



BEST SELLERS SUMMIT

Michel Fortin - Develop Your Copywriting Skills to Sell More of Your Product Notes



Michel is the CEO of Workaholics4Hire.com, an outsourcing and customer support services company. Michel is a direct response copywriter and marketing consultant for close to 30 years (online since 1992). He is the author of several books, one of which distributed over 300,000 copies.

He was instrumental in selling over a hundred million dollars' worth of products and services for a wide variety of clients, stretching hundreds of different and unrelated industries. Dubbed as the "Roger Bannister of Online Copy," his most notable success is a sales letter that sold over a million dollars online on its first day — a first of its kind, and a feat repeated many times since then by him and many others.

- During this session, you will see some of Michel's tried and true copywriting techniques to get more of your visitors enthusiastically buy your products.

These are the summary notes of Michel's interview, designed to help you to get the core concepts and taking action more quickly.

The Biggest Copywriting Mistake

The biggest copywriting mistake people make is thinking that they are their own audiences. A lot of people don't understand or don't read their copy from the perspective of their audience.

Copywriting is important because it's a process that goes through what we, in marketing, call "the sender who encodes a message in a way that hopefully will get decoded by the recipient in the same way, or the way it was intended to."

The problem is oftentimes, when people write copy, we're so married with our own product. We're so married with our own books, if we're writing books. We're so married to what it means to us that we don't really think about how that message, when we code it - meaning what words we choose to put on paper or what words we choose to put in a video and other kinds of sales presentations - will be decoded by the recipient.

We don't think about the recipient so much. We think about how we want to best say it because we're so excited about a product. But very often, we choose the wrong message or we choose the message that we know we can understand.

That's the thing about copywriting and why it's so important. **We need to understand our audience more.** We need to encode a message or take a message, or choose the words that will convey that message and the way that we want our audience to understand it.

We don't want them to just read it. We also want them to *understand it*, but at the same time, we want them to be persuaded by that. We want them to take some kind of action. That's what copywriting is and why it is so important.

The Key to Creating Copy That Converts

The single biggest step in writing copy that converts, I can tell you this from being in copywriting for almost 30 years now, is your market. Your market is your single biggest determinant of how well your copy will do.

In order to write for your market, you need to know it. You need to understand it. You need to research it. It's called market research.

Here's the key, a little tip.

A lot of people when they write copy, they tend to get writer's block. They say, "I don't know what to write about. I don't know what to put into paper. I don't know what to put on my computer screen. I don't know what to type out." What I say is this....

The problem is not that you don't know. **The problem is that you don't know enough about your market.** Go back and do more market research, find more stuff about your market -- who they are, what do they do, what kind of work do they do, what keeps them up at night, what problems are they mostly preoccupied by, what gives them the greatest

pleasure, what types of families do they have, is family important to them in the first place -- all those things, you need to know more about your market.

Once you do that, the writing copy will flow so easily from that point on. It won't necessarily start right away but because you now have a lot of knowledge of your market, you can start talking a little bit about your market or start talking about yourself as the author of the copy, or the author of the product or service in a way that you know your market will understand.

#1 Thing You Need to know about Your Audience

The number one thing you need to know about your audience before writing your copy is this. What stage of awareness is your market? How aware are they of A) the problem, B) your solution, and C) how it matches together?

Do they even understand what the problem is? Are they fully aware of the problem that they're suffering? Do they understand that your particular product, in this case book, might help them solve their problem? If the answer is no to any of these, you have to go back and do more educational copy to explain it better.

The OATH Formula

Oblivious – **A**pathetic – **T**hinking – **H**urting

The OATH formula refers to the four types of audience you might have which are:

Oblivious: They are oblivious about the problem. They don't even know that they have the problem. If they are oblivious, we need to sort of educate them more about the problem before we even start to educate them on what kind of solutions we have to help solve the problem.

Apathetic: They are aware of the problem but they just don't care because it's really not a problem to them. What your job is to do at this point is to talk about why it's important to solve that problem. Make it a bit more real and concrete, more visible in their minds. Things could go from bad to worse. That's where your copy has to press some buttons.

Thinking: Now they know they have a problem and that the problem is important, they need to solve it. Now they're thinking about solutions. They're shopping around. They're thinking about different solutions. They're probably even thinking about different alternatives, not necessarily competing solutions.

This is where you have to talk more about your solution; why your solution is more important than any other solution out there that's competing with you as well as indirect solutions that may not be direct competition. That's the thinking audience. Oftentimes, you may just talk about extra benefits or something unique about your solution that will get them to buy your book.

Hurting: These people are hurting and need the solution now. Your job here is more about the offer, what can get people to buy now.

It's not about buying your specific product compared to all the other products. They want your product. But if they're humming and hawing for some reason, it's because of your offer. It's because of something that's not urgent enough in their mind to take action.

It might be they need an extra little bonus. It might be that a question in their mind has not been answered yet. It could be they need some kind of guarantee or whatever. Those are things that we want to look at in order to get that hurting audience to buy.

Copy, for people who are hurting will oftentimes be far smaller, far shorter, far less than people who are in need of more education. That's not necessarily true in all cases but it's true in a great majority of cases. The more oblivious your market is, the longer the copy will be.

The Headline 3 by 3 Rule

The three by three rule means they're in order of lesser to more important.

