Copywriting Formula

Secrets for getting your website visitors to do what you want.

RapidSites.Pro

What's In Our Secret Copywriting Formula?

RapidSites.Pro

RAPIDSITES.PRO + COPYWRITING = SUCCESS

We want you to get the most from your Rapid Site. We help you design and setup your site, freeing you to focus on telling your story in your own words.

But if you're like most people, you don't write website copy very often (if ever). So where do you start?

You can start with this proven formula that we use on our own website to get our customers to sign up for a Rapid Site. How do we know it works? Well, you wouldn't be reading this if it didn't ;-)

So follow this simple yet powerful copywriting formula for a successful website.

1. Instant Clarity Headline

Formula

End Result Customer Wants + Specific Period Of Time + Address The Objections.

Rules

1. You don't need all three, all the time
1. Using only the first item (end result) from the formula is ok.
2. Using the first and second item (end result + time frame) is good.
3. Using all 3 items (end result + time frame + objections) from the formula is GREAT.

Examples

• Hot fresh pizza delivered to your door in 30 minutes or its free (Domino's).

• Your home sold in 90 days or I'll buy it.

• In 1 hour, learn the copywriting systems that will double your conversions.

• Find three qualified leads every week without cold calling.

What It Does

Tells the customer in seconds what your product will do for them, not what it is. This forces the product/service creator (you) to think about the customer, not about the product/service.

Jedi Tricks

• Purpose of the headline? To get your customer to read the second line.

• Be clear. Not clever. Clarity trumps persuasion.

• The best headlines get you to stop, arrest your attention, experience greed, curiosity, and unexpected surprises in them.

• Write to the individual, just like you'd talk to *one* person. Don't write to the masses.

• If your customer had three seconds to read your headline, would they remember it?

2. Name the Problem

Formula

Explain the problem using your customers' words and why their situation is difficult right now without your solution.

Examples

- **Email service:** On average 20% of email never reaches the inbox

- **Income booster:** There are only so many hours in the day, how can I earn more without workiing more?

- **Dating advice:** Have you ever been attracted to someone but didn't know what to say to start a conversation?

- **Accounting service:** Even the easiest tax forms are complicated. And your only other option is hiring an accountant.

- **Project management tool:** Still managing projects with email? Are you still using excel for your to do lists?

What It Does

Gets the customer to nod their head in agreement and invites them to read the next line. Lets your customer know you understand them. One of our deepest human desire is to be understood, so leverage it. It creates empathy (the most powerful sales tool). Most importantly, it sets up your solution to be presented into the gap you just created by defining their problems.

Jedi Tricks

- If you can describe your customer's current problem better than they can, they will unconsciously assume you have the solution.

- If you're not solving a clear problem, it's a struggle getting people to pay.

- 1 reason products/services fail is because they aren't solving a problem someone has. If your product is a nice to have, not a must have, it's not very persuasive. It's your job to make it seem like a must have.

3. Present Your Solution

Formula

Product/Service Helps You Do [Task]. Say Goodbye to [Frustration] and Hello to [Benefit]. You Get [Top 3 Features + Benefits For Each Feature].

Example

- Our service helps take your real estate transactions & related documents online. Say goodbye to filing cabinets and hello to happy mobile agents.
- Email, scan, fax, or directly upload contracts & view them from any computer, any browser, anywhere.
- Learn our techniques for making money in real estate so you can begin working for yourself. Find the right properties and flexible sellers. Determine the value of investment properties, and understand how to use creative financing techniques.
- Securely send contracts via email to clients, the lender, or the title company when they ask for it and travel without "the paper briefcase".
- Our survey tool helps you quickly create and distribute surveys with just a few clicks.
- Easily track time, manage expenses and send invoices. Spend more time doing business rather than running your business.

What It Does

It forces you to create the 30 second elevator pitch for your product/service. Your customer will unconsciously trust and bond with you because you are clear. Gives customer info to say "I want to know more" or tells them this is not for them.

