

KOPYWRITING CHECKLIST

START WRITING TEXT
THAT SELLS BETTER

NEVILLE N. MEDHORA

***YOUR AD
HERE***

CLICK ME



MEET NEVILLE

Neville Medhora is the creator of NevBlog, HouseOfRave, KopywritingKourse, and 10+ more products. He now teaches entrepreneurs how to write copy that sells.

He started studying the art of copywriting to help out his own businesses. To this day, he obsessively reads everything, listens to everything, and watches everything about copywriting, and he's noticed patterns.

Successful copywriters and advertisers through history have followed pretty much the same rules since the

late 1800's, and the same psychological patterns since humans could think.

The techniques he teaches can change your writing... your personal communication... and your business... forever.

To help you learn and remember these techniques you're about to learn: Neville suggests you print this document out, grab a drink and a pen, then find a quiet place to read it while taking notes.

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INTRO

KICK ASS COPY SELLS

Whether you've heard of me or not, all you need to know is that I've been writing for years. Blog posts, newspaper articles, full magazine spreads, corporate messaging, ghostwriting, books... you name it.

But it wasn't until I started learning about this art called "copywriting" that I started making money with my writing.

Before that whenever I would try to sell something, the writing around it was random and not optimized to sell. Basically NO psychology on "what makes people buy" was applied to my writing.

And the disappointing sales proved that.

What I realized is that most successful businesses did the opposite. They planned out how to market their products, and put effort into properly

explaining what their product can do... and they do it in a way that's been proven to sell better.

That's when I realized that just changing the words can make a good business fly, or go bust.

Now instead of going through everything the hard way like I did.....I'm gonna shorten the process down for you. Just follow these guidelines, and I'll lead you down the path to make anything you write sell better.

So get a sales page, an email, or book you're working... and let's make that copy kick ass!

STEP 1

GET IN THE COPYWRITERS MINDSET

Remember, if you're trying to sell something, it's all about the customer, not about you. It's more important how THEY feel about buying this. It's more important what THEY get by handing over those hard-earned dollarroos.

EXERCISE

Repeat this to yourself three times, out loud, before you write word: **No one cares about you, they only care about themselves.**

The reason I'm teaching you this, is because most people never make it crystal-freaking-clear what the customer is getting because they're too busy blabbing about themselves!

BAD EXAMPLE

We are a full-service agency started in 2003 committed to satisfying our customers business needs and creating conversion utilities. We strive to specialize in ecommerce driven products and have extensive backgrounds in the subject spanning over 15 years of combined experience."

Even after reading that copy, I still have NO idea what these people do! It's so vague and boring, why would anybody take the time to read this?

However, if we have these guys first repeat "**No one cares about you, they only care about themselves,**" maybe we can clean up their message.the app.

GOOD EXAMPLE

If you have a Shopify ecommerce site, **we make it sell more products in less than a week.** Just download our Shopify App by [clicking here.](#)"

Bam. Instant increase in people clicking their link and downloading the app.

KEY TAKEAWAYS

- Everyone's favorite subject is themselves. Talk about what's in it for THEM.
- Don't talk about yourself right away, unless the readers already know you.
- Focus on what THEY will get. Focus on how THEY will feel after buying. Focus on how THEY can benefit from buying your products. Focus on what THEY will get if they take the action you want.

STEP 2 LET'S MAKE SOME HEADLINES!

Now that we're in the right state of mind, let's start with a headline. We first start with the headline because:

1. The headline is usually what makes people decide to read an article or not. (Super important).
2. We can make the whole article laser-focused around that headline. (Having a strong focus for the article makes it easier to write).

EXAMPLE

Version A: Median theory of particle physics explained.

--vs--

Version B: Scientists just discovered "The God Particle" in worlds most expensive scientific test.



If you saw the first version, you might skip over that unless you're a particle physicist. But if you saw Version B, it might've actually caught your attention enough to give it a quick read. Point is, the headline gets people in the door.

