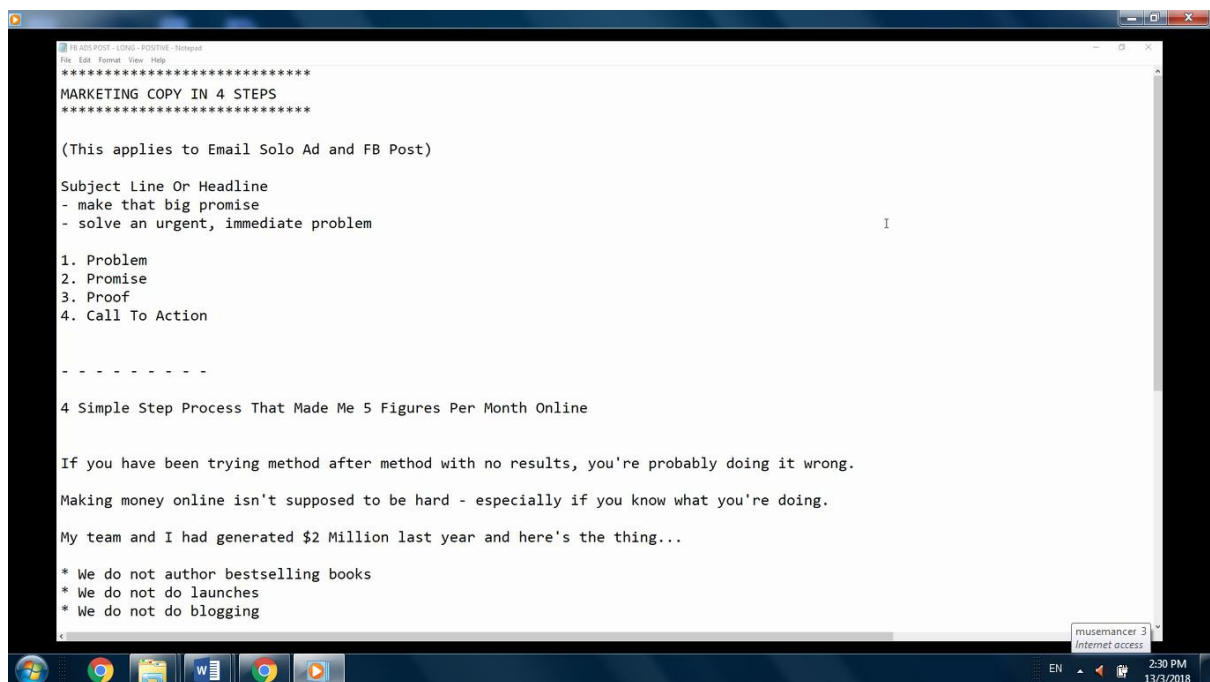


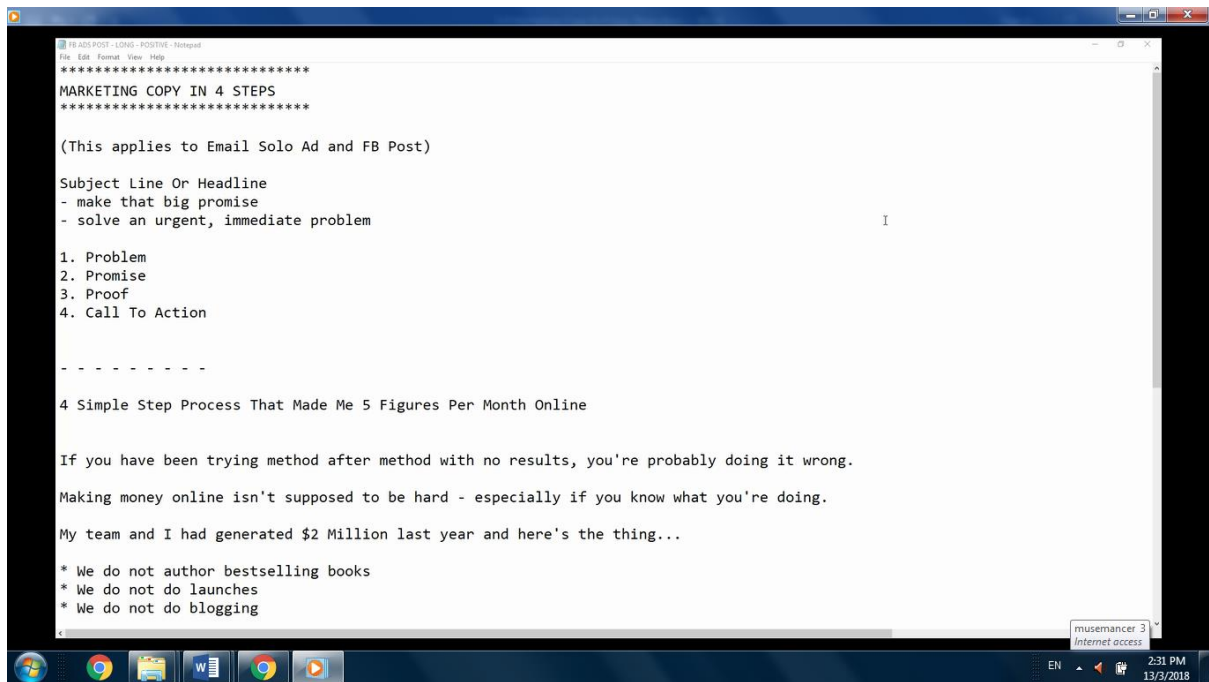
5-0 Marketing Copy In 4 Easy Steps



S1: I'm going to show you how to write a simple yet effective marketing copy and you can do this in 4 easy steps. And you find that this is going to apply to E-mail solo ads and even when you write a Facebook sponsored post. So let's get started.

Now whether you are doing solo ads or you are doing E-mail marketing or you are doing a Facebook post, you are most likely going to need a subject line or a headline.

So, a very simple school of thought is that you want to make that big promise but when I say big, I don't mean hyping things up, but the most important thing here is that you need to solve an urgent, immediate problem.