Jedi Tricks

- Use the language you hear from customers when they describe how they use the product. For a medical records company: "Go paperless" became "Show up to appointments without paper".
- Think of your solution first in terms of the benefits. Not the features. Every feature you design should provide a benefit to the client, not to get them a feature.

4. Borrow Credibility

Formula

Tie your company to trusted symbols and famous authorities. Put the biggest brands all over your marketing pages, even if they don't use your product.

What It Does

It lends authority to you that you wouldn't otherwise have. Remember the saying, "You are the company you keep."

Examples

- **Surveytool.com** - They mention that Domino's and other top brands use surveys to grow their business. But they never say if they use surveytool.com or not.

- **RecruitingNinja.com** - They use a quote by Charles Darwin "It's not the strongest species that survives, nor the smartest, but the ones that are most adaptable to change." - It creates authority, credibility, and also sets the stage to present a solution that will help them change.

- **Unbouncepages.com** - Show big brands below the sign up button.

Albert Einstein

Abraham Lincoln

WWF

LAKERS

Eleanor Roosevelt

5. Establish Social Proof

Stated Differently

Show people are using your stuff and engaging with you on social media.

Examples

- Millions of people use basecamp.
- Join the crowd with [number] of files stored and companies registered.
- Join all your friends who are using product/service to share photos.
- Over 1000 sold!

Jedi Tricks

Social media can be indispensable in boosting sales.

- At the very least, provide links to social properties where you engage your customers. Use logos for those social properties.
- If you have an active social presence, you might include a twitter or facebook feed on your website, where customers can read and even engage on those properties without ever leaving your website. Don't do this if you're not very active on social media. Don't want your customers to imagine the sound of crickets
- Never stop selling social proof. Let it bleed into everything you do to make the sale. See on the sign up page for basecamphq, They are still selling social proof on the right hand side.
- Keep at it. You may be hoping that a social media presence will instantly boost your business overnight - and that does occasionally happen. However, it's generally the exception to the rule, and you'll need to be patient and consistent with your online presence.

6. Use Testimonials

Stated Differently

Testimonials provide proof your product/service works in your customers words.

Formula

Specific end result or benefit customer got + Specific Period of time + Accompanied Feeling + The Persons Name With Their Stats

Examples

- "I've saved $200 per month alone in file folder savings. It took 3 days to get implemented, and I recruited my first agent in the first month as a result. I can now be home with my baby son and review files. The freedom is incredible." - Blaine Campbell, Top 10 Coldwell Banker Legacy In Iowa

- "I received three qualified leads in the first week I launched my website" - Ryan Montoya, R&R Sales

- "I lost 12 pounds in three weeks. I feel great, and my friends are asking me how I did it." - Alicia Regaldo Felice

Rules

1. Don't use testimonials word for word as folks tell you or send them in. Re-order the biggest benefit to be at the top, bold it, and put the rest of the testimonial below it.

2. People are more likely to read testimonials if it's just one by itself, and 1 at a time, they are scattered throughout a sales page, but if stacked among 5 to 10 or more they gloss over it.

3. If people have no idea who the person is on the testimonial, find some sort of authoritative or relatable fact on them. "Here's Why The #1 Agent In Texas Is Excited!" (then follow with testimonial)… or put directly below their name something like "Head of the association of Realtors" …or "A $500,000 Project Manager"

4. Spread testimonials out all over your website, one per feature, on the sign up page, below the call-to-action button. Never stop selling testimonials. Every single page should have a testimonial on it.

7. Clear Call-to-Action

Stated Differently

Tell the customer to do something specific.

Rules

1. Make your call to action the end result of what your customer wants to do. Instead of "create an account" for a split-testing service, use "Create an a/b split test". Instead of "Signup Now" for project management, try "Create a Trial Project".
2. "Add To Cart" generally tests best for products.
3. You can also be extremely descriptive: "Click Here To Create Your Recruiting System and Start Recruiting Agents!"
4. If you're not getting good traction with a direct call-to-action, change to something that doesn't represent such a big commitment, For example, instead of asking customers to "Pay Now" for a $1000 service, say "Schedule a Consultation for Only $100".