EXERCISE

Start by writing down at least 4 subject lines like this:

- Subject 1: words
- Subject 2: words
- Subject 3: words
- Subject 4: words

Now go through and fill in those 4 spaces. This always helps jog your memory. I do up to 15 titles to get my brain jogging. When I re-read them and share them with others, ONE headline usually jumps out.

ROT FORMULA

If you aren't creative with headlines, here's a great formula to follow: The ROT formula (Results - Objections - Time).

<u>Results they'd want</u>	Learn to speak Spanish
<u>Objections</u>	Even if you have poor English skills
<u>Time frame</u>	In 20 days

<u>Results they'd want</u>	Get on the New York Times Bestsellers / Become a best-selling author
<u>Objections</u>	Don't have a large following / Don't have experience marketing books
<u>Time frame</u>	This year / Start today

HEADLINE GENERATION USING ROT

You can also mix and match R, T, & O to get a fast headline.

R - T - O	Learn to speak Spanish in 20 days even if you have poor English skills!
T - R	In 20 days you can learn to speak Spanish.
O - R - T	Have poor English skills? You can still learn to speak Spanish in just 20 days.
T - R - O	This year, we can get you on the New York Times Bestsellers List even if you don't have a large following.
T - R	Want to become a best-selling author this year? Let us help you become a best-selling author.
R - T - O	Did you know that you could still become a New York Times Bestselling Author in one year without having a large audience? We can help.

HEADLINE EXERCISE

Fill in the subject lines by mixing & matching them. Like this:

R - O - T	
T - O - R	
O - R - T	
R - T - O	

After making the first 4 subjects, try getting creative on your own, your inner headline-writer will be warmed up by now!

STORY

We tested two headlines before writing an article about starting your own business. 800 people were polled, and the results were clear what people wanted:

Headline:	Predicted Conversation:
Ten insane business ideas you can do starting tomorrow	21.38%
Stop being a freakin "Wantrepreneur." Here's how to get going on your very first business...	12.96%

That means if we sent out that article to 10,000 people:

- **Version A:** 2,138 people would have read it.
- **Version B:** 1,296 people would have read it.

So just knowing Version A was more appealing to people BEFORE we wrote the article, we could get 65% more traffic from the same amount of effort.

KEY TAKEAWAYS

- The purpose of a headline (or subject line) is to attract the RIGHT person to read the article.
- Never “trick people” with misleading headlines. It will work the first time, it angers people and trains them to ignore you.
- Start by writing out the headlines first. It will give you a laser-focus for the article.
- Quick headline test: Write multiple headlines, show them to others, ask them what jumps out at them and makes em wanna click. It’s simple as polling people with a [Google Form](#) or posting the question on your Facebook page.
- [Bonus headline trick](#)

STEP 3 LAY DOWN THE PLAN FOR YOUR ARTICLE WITH AIDA

This tiny little formula has helped bring in millions of dollars to companies when they start using it. It works for emails, magazines, TV, podcasts, sales pages...everything. Tattoo this on your forehead, it's super valuable to memorize: Attention - Interest - Desire - Action.

Attention: Get their attention.
Interest: Keep them interested with interesting facts.
Desire: Make them really WANT to buy it.
Action: Get them to take the exact action you want.

You already gave a headline and general idea of what you're writing, so let's make an "AIDA Outline". It's helpful to start with a blank form like this and write out the AIDA formula:

Headline: My headline here.

Attention: Get their attention. Something that will perk their ears up.

Interest: Get them interested with interesting facts, uses, stories, case studies.

Desire: Show them what their life can be like with this, or the results.

Action: Lead them through the process of taking action.

Now go ahead and start filling in document with your own copy. It doesn't matter what your subject or action you want them to take. This formula works. See for yourself:

Headline: Get an instant energy-burst in 1 minute with zero coffee

Attention: (get their attention)
I'm gonna teach you how to get a head-rush feeling that will wake you up.....in just one minute!