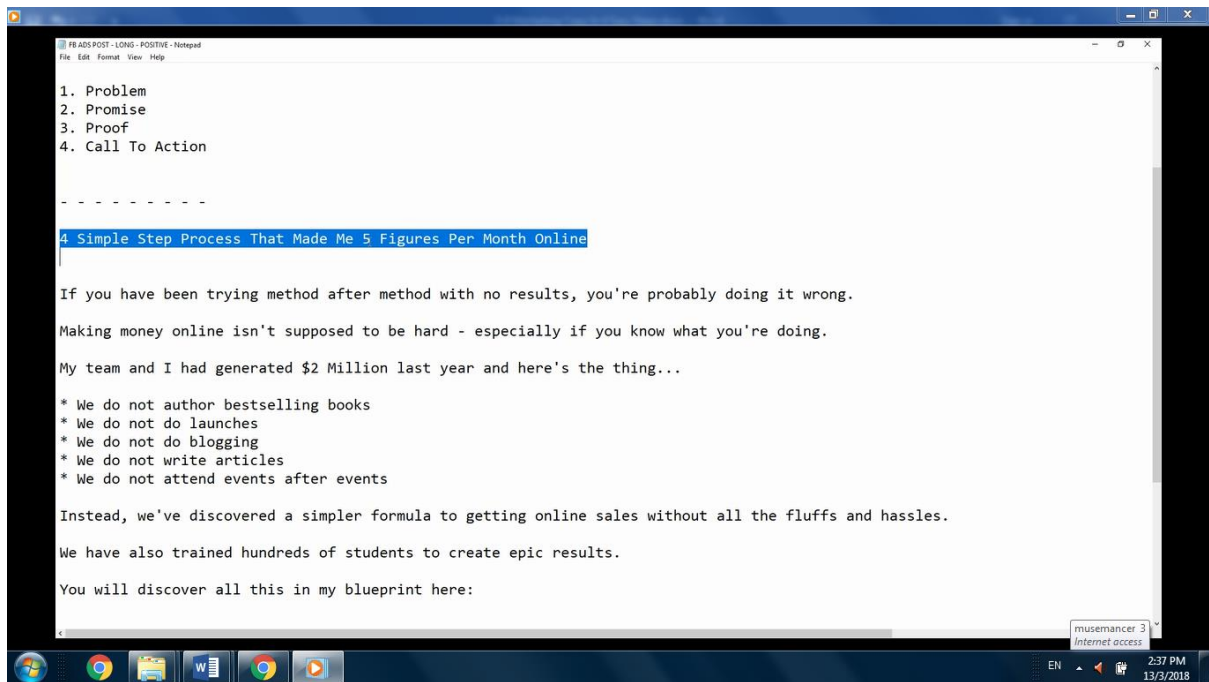


S2: When it comes to the body of the marketing copy, it usually is written in 4 steps, the formula. You start off with talking about the problem that your prospects is facing, and then you lean in with a promise, which is usually what your offer is about whether it's a webinar training, a free download or attending a live event.

Naturally, the next step is to handle some immediate objections and one of the fastest ways or the best ways to go about doing it is to furnish it with proof, and finally, you lean in with a call to action.

Now this 4 step formula is basically slightly rephrased from another one step which is naming the price, but in this case, there is no price to name and I advice against doing that because as a general rule of thumb you do not want to name the price upfront in the email, or even in a Facebook sponsored post. Unless you are selling some E-commerce products then that might make sense.

But in this case, most of the time you will not be furnishing the price upfront, you will be calling for action here, which is normally clicking on the link to visit your website or your landing page.



S3: So, right here, is an example of a marketing copy that you can use it in a solo ad or a Facebook post. So, very quickly, this is originally from one of the real life actually used copy but I had changed a few words here and there, so that you don't see the name and you still get the idea.