The first of the three is the three greatest human goals. That means that every human being on this planet have one of these three goals; **to save or make time, effort, money**.

If your headline can speak to your audience in a way that gets them to understand in an instant that they can save or make time, effort, or money, they'll dive into your copy more.

The second and a little bit more important is the three greatest human desires. There are many desires, we are human beings after all, but what I have found in copy is the three biggest hot buttons that people can push **lust, greed, and comfort**.

Lust could be about a lust for life, weight loss, feeling good about yourself, and things like that. Greed might be about money or prestige of ownership. It could be how to increase one's status and so on, so forth. Comfort is what can help make us more convenient. How can we do things easier, faster, more enjoyably, less painful, whatever the case is.

The final three of the three by three rule, and this is my favorite one because this is the one that gets you the biggest return on investment for headlines is the three greatest human teasers. They are **curiosity, scarcity, and controversy**.

We are all curious. We all want to know. Do you make these mistakes? Did you know? Do you have these symptoms? People want to find the end to whatever they're starting with the headline. The end is what you are selling.

Scarcity is the element of urgency that tells people that there's not much left. It may be a deadline. It may be a limited quantity. It may be time sensitive offer. People don't know how much they want something until it's about to be taken away from them.

Controversy, intrigue and shock; something that gets people riled up works well in headlines. It may be something that gets people to want to know more in your copy. They want to read the copy because it shook them when they read the headline.

Make sure that your sales copy is consistent and congruent with whatever you use in your headline.

The AIDA Formula

Attention – Interest – Desire – Action

When thinking about your headlines, focus on the AIDA formula. Focus on the two A's first, different headlines and different offers, or different calls to action at the end but also look at the I and the D, different stories that get them hooked in, what gets them interested in what you're saying, what you're selling, and what you want them to buy.

Also, desire may be how you boost the value in their minds. Talk about the benefits. Sometimes listing different scenarios are ways to consume the product. Sometimes we can educate our audiences on how to consume the product.

This helps to pre-sell the product, your book, as well. For example, when you talk about your book, you can talk about different things that your book will help sell but at the same time, say, "When you come to chapter four on page three, I talk about this. This is how you can use this in your life or how this will help you in your business," whatever the case is.

You help them to consume the product but at the same time, it's giving them an idea of what they get when they buy. It also lowers that resistance factor because people sometimes are resistant and don't know what they're buying.

Sometimes interest is the story, the first few paragraphs or the first few seconds of your video, or maybe the first minute or two of your sales video. It could be whatever pulls them in and gets them interested. Sometimes you will use a story.

A few more tips from Michel:

Make a compelling offer. Know and understand your audience's level of expectation coming into the game. As long as your offer, the value that people get, meets or exceeds that expectation, your offer has a higher chance to convert and convert well.

Two copy elements to test. If you only test two things, always test **what you say and how you say it**. What you say is the main core message, the main story, the main idea, the big idea so to speak, the element that gets to connect with people at an intimate level. Then there's how to say it which is not only the words you choose but the colors, the background, the pictures that you add, the icons, all those things which are fantastic. ...and focusing on the *what* will result in higher conversions than focusing on the *how*.

Test wildly different variables. If you test something slightly different, you will get slightly different results. But if it is completely different, especially on the what you say rather than how you say it, maybe a different message, maybe a different story, even a different offer, you'll see a much bigger boost when you find what works best for your audience.

Learn to write good copy. To speed the process of learning to write good copy is to learn copy, read copy, and then write copy. Practice, practice practice.

Learn copywriting by absorbing as much as you can about copywriting. Learn how to write copy. Take copywriting courses. Take marketing courses. Learn salesmanship and go through selling courses.

Read other people's copy, especially copy that you know converts really well. There are various ways to do that. Check out copy written by your competing & indirect competitors. Look how they tell their story. What kind of headlines are they using? What kind of offers are they making? What kind of ordering process are they getting their audiences to go through? What kind of story are they telling? What kind of stories are they selling?

Take the time to actually write copy. Sometimes it can be frustrating and we don't even have anything to write about, but do it anyway. I don't care if you write it out or type it out, just do it. If it helps you to understand the mindset behind what went into why people chose this idea, why did they choose this concept, why did they choose these bullets. Why did they choose this particular offer? Why were they negative here and positive there, and so on and so forth?

Something John Reese said a long time ago and it stuck with me. "*When you write your first piece of copy, look at it this way. It is the worst it's ever going to be.*" He's right, it is the worst it's ever going to be because once you write it, then you will add to it. You'll change it. You'll modify it. You'll add more. You'll write more. You'll switch things around. You'll test things and you'll get the copy better and better.

To Learn More About What Michel Does Visit WorkaholicsForHire.com



The screenshot shows the top portion of the WorkaholicsForHire.com website. The navigation menu includes Home, Services, Jobs, About, Help, and Blog. The main content area features a large image of a laptop with several yellow sticky notes on it, each with the word "Help!" written on it. To the right of the image is a section titled "Outsourced Customer Service" with a sub-headline "Our scalable helpdesk support system and trained, online customer service staff handle all the front-end questions." Below this are five bullet points, each with a green checkmark: "Email, voicemail, social media", "Fast, accurate, friendly service", "Resolving 1,500+ incidents daily", "Serving businesses since 1999", and "Starting as low as \$500/month". At the bottom of this section is a button labeled "FREE Assessment".