



# PLATFORM CONFERENCE

# Writing To Sell

# Picture A Stop Sign



# Picture A Yield Sign





**“Sales copy  
is pushy.”**

**“Sales copy is  
too long.”**

**“Sales copy is only  
for selling.”**

**“Sales copy doesn’t  
work any more.”**

**YOU Can  
Write Copy  
THAT SELLS...**

**...Without Selling  
YOUR SOUL**

**Here's the  
problem**

**What most  
people do**

# **My accidental discovery**

# Coming up

- **The #1 copywriting secret**
- **My copy framework**
- **Templates that get you started**
- **7 Power Prose Practices**

**Are you ready?**

# The #1 Secret

# Awareness



# O.P.E.N.

- **Oblivious**
- **Pondering**
- **Engaged**
- **NEED**

**The easiest, fastest, and  
best way to influence  
anyone is with what already  
influences them.**

# **The P.A.S.T.O.R. Copy Framework**

# How this works

- **Principle**
- **Examples**
- **Starter templates**

# Problem

- **Pain**
- **Empathy**
- **Dimensionalize**

# “Get Published!” Sales Copy

## You Have a Problem

Writing and publishing a book is not easy, and the deck is stacked against you.

According to *The New York Times*, 81 percent of people say they have a book in them. They believe they have something important to share with the world. But—big surprise!—they never write it.

Why?

Because the idea of writing and publishing a book is OVERWHELMING. Most don't even know where to start. And for those few who choose to jump in and give it a try, they're often met with roadblocks, confusion, and rejection at every turn.

In fact, the majority of first-time authors who submit a book to an agent or publisher are immediately rejected. Of those who survive the cut, the average author who publishes with a traditional publishing house sells less than 3,000 copies. Authors who choose to self-publish, sell less than 200 copies.

The startling  
health warning  
revealed on ...



... featured in ...

THE NEW YORKER  
The New York Times

... and recommended by  
international bestselling authors  
and award winning health  
specialists and nutritionists.

# READ THIS OR DIE!

You have more than a **40% chance** of being a victim of this “modern”  
disease. It's not your fat loss efforts, your health, and...

End I



# Problem Section

## Copy Starter Templates

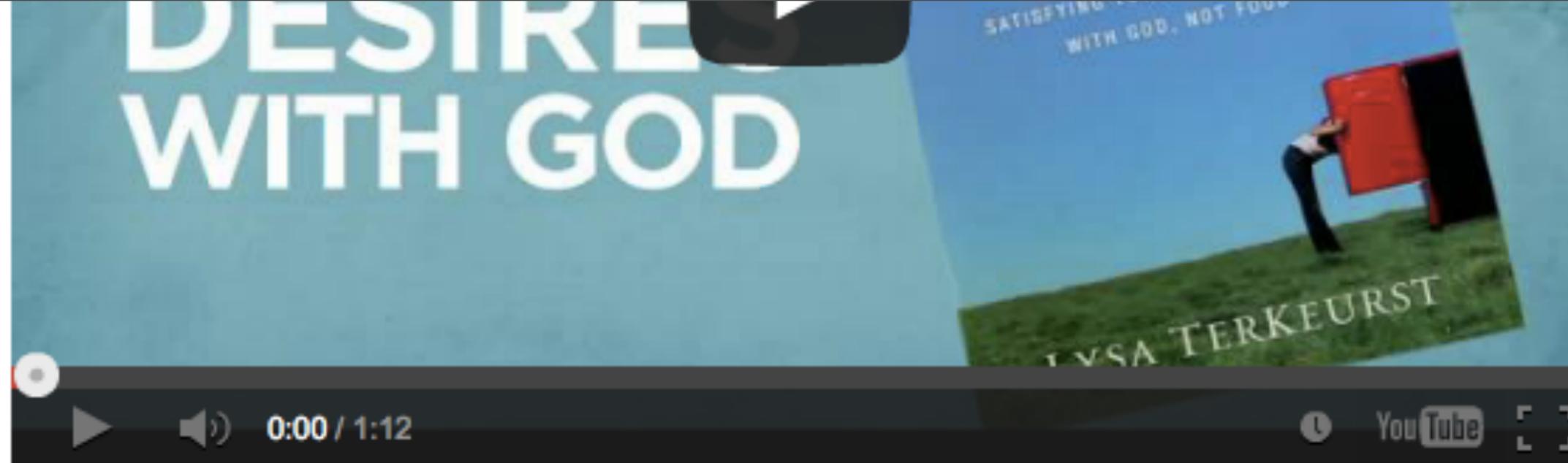
**“Here’s the problem.”**

**“The problem is clear.”**

**“You have a problem.”**

# Amplify

- **Past**
- **Present**
- **Future**



Has food become more about frustration than fulfillment? The *New York Times* bestselling book *Made to Crave* is the missing link between a woman's desire to be healthy and the spiritual empowerment necessary to make that happen. Author Lysa TerKeurst personally understands the battle that women face. In *Made to Crave*, she will help you:

- Break the cycle of "I'll start again on Monday," and feel good about yourself today.
- Stop agonizing over numbers on the scale and make peace with your body.
- Replace rationalization that leads to diet failure with wisdom that leads to victory.

**Are you tired of writing words nobody reads?** Frustrated with not having the audience your writing deserves?

Let's face it: The world's best writers aren't always the most popular ones. And if this bugs you as much as it should, then it probably means you have good taste.

But frustration is not enough. You need to do more than get mad. You need to take responsibility. You need to take action.

It's time you found your tribe.



# Amplify Section

## Copy Starter Templates

**“What most people do...”**

**“It just gets worse.”**

**“What usually happens is...”**

# Story / Solution

- **Feel**
- **Felt**
- **Found**
- **Future**

*He's not my baby—he's my grandson!*



Special health correspondent  
Carline Anglade-Cole and grandson Dallas

**48-year-old  
grandma reveals  
secret to slowing  
your age clock  
to a C-R-A-W-L!**

# Story Section

## Copy Starter Templates

**“Here’s what happened.”**

**“It was July 4, 2005.”**

**“My accidental discovery.”**

# Testimony & Transformation

- **True**
- **Proof**
- **FAQ**

**"Ken is one of the best speakers I've ever heard. His message Fully Alive is a life-changer."**

**-Andy Andrews**



2. The Smart Passive Income Podcast:...  
Pat Flynn: Online Entr...



4. This Is Your Life (Michael Hyatt)  
Michael Hyatt



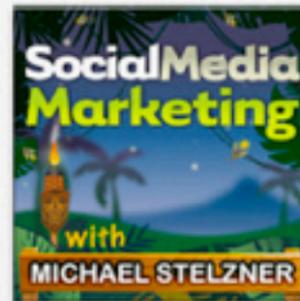
5. 48 Days LLC | Dan Miller » 48 Days...  
Dan Miller - 48 Days



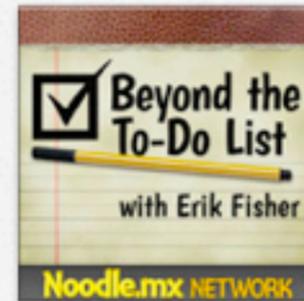
6. Online Marketing Made Easy with Am...  
Amy Porterfield: Entre...



7. Entrepreneur On Fire | Seth Godin | Ti...  
John Lee Dumas: Incr...



8. Social Media Marketing Podcast |...  
Michael Stelzner: Exp...



9. Beyond the To Do List | Personal...  
Erik Fisher | Noodle.m...



10. Podcast Answer Man | Podcasting &...  
Cliff J. Ravenscraft



21. Social Triggers Insider: Marketing,...  
Derek Halpern



26. The Oh So Pinteresting Podcas...  
Cynthia Sanchez: Blo...



40. The Rise To The Top: Online Busines...  
David Siteman Garland



42. Game Changer | Employee...  
Engaging Leader



49. Eventual Millionaire  
Jaime Tardy

In June 2013, If you looked at the top 50 of all Business podcasts, you would notice that my own podcast and 12 of my clients and Podcasting A to Z students were among the highest ranked podcasts in iTunes!

December 5, 2012

# Learn How to Podcast

4 Tweet 152 Share 6 +1 0



A business asked me to do all kinds of work to answer you with my thoughts, and then I remembered [the Podcast Answer Man](#),

Cliff Ravenscraft. You don't need my help Cliff can help you. He's the go-to guy. I strongly endorse Cliff's work and if you want to get a podcast up and off the ground, Cliff's a great resource.

Oh, and I have no ulterior motives to recommend Cliff. I just asked who was the go-to guy to answer this or that about podcasting these days, and [Lynette Young](#) reminded me that duh, Cliff's *the* guy to ask about this stuff.

Have at it.