So the 4 simple steps process that made me 5 figures per month online. Now you might notice that this is not directly mentioned like "4 simple steps process that made me 20,000 dollars per month" or things like that because you are basically implying that other people can make the same results, so it's safer to just write 5 figures.

This is compliant with Facebook ads policy. So that's the subject line or the headline for you, and then you start off with the body, where we talk about the problem. If you have been trying method after method with no results, you are probably doing it wrong.

So what I'm actually doing here is that I'm qualifying the prospect. People who are not interested would obviously not tread beyond this, but you are relating

to them right now and their frustrations. See, making money online isn't supposed to be hard especially if you know what you are doing.

My team and I had generated \$2 million dollars last year and here's the thing. What I just did here is that I'm coming up with a promise, and also I'm taking this opportunity to introduce myself.

Now, what's the difference between this part here of \$2 million dollars and 5 figures a month? Basically, these are my results again I'm saying this based on experience. If these had other results then obviously this you would change number.

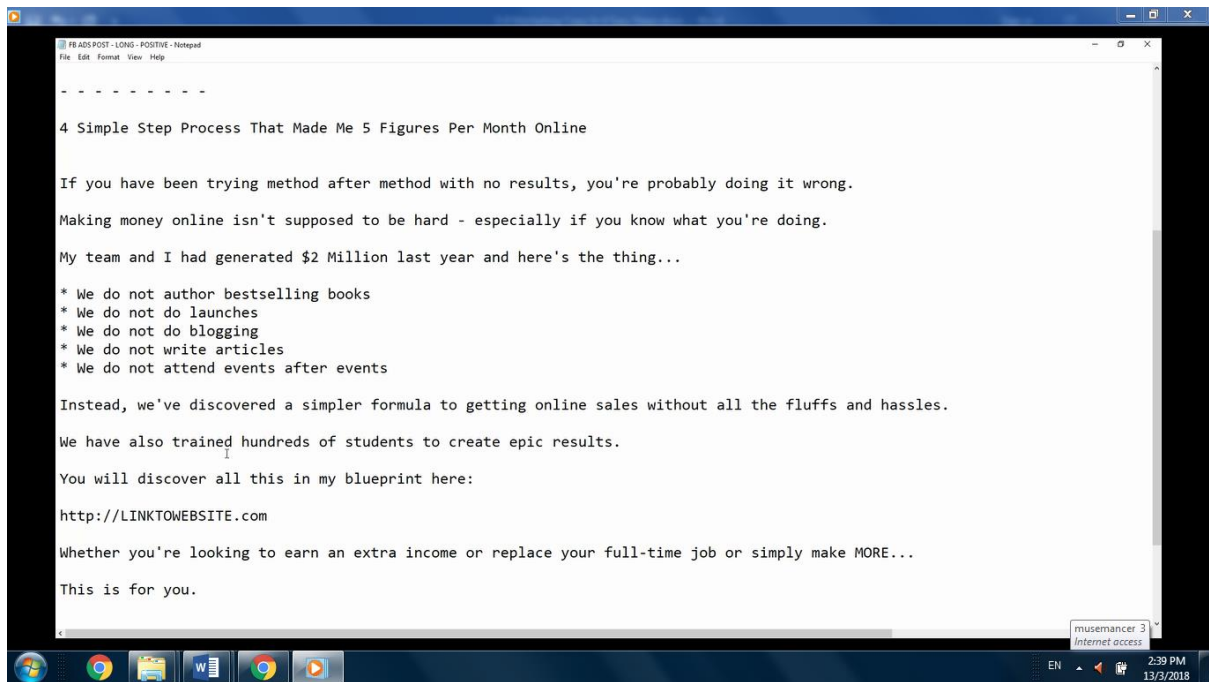
The most important thing here is you do not want to imply that other people can get the same results. It's okay to talk about your results but you cannot promise other people that they can do the same. Facebook would not like that.

