



Quick Compelling Copy That Converts

Copywriting is vitally important.

It is also really TOUGH when writing copy is one of the many things that needs to be done!

Here are some of the copywriting pieces I have found useful to help me write high-converting ad copy as quickly and consistent as possible.

Not only can these be used for Ads, this copy also works for social posts, emails, sales pages and anything that helps to connect with customers.

No formula or template can ever produce awesome copy 100% of the time without some tweaking and editing. There's way too much specificity that needs to go into an ad copy.

But these formulas work amazingly well as a starting-off point to get you headed in the right direction.

Number 1: Describe Your Customer's PAIN and BENEFIT

Pain and benefit. These are two fundamental aspects of copywriting.

The “pain” refers to the problem that your product serves. For instance, You are losing customers

The “benefit” is the way in which your product or service improves the customer’s life in some way by solving that problem or eliminating that pain. Example, use the new Kartra system and you’ll convert abandoning visitors into subscribers.

Pain: Your dog won’t stop barking.

Benefit: Learn how to teach your dog to calm down on command.

Pain and benefit work really well together to paint a before and after image that can deliver a nice, concise story about the value of your product.

Number 2: Describe How Your Customer Will FEEL

A lot of beginning copywriters resort to the standard formula of focusing on what the customer will **HAVE** after they buy your product.

BUT

you can often make your copy more powerful by taking that one step further and delving into their emotional state.

Really think about how your product or service will make your customer **FEEL**, then write that into your ad copy.

I always recommend throwing in an emotional ad to your mix, because there will always be a portion of every market that responds to more emotional messaging.

Number 3: Be more specific and build EMOTION

The thing I love about this copywriting formula is that it forces you to get specific and make your benefits as concrete as possible, so **that they feel real and immediate.**

For example, “converting abandoning visitors” is a benefit (as we learned in Number 1)...but it’s vague. Unspecific. Not especially compelling.

Imagine using the new Kartra system and you’ll convert abandoning visitors into subscribers and increase visitors on your website at the same time!”

Now that’s a much more specific and compelling story. One that can really get your prospects to visualise themselves using your product and reaping its benefits in their day-to-day lives.

It’s just a single detail, but it’s a telling one—one that speaks to their avatar.

And speaking of comparisons...

Number 4: Make a COMPARISON

Sometimes, the easiest way to explain your product is to **compare it to something else that your target customers are already familiar with.**

For instance: “It’s like AirBnB, but for dogs.” That’s a comparison that will tell people what your service does much faster than trying to explain it.

or with regards to the Kartra example: If you’ve tried Click funnels or Active Campaign before, but not Kartra, well—shouldn’t you check them out?

Here’s another from Heap Analytics:

Number 5: Tell Your Customer A STORY

This seems to be the most popular at the moment, and why not....

This is another copywriting formula I use. Because guess what, guys?

Stories are powerful.

Stories are compelling.

People love hearing stories, and we never get tired of them.

And if you can communicate the benefits of your product or service through a story, that’s often an incredibly powerful way to grab your prospect’s attention and get them interested.

You can get creative with this! There are lots of ways to tell stories in your ads.

I often include some story ads with my campaigns because, similar to copywriting number 2, there’s usually a segment of every market that loves consuming stories.

Use These Copywriting Formulas to Get Started

The thing I love about formulas like these is that they take something that can seem difficult and confusing to a lot of people (copywriting), and they simplify it by getting you to focus on just one specific aspect of your product.

So what should you do now?

By all means, if one of these formulas jumps out at you, use it! That’s probably a sign that it’s a good fit for you. But don’t stop there.

Remember that different types of people will respond to different types of ads. Using a variety of angles and hooks will help your ads appeal to more people, which will make it easier to scale your campaigns up and grow your business.

Plus never stop learning. I get my copywriting critiqued every time I put a new ad out there. New ways, new themes, new concepts.....you can learn from everyone!