Interest: (Give them some interesting facts)
This is a breathing trick accidentally learned by musicians who play wind instruments like the clarinet.

When they do this specific warm-up exercise, it not only improves their breathing capacity before a performance, but the extra oxygen it generates through their system **literally wakes them up!**

Desire: (Make them desire the results)
So if you're feeling low at the office, and don't wanna pump yourself up full of caffeine, try this technique right now.

It's called the **"Seven-Eight-Ten" technique**, and it'll get you pumped!

Action: (Hand-hold them to take the action you want)
Here's exactly what you do for a burst of energy:
Keep your eyes open, and stare at one spot in front of you.

Now slowly inhale your breath for a total of seven seconds.
Count the seconds in your head.

Now hold that breath for a total of eight seconds.
Count the seconds in your head.

Lastly, slowly exhale that breath for a total of ten seconds.
Count the seconds in your head.

Now repeat this 3 times, and you will feel an extra burst of energy and mental clarity!

Did I get you to follow along??

It's not because I'm a good writer, it's simply because I followed that simpllllee little AIDA formula to psychologically string you along into taking the action I desired!

PERSONAL STORY

Till this day I write in this AIDA-template fashion. It's also the #1 way other people have learned to write properly structured copy. So give it a try in an email, in a relationship dispute, or in your business copy. It has literally changed lives.



STEP 4 FINDING THE RIGHT TONE TO WRITE IN



Just steps 1 - 3 alone usually help people improve their writing drastically... and hopefully it did for you too. But let's dive deeper to some common problems into a problem I see when teaching:

PROBLEM

A lot of people can eloquently explain to me in ONE sentence what their company does. But when they sit down to type it, **a stream of confusing buzzwords dumps on the keyboard!!**

BAD EXAMPLE

This is a real piece of copy that's almost comical to read, because you'll have NO IDEA what this place sells!

WHAT is whichbox®?

whichbox® is:

- Turnkey, Integrated, Convergent Technology Platform
- All-Media Content Creation and Management (All-Media CMS)
- Fully Integrated Social Networking and Social Media (including UGC)
- Platform / Device Agnostic
- Delivered as On Demand / Software as a Service (SaaS)
- Can Replace, Supplement or Integrate with Existing Technologies, Tools and Applications

whichbox® is NOT an "app" or other singular-focus application.

whichbox® is all media content creation, content management, social networking, social media and user generated content, ad-serving, e-commerce, delivery to any tablet device, multi domain management, and more: all wrapped in one.

No matter what kind of content and/or media you produce and distribute, including traditional print (magazines and newspapers), TV, Radio, or more, whichbox® is designed for you.

whichbox® is for content creators and content owners of all stripes: publishers and media companies, businesses and the enterprise, not-for profits, trade and professional organizations, and for educators and eLearning environments.

The feature-deep whichbox® Platform is designed to empower content centric and content-rich organizations to manage multiple domain verticals from a single dashboard, manage their content, and its distribution and syndication, and (re-)focus on their core: content creation and audience engagement.

...if people see that confusing lump of text on a page, they'd have NOOOO CCLLLUUEEEEEEE what you're talking about and leave!

Here’s how WhichBoxMedia could have easily explained what they do, if the CEO and a friend were chatting in the coffee shop:

If you have an offline company that makes content... like a newspaper, radio station, magazine, or book publisher... we can publish all your stuff online.

We do everything for you. Our clients usually see a 75% growth in total revenue just in the first month.

That’s the benefit of taking your business online.

While you sit back and relax, we build your webpage, maintain your Facebook pages, update your Twitter accounts, and keep your online presence updated. And of course we’re fully up to date on technology, so all your content will work on desktops, iPads, iPhones or any device.

Basically we can be your whole “Technology Department”.

See how much clearer that was??