So my team and I had generated \$2 million last year and here's the thing. We do not author best-selling books, we do not do launches, we do not do vlogging, we do not write articles, we do not have 10 events after events.

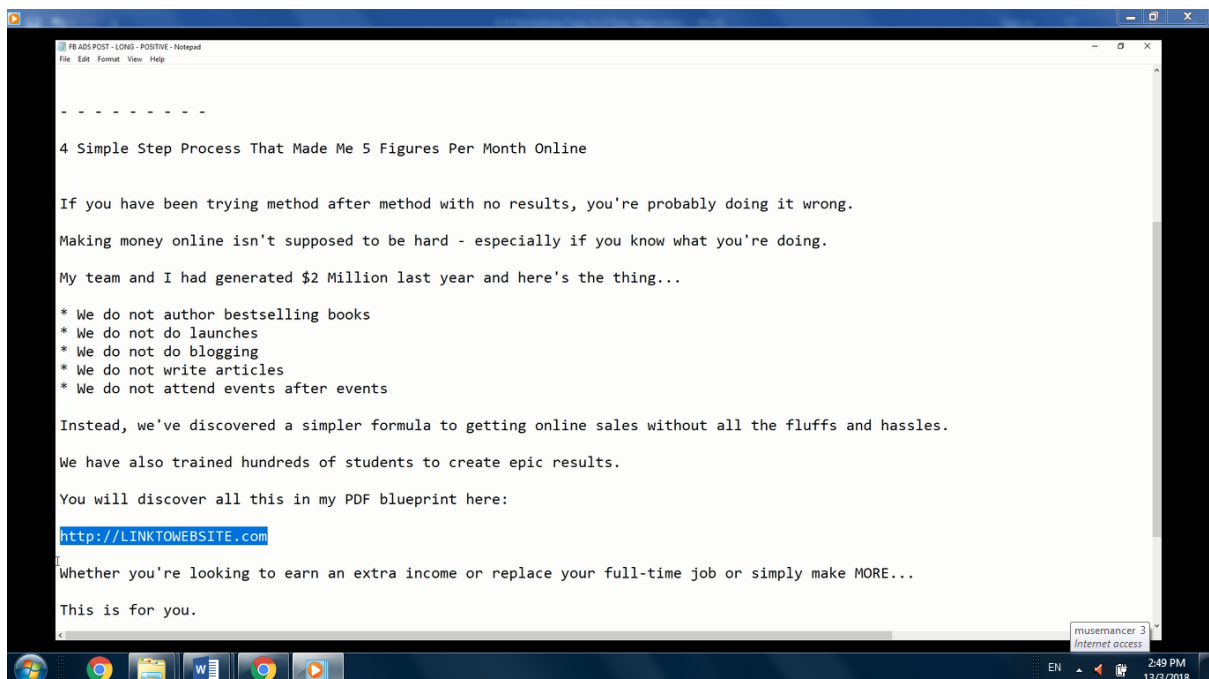
So, this is a really good proof here as well, although unintentional, but this is a great opportunity for you, to bust some myths and let your prospects know that these are not the usual methods that they may have already known.

