



# Announcements



Join the Membership Marketers  
Private Facebook Group

[www.facebook.com/groups/membershipmarketers](https://www.facebook.com/groups/membershipmarketers)



Marketing Your  
Membership on  
Facebook with Little to  
No Budget



***A couple of updates:***

**June 12-16 – Cleveland, OH**

**July 10-14 – Dallas, TX**

**July 20-21 – Orlando, FL**

**July 30 – Aug 2 – Dallas, TX**

**Aug 5-7 – Newark, NJ**



# ***Triple Your Membership Incubator***

**\$1297 & Includes  
1 FREE Guest**

**Limited to 20 people!**

***October 8-9***

***Get More Members Before You Leave the Incubator!***

***Go to [www.TripleMyMembership.com](http://www.TripleMyMembership.com)***



# How to Write Sales Copy When You're Not a Professional Copywriter:

Tips & Tricks from  
Scott Whitaker &  
Guest Lance Pincock





## - Lance Pincock, Founder of Lance Pincock Consulting

**He has been working in SEO/Paid Advertising for over 10 years. He started as a newbie at a critical acclaimed SEO agency and quickly rose to become the Director of Content overseeing all website content and ad copy for the entirety of their clients. He helped develop and create the content strategy for each client which included all landing pages, PPC ads, and SEO optimization. Since then, Lance has helped his own clients achieve amazing results with SEO focused on conversions, PPC with astounding returns, Facebook ads that shatter expectations, and email campaigns that triple sales.**

**If you are tired of spending money on ads that just don't work or that bring you low quality leads, Lance is your guy. His systematic approach to SEO and Paid Advertising can get you unbelievable results.**

# *What You Should Do BEFORE You Write Your Sales Letter*

- Know your target!





## ***10 Questions to Ask BEFORE You Write a Single Word***

1. What keeps them awake at night?
2. What are they afraid of?
3. What or who are they angry at?
4. What are their top 3 daily frustrations?
5. What trends are occurring in their business or lives?
6. What do they secretly desire most?



## ***10 Questions to Ask BEFORE You Write a Single Word***

7. Is there a built-in obstacle to the way they make decisions?
8. Do they have their own language?
9. Who else is selling something similar to them and how?
10. Who else has tried selling to them and has failed?



# ***Elements of an Effective Sales Letter***

## ***1. The Eyebrow Text***

What is it?

Why is it important?

Example:

**Attention [insert target audience]: Stop Putting Up With [Annoying Task or Problem] Forever!!!**



# ***Elements of an Effective Sales Letter***

## **2. The Headline**

What is it?

Why is it important?

Example:

***“Discover How You Can Quickly And Easily Get [Big Benefit] Guaranteed To [Insert Outcome They Want] Without [Insert Annoying Problem] !”***



# ***Elements of an Effective Sales Letter***

## **3. The Sub-headline**

What is it?

Why is it important?

Example:

***“And the **MOST** extraordinary thing about this simple-to-use [insert noun] is how quickly it works. You can [insert outcome] (or even more!) within just [insert length of time!”***



# ***Elements of an Effective Sales Letter***

## 4. Greeting

What is it?

Why is it important?

Example:

***Dear Frustrated [Insert target audience name],***



# ***Elements of an Effective Sales Letter***

## 5. Your Letter

What is it?

Why is it important?



# ***Elements of an Effective Sales Letter***

## **5. Your Letter**

### **- Pattern Interrupt**

What is it?

Why is it important?

Examples:



# ***Elements of an Effective Sales Letter***

## **5. Your Letter**

- Bullet Points**

What are they?

Why are they important important?

Examples:



# ***Elements of an Effective Sales Letter***

## **5. Your Letter**

- Call to action**

What is it?

Why is it important?

Examples:

Click [here](#) to sign up now!



# *Elements of an Effective Sales Letter*

## 5. Your Letter

### - Guarantee

Examples:

That's why I'm offering the following 100% Risk Free Guarantee:

I personally guarantee that if you don't (insert benefit or problem to be solved) in (insert guarantee length) then let me know and I'll issue a prompt and courteous refund. No questions asked—no hassles!



# ***Elements of an Effective Sales Letter***

## **5. Your Letter** **- Testimonials**

What are they?

Why are they important?

Examples:



# ***Elements of an Effective Sales Letter***

## 6. Closing

What is it?

Why is it important?

Examples:

So signup today, right now, while it's still hot on your mind.  
And be prepared to [big benefit they want]!

Sincerely,  
(Your Name)



# ***Elements of an Effective Sales Letter***

## **7. P.S.**

What is it?

Why is it important?

Examples:

P.S. One more thing, it's important: I reserve the right to raise the price of [Membership] based on demand. Plus, the [#] bonuses worth [\$] may be taken off this and sold individually. So invest in [Membership] while this offer is still up!



# ***Elements of an Effective Sales Letter***

## 8. P.P.S.

What is it?

Why is it important?

Examples:

P.P.S. Imagine being able to [insert big benefit they want and how their life will be better]. [Membership] was created to enable you to [solve problem and get the big benefit] as fast as possible. The best part is you're backed by my [insert guarantee]. So signup today!



## ***BONUS Elements***

### **9. Video**

Why is it important?

How?



## ***BONUS Elements***

### **10. Dual Readership**

What is it?

Why is it important?

How?



## ***BONUS Elements***

### **11. Deadline**

Why is it important?

How?



## ***BONUS Elements***

### **12. Scarcity**

What is it?

Why is it important?

How?



## ***BONUS Elements***

### **13. Graphics**

Why are they important?

How?



## ***BONUS Elements***

### **13. Graphics**

Why are they important?

How?



# ***AFTER You Write Your Sales Letter***

1. Proof
2. Read out loud
3. Test the functionality
4. Walk away and proof again!



## ***Some “Popular” Questions***

1. What type of font should I use?
2. What color should I use?
3. What about my order form?
4. Buttons? Color? Copy?



# Q & A



**[www.ColdTrafficSecrets.com](http://www.ColdTrafficSecrets.com)**



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