4 Tweet 152 Share 6 +1 0

"I strongly endorse Cliff's work"



CHRIS BROGAN  
CEO of Human Business Works

Grab a cup of coffee and talk with me every Sunday about growing your business.



your name  
email address  
GET UPDATES

“Hiring Michele as my coach was one of the best things I’ve ever done for my speaking career. Not only has **she taught me the nuts and bolts** of how to craft a dynamic and memorable talk, but she’s also **helped me develop much greater confidence** in delivering my talks. I cannot recommend Michele highly enough!”

—Crystal Paine

# Testimony Section

## Copy Starter Templates

**“Here’s what others say.”**

**“Here’s what our customers say.”**

**“Here are the most common questions - and my answers.”**

# Offer

- **Not deliverables!**
- **Transformation**
- **YOU Take The Risk**

# Customer Support Made Easy

Can a help desk turn support into something you actually enjoy? We think so!

[Get Started Now](#)

OR

[Take the Tour](#)

Try it for 15 days absolutely free! [Try it for 15 days absolutely free!](#)



# How to Sell More, At Higher Prices, and Keep Customers Coming Back

Got a product or service to sell?

Then you probably already know that  
blogging is one of the smartest ways to get  
sales online...

...But what else can you do? How can you  
increase online sales, sell more at higher  
prices, and keep customers buying your

increasing  
online sales 101

MY NO QUESTIONS ASKED, NO HASSLE  
**100% Satisfaction Guarantee**

I'M SO CONFIDENT IN THE VALUE of this program and its benefits that I'm offering you a no-questions-asked, 90-day money back guarantee. No, not 30 days. Not even 60 days. A FULL 90 DAYS from the date of purchase.

If you buy GET PUBLISHED today and don't agree that it's worth every penny I said it was, just send me an e-mail at [michael@michaelhyatt.com](mailto:michael@michaelhyatt.com). I will promptly refund your money. No questions asked. No hassle. You have my word on it.