Simply get your phone out and record you having a conversation with your made-up-friend. You should be able to explain what you do in no more than 3 sentences. Preferably just one.

Remember: You don’t have to explain EVERY feature of your product, just the extremely high-level benefits. Such as: **“We get your brick-n-mortar business online.”**

I once tested a few headlined, and the one that sounds like me speaking to a friend clearly won out:

<input type="checkbox"/> Name	Predicted live rate
<input type="checkbox"/> Hiring people the old way sucks time & money. Here's the Sumo-way of hiring someone by tomorrow.	2.75%
<input type="checkbox"/> Craigslist hiring scripts. This is the new way to hire. No sifting through countless crappy candidates.	5.53%
<input type="checkbox"/> Hire an assistant by tomorrow. Get the exact Craigslist scripts to use....and a system to filter out the crappy ones.	5.14%
<input type="checkbox"/> Hire someone by tomorrow. Use these Craigslist scripts...	7.73%
<input type="checkbox"/> Hiring Sucks. Let Craigslist do it for you....here's the scripts to use.	9.24%

KEY TAKEAWAYS

- Write like **you** speak.
- Stay congruent with your personality, don’t try to be someone you’re not. It comes off odd in your writing, just as it would in real life.
- If it takes more than 3 sentences to explain, you’re making it too long.
- Video: [How to know instantly if something sucks, like a Caveman.](#)

STEP 5 TELL A DAMN GOOD STORY

My home in Austin once got robbed. The thieves stole \$5,000 worth of my Mac laptops and desktops. I wasn't even home when it happened, but then the strangest feelings started to take place:

I felt extraordinarily **violated** in a deep way.

Everytime I walked into my home, I searched every bathroom, closet, and bedroom... with an airgun I bought that looked like a real pistol. I even started keeping a metal police baton by my desk, just in case.

Every single day I fantasized that the "Find My Phone" app installed on all Mac computers would kick in and reveal the thieves locations... and "something" would happen to them.

OK. PAUSE HERE.

This story is 100% true. And it caused me to act like a overly-suspicious crazy person. It also caused me to do something else: Install this software



on my computers called "Prey" that tracks down the thief if your computer is ever stolen. It even takes a picture of them with your webcam and logs their activity.

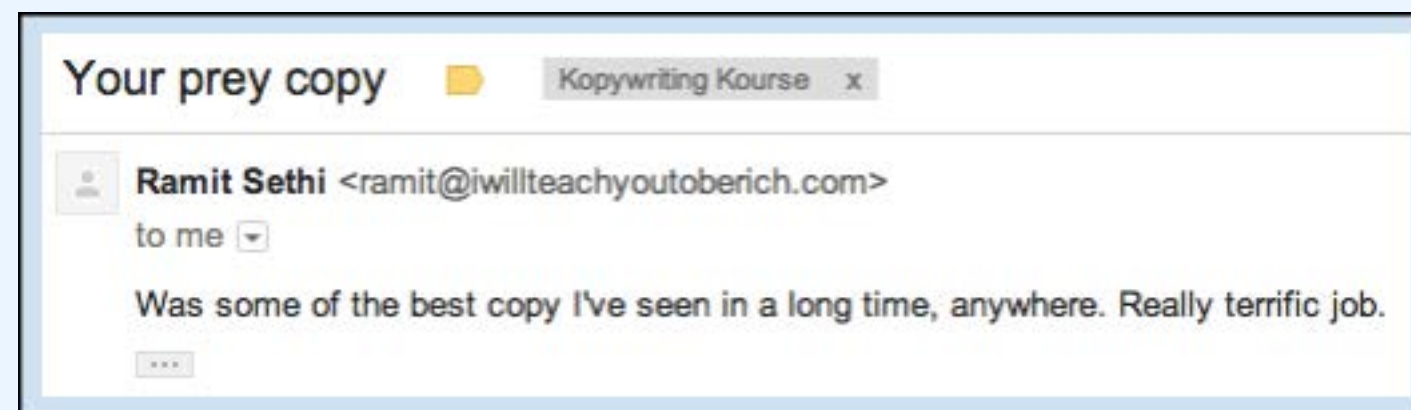
I used the above story to sell the Prey software on AppSumo. Instead of just writing about the features of the product, I told an emotionally relatable story that happened to me, then explained how I could've used this software BEFORE I got robbed, and the importance of installing it now. It worked like crazy. Prey got more downloads in that single day than... ever.

