige etc

"FIND OUT WHAT YOUR PROSPECTS WANT, THEN SHOW THEM HOW TO GET IT"

"IT DOESN'T MATTER WHAT YOU THINK YOU'RE SELLING THAT COUNTS, ONLY WHAT THE PROSPECT THINKS THEY ARE BUYING"