*Michael Hyatt*



# Offer Section

## Copy Starter Templates

**“Here’s what you’re getting.”**

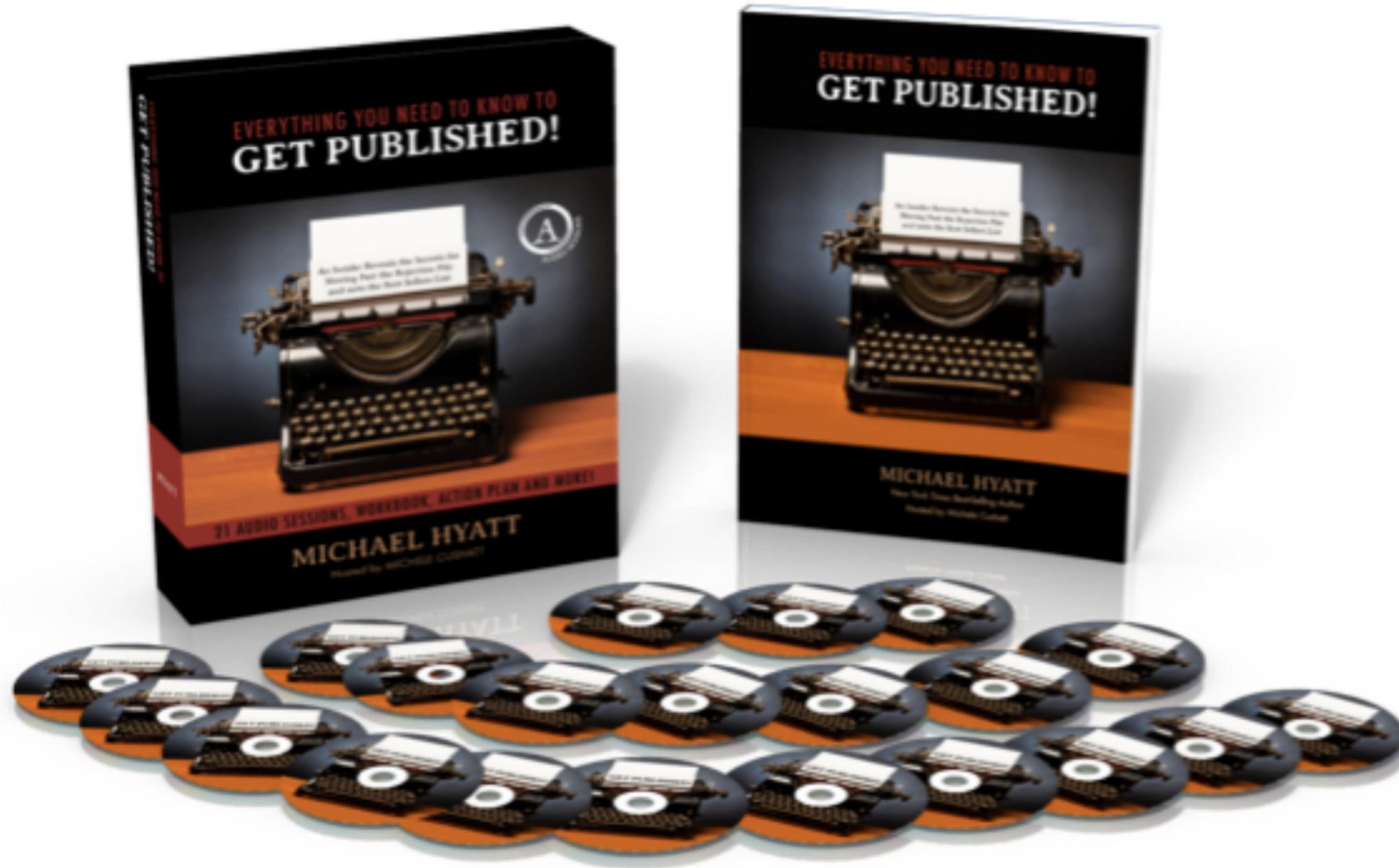
**“This is exactly what you get.”**

**“What comes with XYZ Gizmo?”**

# Response

- **Simple**
- **Clear**
- **Confident**
- **Directive**

It's called GET PUBLISHED, a 21-session audio program. It provides literally *everything* you need to know to get published AND become a successful, thriving author. And for a limited time, I am also throwing in **FOUR FREE BONUSES** worth \$150.97.



# VIP Order Form

**Yes, Ray!** I want you as the “Marketing Department In My Mailbox”. I understand that I’ll get a physical package each month (not a download!) I’m excited to receive all of this as long as I remain a member in good standing...

- ✓ **Monthly Marketing Templates (VALUE \$97)**
- ✓ **The Revenue Revival Blueprint (VALUE \$997)**
- ✓ **MoneyWords book (VALUE \$8.99)**
- ✓ **The “Sneak Attack Interview” (VALUE \$97)**
- ✓ **Free phone access to Ray once per month (VALUE \$2,500)**
- ✓ **The Ray Edwards Letter (VALUE \$97)**

- ✓ **MMT Member Discounts (PRICELESS)**
- ✓ **Free Random Bonuses (PRICELESS)**

By clicking the order button below and placing my order, I agree that Ray cannot guarantee any specific result, and that there is a strict no-refund policy. I may cancel at any time, and there is no contract or obligation.

**Just \$97/month**

***Add To Cart***



# Response Section

## Copy Starter Templates

**“Here’s what to do now.”**

**“This is exactly how to get it.”**

**“VIP Order Form”**

# Headlines & Leads

- **Headline**
- **If / Then Lead**

# Headline Section

## Copy Starter Templates

**“How to [Get a Benefit] in Just [Small Amount of Time]”**

**“How to Write 5 Blog Posts in Just One Hour.”**

# Headline Section

## Copy Starter Templates

**“Here’s a Surprising Trick for  
[Getting a Benefit]”**

**“Here’s a Surprising Trick for  
Getting an Agent.”**

# Headline Section

## Copy Starter Templates

**“Now You Too Can Discover the  
World’s Best-Kept Secret for  
[Getting a Benefit]”**

# Headline Section

## Copy Starter Templates

**“Now You Too Can Discover the  
World’s Best-Kept Secret for  
Getting Things Done With Less  
Stress.”**

# **7 Power Prose Practices**

- 1. Write at a grade 6 level**
- 2. Use short words**
- 3. Use short sentences**
- 4. Use short paragraphs**
- 5. Use active language**
- 6. Write the truth**
- 7. Write Recklessly, Rewrite Ruthlessly**

# **Did I Deliver?**

- **The # 1 copywriting secret**
- **My copy framework**
- **Templates that get you started**
- **7 Power Prose Practices**

# RayLoves.US

- **Copywriting Infographics**
- **Recommended Resources**
- **These Slides**
- **MORE TEMPLATES**



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