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Use this worksheet to plan your sales copy. Below are the major points to consider and brainstorm before writing.

1. The USP (Unique Selling Proposition)

- ?? What is your big promise?
- ?? How is your product/service different and/or better than the competition?
- ?? What is the reason behind your product/service?
- ?? What is the secondary point you'd like to make?
- ?? Urgency/uncertainty factor – why should your prospect act now? Why does your prospect need your product/service right now? Having your product/service immediately would solve what pain?

2. Market

- ?? Who is the audience? Think age, occupation, income level, fears, wants, needs, desires, etc.
- ?? What is the audience's unvoiced fear or under-represented desire?

Psychographics of the audience

- ?? Beliefs/attitudes/principles
- ?? Desires/wants/needs
- ?? Feelings/emotions
- ?? Put your self in your prospect's shoes – think like he/she does!

3. Promotion Strategy

- ?? The big idea – what is the main gist of your copy?
- ?? The promise – what are the future benefits? How will your product/service improve your prospect's life?
- ?? Credibility – testimonials, credentials, etc.
- ?? Track record – background, resume, case studies, etc.

4. Message Medium

- ?? Format – Web site, direct mail piece, email, ezine, etc.
- ?? Length – long copy vs. short copy
- ?? Point of view – expert, third party, satisfied customer, etc.
- ?? Voice – first person, second person, third person?

5. Offer

- ?? Price
- ?? Terms – payment options
- ?? Premiums/freebies
- ?? Guarantee