These are not the hard ways they think they must do to get results.

So, if you are going with another type of ad let's say weight loss, guess what you don't have to exercise, you don't have to keep eating pills after pills, you don't have to go after surgery so these are the things that people would want to hear and that will be great because most people will have a preconceived notion that they have to go through all these sheer frustration to get results or maybe none of it at all.

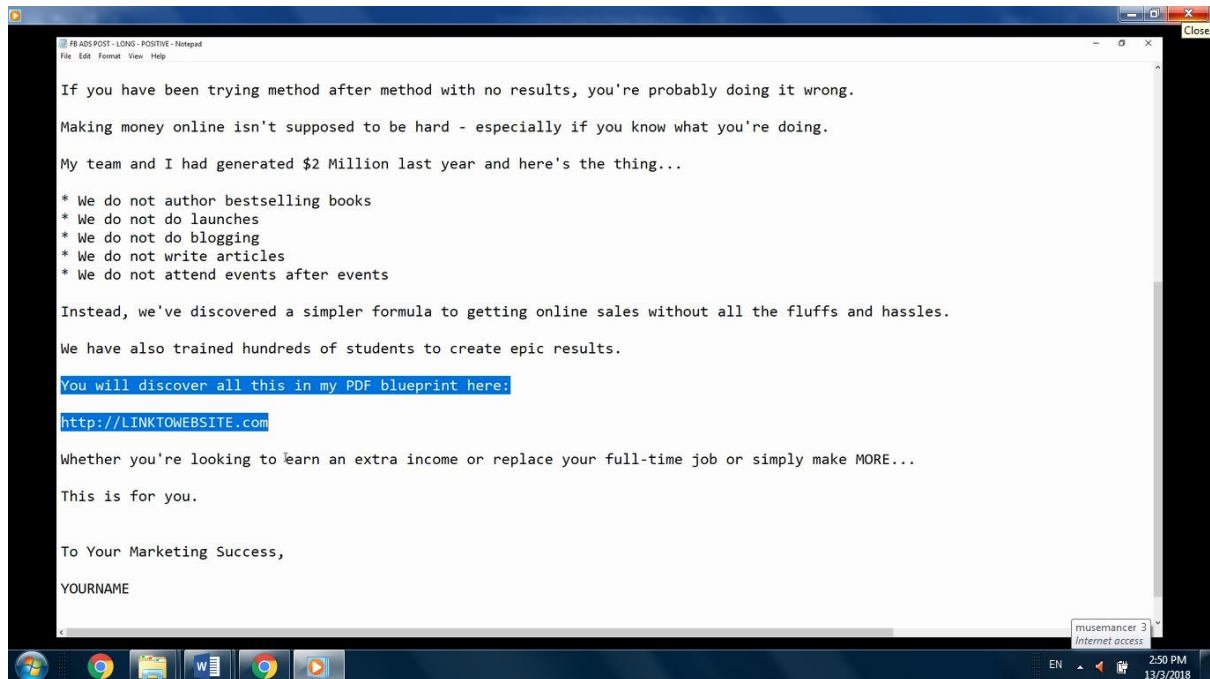


S4: Moving forward, instead we have discovered a simple formula in getting online sales without all the fluffs and hassles. We have also trained hundreds of students to get epic results. So what I just did here is that this is also part of the proof. Not only have I presented ourselves as proof that this works, but we have also trained other students as well.



S5: You will discover all these in my PDF blueprint here. So you put a link to

your website or landing page over here. This is basically a call to action. Now, if you are doing a live event, or even if you are trying to get sign-ups for your strategy calls, it is still the same thing.



S6: Moving forward, whether you are looking to earn extra income or place a full time job or simply make more business, this is for you. To your marketing success, signed, your name. So as you can see here this is a pretty fast and straight forward marketing copy, you can adapt it and make some changes whether you are doing a solo ad where you are going to advertise it, or you advertise in on Facebook ads, it is pretty much the same.