Examples

- Try It Free
- Sign Up Now
- Buy Now
- Add to Cart
- Schedule a Meeting

Jedi Tricks

- Make your call-to-action very prominent, usually a button or large text that is obviously clickable.
- Use arrows or other pointers at your call-to-action. There should be no question in your customer's mind what it is they can do on your website.

DO THIS

8. Risk Reduction

Stated Differently

Too many people think that selling is about talking people into buying things, as if you can wear people down with an avalanche of words.

You can't. It's all for nothing if your potential buyers have any doubts. Doubt creates hesitation. Hesitation kills sales.

The answer? You have to reduce the perceived risk your customers feel so there is no hesitation to take you up on your offer.

Formula

If you don't love [product/service] + then [explain the remedy].

Rules

1. Assure your customer that you believe in the quality of your product.
2. Spell out your terms and conditions clearly.
3. Specify a generous time period for evaluation.
4. State what you will do if the customer is dissatisfied.

Examples

- You'll make $1,000 on the side, or I'll be your first client.
- We provide the finest widgets in the world. If you are not fully satisfied for any reason, just return your widget within 60 days for a full refund of your purchase price.
- Try this book or product, 100% at my risk. If it doesn't immediately solve every problem you're now facing, free your mind from worry forever, and let you walk 2 inches taller, then send it back... and every penny of your purchase will be returned.
- That is why I am willing to lift all of the risk off of your shoulders and place it firmly onto mine and offer an iron-clad, 60 day money back guarantee on the example product name.
- We're so sure you'll love it, we have a 30 day money back guarantee.

9. Price Anchoring

Stated Differently

Make your price seem like a bargain: Robert Cialdini is a world renown psychologist, and one of his principles is "The Contrast Principle."

Formula - The Contrast Principle

- If you put your hand in warm water, then put it in cold water, the cold water feels much colder than if you just put your hand in cold water to begin with.
- The principle affects the way we perceive the difference between two things when they are presented one after another. For instance if you pick up a light 2 lb. weight, then pick up a 10 lb. weight, the 10 lb. weight will seem much heavier than if you'd just picked up the 10 lb. weight alone.

Jedi Tricks

- Link or tie product price back to a physical product in similar category
- If you did this by yourself what it'd cost
- If you hire me one-on-one what you'd pay
- The dollar amount you gain by buying
- What one additional deal will bring you
- You lose $X dollars by not buying this
- Your time is worth x/per hour, you save 3 hours per month, thus X savings
- For the price of a hamburger, you can learn every step I use to close deals.

10. Frequently Asked Questions

Formula

Answer your customer's questions before they ask.

What It Does

- Addresses distrust
- Acknowledges concerns and eliminates objections
- Speaks their language and is highly empathetic (we understand you)

Rules

1. Make sure your questions are those your customers would actually ask rather than questions you'd like them to ask. For example, customers for a monthly subscription service probably wouldn't ask "Why is your website so great?" but they would ask "Can I cancel if I want?"

2. Include questions even when the answer is no. If you provide a thoughtful answer, even if it's not what the cutomer wants to hear, it will earn you tons of respect. For example, if the question is "Do I get unlimited free support?" your answer might be "No. We are pleased to offer 30 day unlimired support, but beyond that we charge X for support services."

3. Be brief. Your answers should be short and your questions even shorter.

Examples

- Can you guarantee I'll earn money in real estate if I buy your ebook?
- If you're so good at winning auctions, how come you're telling us everything you know?
- What exactly gets backed up?
- How soon before I loose my first 5 pounds?

Jedi Trick

- While FAQ are powerful sales tools, they are not essential for all types of sites. If you find they you answer some of the same questions over and over again from your customers, then you'll want to add FAQ to your website.
- www.lynda.com/support/faq.aspx has a lot of FAQ, so they organized them into categories to help customers sort through the material.

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Rapid results.**

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Acknowledgements

This copywriting formula was adapted from the following sources:

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