
Strategic Copywriting Toolkit for Business Owners, Marketers, Copywriters And Entrepreneurs

"Congrats for getting your hands on one of the most powerful tools in marketing. Write well and prosper!"
~ Mike Connolly

Part 1: Copy Prep Worksheet

Answer the following questions in as much detail as you can.

1. Project Name:
2. Is there anything about our product, company or yourself that will lend credibility to your sales pitch? This could include awards won, articles, how long we've been in business, etc.

3. What is your product/service?

4. What are the features?

5. Relevant vital stat's



6. Five major benefits

7. Why customers benefit more from doing business with you compared to other companies

8. What keeps your customers up at night?

9. What are your customers' five biggest objections when buying?

10. Profile of your ideal customer

11. What's your guarantee?

12. In your own words sell me the product and/or service

13. What is the goal of this copy?

14. What problem, pain, frustration, disappointment, lack of fulfilled desire does your product, program or service solve?

15. How does not having that problem solved affect the daily life of our prospect? What pain does the problem cause in their daily lives?

16. How else will their life or business be enhanced when the problem is solved?

17. What's the obstacle keeping the problem from being solved?

18. Urgent Problem

19. Unique Solution

20. Unquestionable Proof

21. User-Friendly Proposition

22. Chief Competitors

23. Target Search Terms

24. Language-Education Level (So you know how to speak to them; estimate on the low side)

25. USP

26. "Chain of Beliefs" (What must your prospect believe in order to make a decision?)

27. Average Customer Value: Annual \$

Lifetime \$

28. Nightmare Story

29. Dream Story (Life after the solution your product or service provides)

Notes

Part 2: USP (Unique Selling Point) Generator

Use the following questions to brainstorm a statement that explains who you are and why the world, or better yet your prospect, needs your product or service in two sentences or less:

1. What are the top 3 problems your product or service solves for your customer?
2. Out of these, what is the primary problem your product or service solves, preferably one that makes your services unique among your competitors?
3. Why should your prospect listen to you above anyone else?
4. What can you do for your prospect that no one else can?
5. What can you guarantee for your prospect that no one else can?
6. Who are you, or who is your company? What does it do? Why should your prospect care?

7. What sets you apart from the competition... that resonates with your clients?

- a. Who?
- b. What?
- c. Where?
- d. When?
- e. How?
- f. Why?

8. What about your offering sets you apart?

- a. How it's made
- b. Packaging
- c. Distribution

9. Use the following Formula to craft your USP:

Power Phrase (What The Product/Service Is) + Benefit Phrase + Qualifier ("Without the pain of X, Y or Z as a result")

If you get stuck for ideas, start with "It's a unique combination of x, y and z..." where x, y and z are your competitors, or similar products or services you're modeling.

Part 3: 14 Point Formula for Writing a Killer Offer

1. Who is your target audience? Have you identified your "Avatar"?
2. Is your offer specific enough to your prospect? How so?
3. How does she know what she's getting?
4. What makes your offer *exclusive*?
5. How valuable is your offer? How do you *quantify* it?
6. What makes it *unique*?
7. How is it useful?
8. How relevant is it to your prospect's interests?

9. Is your offer plausible? How do you know?
10. How easy is it to acquire?
11. What's the urgency that will cause your prospect to take action NOW?
12. How is it guaranteed so well that your prospect really feels there is no risk?
13. Is the price in line with your Avatar's income and expectations of benefit?
14. What's the next step, your clear Call To Action (CTA)?

Test your offer by asking a prospective customer to review it for you. If they say, "Yes, that looks good", it's probably not good enough. If they say "Hey, that's for me, I'll take it", you may be on to something.

*Would you like help with any of this? Request a free
Copywriting Consultation here:*

<https://strategiccopy.com/copywriting-discovery/>
