



## 6-Step Master Persuasion Checklist

### How to Write Copy That Sells Your Products, Services, and Ideas WITHOUT Sleaze

Dear Intrepid Entrepreneur,

The key to success when selling your products, services, and ideas... ESPECIALLY in the day and age in which we live... is to **STOP SELLING!**

*“But Ray, stop selling... what do you mean?! How can I stay in business if I stop selling?”*

Caring for your customers the way a shepherd protects his flock is the key to increasing sales. But it's only attainable through the 6-part formula called, the **P.A.S.T.O.R. Copywriting Framework™**.

Don't worry, this has NOTHING to do with becoming a preacher. It's about the original meaning of the word “pastor.” It's about selling without being pushy, salesly, slimy, or icky.

Here's why it works...

The word “pastor” mean, “shepherd.” And what does a shepherd do?

A shepherd makes sure his flock has food, water, and shelter. He makes sure they are protected from predators. They know they're taken care of by the shepherd. And you know the story of the Good Shepherd... whether you believe in that sort of thing or not. The Good Shepherd laid down his life for the sheep.

Nobody wants to be sold by a greasy used car salesman approach. So, if you think about your customers, clients, and prospects as your flock, and you're shepherding them towards good decisions... whether it's “yes” or “no”... you'll never come across as pushy. Because your job is to protect the flock and to help them make the decision that's right for them.

So, let's go through the P.A.S.T.O.R. acronym and discuss how you can start using it TODAY.

Before we do, we need to set the stage by discussing **3 Crucial Keys** to writing copy that crushes it. They are vitally important.

#### **Crucial Key #1: CONNECT**

In all your writing, you've got to connect with the person on the other side of the computer screen. They need to feel as though you're speaking to them one-on-one, conversationally, like you know them. The best way to do that, is to actually know them.

But there is a shortcut. I hesitate to tell you about because it's so powerful. Some could, and have, used it for nefarious purposes. The best way I've ever heard it described was by Blair Warren in his book, “The One Sentence Persuasion Course.” And here's the sentence...



## How to Get Almost Anyone to Do Almost Anything

*“People will do anything for those who **encourage** their dreams, **justify** their failures, **allay** their fears, **confirm** their suspicions, and help the **throw rocks** at their enemies.”*

– Blair Warren

If you can figure out a way to do those things for people, they are yours. But, be careful! This principle has caused people to march and commit mass murder, even though they were good people to start with. It’s also caused people to rise up in the defense of justice and freedom.

It’s a principle that can be used for good or evil. It just depends on who’s using it and what their intentions are. So, you’re only going to use it for good... correct?

### **Crucial Key #2: CONTENT As Copy**

Your blog posts are copy. Your social media posts are copy. All your content is copy. You’re always persuading towards a sale or away from a sale, whether you’re aware of it or not. So, wouldn’t it be better to persuade consciously instead of unconsciously and unintentionally? You betcha!

For example, here’s something that will work for you in your social media, your podcasts, your webinar, right now...

*“Solve a problem for people **before** you try to sell them something.”*

– Ray Edwards

This is why I give away the **P.A.S.T.O.R. Copywriting Framework™** away for free all the time, all over the world.

### **Crucial Key #3: CONSTRUCT Copy Using A Framework**

You don’t have to start from scratch every time or reinvent the wheel. I’ve got a framework that works. And now, I’m going to give it to you.

Let’s go through each step in the **P.A.S.T.O.R. Copywriting Framework™**.

Remember, the original meaning of the word “pastor” means, “shepherd.” That means, you’re going to do your level best to take care of your people... even if that means saying “no” to your offer. You’ll never be seen as salesy or pushy if you take on the mantle of the shepherd. They will feel your heart.

That may sound *namsy pamsy*... but it’s TRUE! People don’t care how much you know until they know how much you care. You may find that idea cheesy, but again, it’s TRUE!



## **P.A.S.T.O.R. Copywriting Framework™**

These 6 letters stand for the 6 sections of your copy, no matter if it's an email, a sales letter, a blog post, a podcast episode, or a video. The outline is always the same.

And remember, you're always selling. You're either selling an idea, a feeling, a product, or a service. You're always selling SOMETHING.

Remember this...

*“Persuasion is something you do FOR people.  
Manipulation is something you do TO them.”*

– Ray Edwards

### **“P” is for PROBLEM**

You've got to know the problems your people, your flock is facing. And here's an example of how you can use “P” in a piece of copy right away. Even today! Whether it's in an email, on social media, or in a sales letter.

Do you have low  
back pain more than  
once a month?  
That's a problem...

This may seem very simple... because it is... but don't let that sway you. It works!

### **“A” is for AMPLIFY**

Now, you need to amplify the consequences of that problem. What if you don't solve that problem?

It's even worse than  
it appears, because...

Then you tell them why. It may stop you from doing normal, everyday activities. It may cause you to get more out of shape, which causes your back pain to get worse. You could end up having surgery. What's the consequence of not solving this problem now?

### **“S” is for STORY**

This is where you tell the story of how you came up with the solution to this back pain problem.

I was desperate for a  
solution, so I began to  
try and find out...



Your reader will identify with your story and the struggle you felt. And if they too suffer from back pain, they'll be eager to learn about the solution you discovered. They want to know if it will work for them too.

### **“T” is for TESTIMONY**

This is where you give testimony of the transformation you experienced. And it's even better if you can share the testimony of others who have also experienced this transformation.

Not only has it  
worked for me, but  
it's worked for these  
people too...

Then you share their stories and show how they've achieved the same kinds of results your prospects and customers want for themselves.

### **“O” is for OFFER**

Yes, this is the part where you tell them what exactly you're going to give them and how much it costs. But you've GOT to turn the focus back to the transformation, not to the stuff you're selling.

People don't care how many videos you have in your course, about how many diagrams or charts you have, how many hours of content you have. What they want to know is... *“what will it get me?”* **WIIFM**... “What's in it for me?”

That's why I'm  
offering “The Back  
Pain Relief Kit” for  
sale today...

To take you from  
where you are now to  
where you WANT to be...  
WITHOUT back pain!

### **“R” is for RESPONSE**

This is where you ask them to give you money. You tell them what to do.

Click that big orange  
button and place  
your order now.

That's it. That's the ***P.A.S.T.O.R. Copywriting Framework™***.



If you can do what I just did... if you can take the P.A.S.T.O.R. acronym and write out the outline like I just did for you... simple, short, sweet... you'll have the clarity you've never had before about what you're really selling to people.

You're selling them a solution to their pain... a solution to their problem.

In other words, you're "shepherding" them to their green pasture.

That's the secret! And you can do this. I know you can. It will change the way you do business for the better because it will change the way your people feel about you.

Now, go forth and "shepherd" like a true P.A.S.T.O.R.

To Your Prosperity,

Ray

**PS** – If you found this 6-Step Master Persuasion Checklist helpful, consider getting a copy of my book, ***How To Write Copy That Sells: The Step-By-Step System For More Sales, to More Customers, More Often.***

Inside this book, you'll learn how to use many more useful writing tools to turn prospects into buyers and loyal, lifetime customers. And you'll continue to do it all without hypey, sleazy, slimy, or pushy sales tactics.

Go to [www.RayEdwards.com/FreeBook](http://www.RayEdwards.com/FreeBook) get your FREE copy now.