

“How To Turn Words Into Money – Copywriting 101”

Internet Income Mastery

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Here's What We're Going To Cover....

- Why copywriting effects EVERYTHING you do online.
- Why highly effective ads give you an UNFAIR ADVANTAGE.
- How to turn money into words- Copywriting 101 – the basics.
- The ONE and ONLY GOAL you should have in mind every single time you sit down to write something.
- How copywriting is like dating.
- How to write the sexiest headlines on the planet.
- Top gun resources that will turn you into a copywriting MAVEN.



What is Copywriting?

- Copywriting in simple terms is all about the words you use in your marketing.
- Google definition: The use of words to promote a person, business, opinion, or idea.



Why Copywriting Effects Everything You Do!!!

- Copywriting has an effect on every single form of marketing that exists online...
 - Pay-Per-Click
 - Article Marketing
 - Blogging
 - Video Marketing
 - Forum Marketing
 - Social Media (Facebook, Youtube, Twitter, etc.)
 - Odesk



How To Turn Words Into Money: Copywriting 101 – Basic Training

- Keep it simple.
- Write like you're talking to your best friend.
- ABS – always be selling.
- Don't make assumptions.
- It's all about YOU!
- Benefits, not features.
- Have a clear call-to-action.
- **TELL PEOPLE WHAT TO DO NEXT!!!!**



Why Highly Effective Ads Give You An Unfair Advantage...

- Cheaper clicks. (PPC)
- Larger profit margins.
- More traffic.
- Viral exposure.



The Dating Analogy...

- When you first meet someone new, do you try to get intimate immediately? NO, you'd be asking for a slap in the face.
- Selling is a process, much like being in a relationship.
- There is a clear sequence of steps that you must go through in order to progress...
- So when you blatantly pitch someone and go for the sale from the first step you are basically trying to get intimate with someone you just met- don't be a fool!!!



It's All About YOU.

- Everyone on the planet is tuned into the same radio station, it's called WIIFM.
 - “What’s In It For Me” Radio?
- The most powerful words in copywriting are YOU and YOUR(s).
- Notice the difference:
 - How to make money online today.
 - How YOU can make money online today.

EVEN BETTER...

- How YOU can make money online in YOUR spare time.



Features Vs. Benefits.

- Taking things one step further is understanding the difference between features and benefits.
- Features are capabilities.
- Benefits are “what it gets me” or “does for me”.
- Example:
 - Feature:
 - Automated sales system and follow-up.
 - Benefit:
 - Monetizes your leads for YOU 24/7/365, even while you sleep, so you can enjoy your life while you make money hands-free.



How To Write The Sexiest Headlines On The Planet!

- Your headline is EVERYTHING!
 - If you don't have a compelling headline/subject you're ads/emails/posts will never even get read.
- Women's magazines have some of the best headlines on the planet- STEAL THEM.
- Example:
 - “6 Ways To Eat Healthier- Automatically”
TRANSLATION...
 - “6 Ways To Get More Traffic To Your Website- Automatically”



The REALITY TV factor, think JERSEY SHORES.

- Some of the best email subject lines I've ever written (most opened).
 - “He thought I was gay? (quick video)”
 - “You rocked my world.”
 - “Holy shit...”
- People love reality TV for the drama.
- There is an old saying that goes, “Facts Tell, Stories Sell.”
- Give the people what they want- DRAMA! The good, the bad, the ugly.
- The more entertaining you are, the better- mix business with comedy and drama.



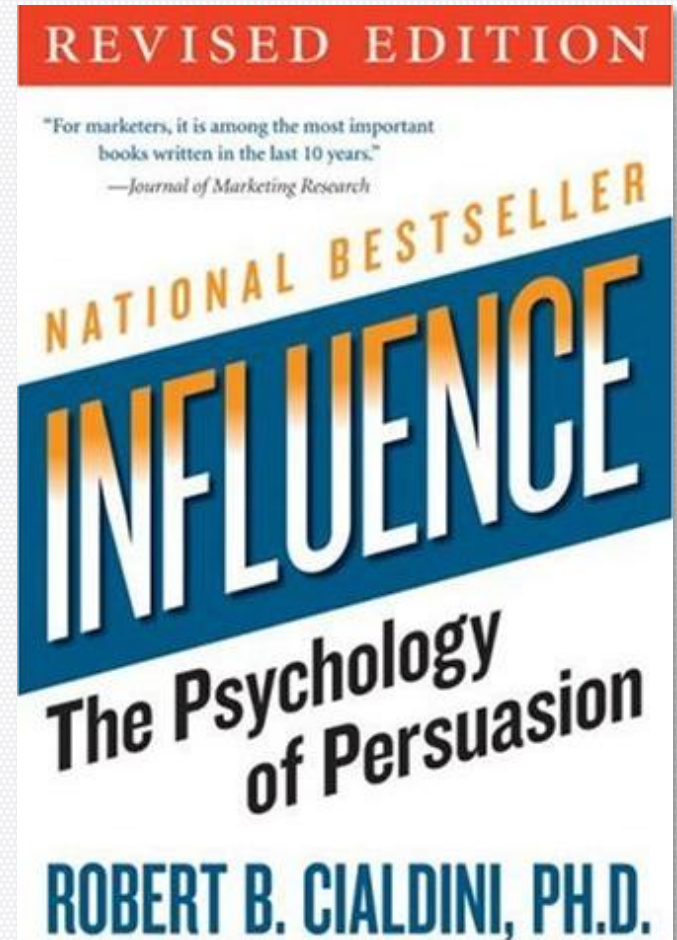
Last But Not Least, TELL PEOPLE WHAT TO DO NEXT!!!

- The best copy in the world is moot point without a clear call to action.
- You can have the best video, best article, best blog post- and it's a complete waste of time if you don't tell people what you want them to do next.
- Most people are followers, tell them what action you want them to take- they want you to give them instructions.
- Don't be wishy-washy, TELL THEM WHAT TO DO.



Become a Copywriting Master...

- Dan Kennedy
 - “The Ultimate Sales Letter”
- Robert B. Cialdini, PH.D.
 - “The Psychology of Persuasion”
- Maria Veloso
 - “Web Copy That Sells”



A Quick Recap...

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