[Link to my copy.](#) (I bet you'll install Prey after reading it).

This combination of telling a story mixed with selling works really well for products that need to be sold with an emotional edge. Here's a simple formula to follow for it:

[Story that happened] + [how the product could help] + [how to buy product]

Even Ramit Sethi (who I consider to be a fantastic copywriter) reached out to say this:



People learn by metaphor.

So even if you're talking about YOURSELF (what I actively discourage in Step 1), people are subconsciously applying the experience to their own life.

“If you want to sell and don't know what to write, just tell a story about it.”

EXAMPLES

Here's some quick examples of how you would weave a story into a product:

Golf: The ball cracked off the tee so fast it sounded like a gunshot. It had been happening every time I hit the ball that day. I hadn't taken extra lessons, I hadn't gained any muscle....the only difference was the club I was using. The T85 club I bought has a solidified iron core, so with every swing I was hitting the ball with 70% more mass. No wonder my game got so good.

Weight Loss: That morning I tried putting my pants on, and realized I couldn't even fit into the XXXL size. Those were the biggest size pants they carry at the store. After years of denying it, I finally admitted to myself that I'd officially reached “fat ass” territory. The problem wasn't going away....and that's why I finally bought Mike's eating course.

KopywritingKourse: Two hours after I hastily sent out my first “properly copywritten” email to 7,500 customers that night, I checked my iPhone at a party. It was 11pm on a Friday night and my phone showed 80 orders from that one email. My eyes lit up as I calculated how much money I just made from that one email. This is when I realized that copywriting actually mattered. It was also then that I realized, “I'm gonna be ok....I'll always be able to make a living.” It was a skill that changed my life.

STEP 6 THROW IN SOME SOCIAL PROOF

People want to know if you're the real deal. If they're dealing with someone/ something they can **trust**.

Do I EVER hesitate before ordering from Amazon.com? NO!

I know my credit card is safe with Amazon. I know that my order will arrive quickly. I know if something goes wrong they'll take care of me.

But with businesses or products they're not familiar with, people are more skeptical. **And when people are skeptical, they don't take out their wallets.** Just like you wouldn't take out your wallet while in a sketchy neighborhood. So try putting them at ease by giving "social proof".

If you're selling a product, try linking the product to a more famous name, like this:

[your product] + **used by
mentioned by
trusted by
bought by
official brand of
got these results for** + [big name]

EXAMPLES

"We've developed apps for HP, Dell, and Samsung"

"Some of our famous clients include HP, Dell, and Samsung"

"Zappos trusts our software to handle their 30,000 transactions a day"

Testimonials or case study results show your product works for everyone:

"Dr. Jason Zillow saw his total sales increase by 70% after installing our app"

"Aaron started his first business within 5 days of taking my course, and just quit his job"

"This training helped take Sharon from struggling freelancer, to successful business owner."

Borrow credibility just by using a name:

On an AppSumo deal that was for a font-matching service, we used a quote by Steve Jobs to help explain some peoples obsession with typography:

As Steve Jobs described his obsession with beautiful typography:

"I learned about Serif and Sans Serif typefaces. About varying the amount of space between different letter combinations. About what makes great typography great. It was beautiful, historical, artistically subtle in a way science can't capture...and I found it fascinating."

--Steve Jobs

How websites often use social proofing:

This greyed-out string of logos across the page always converts best. If you make them with color, they distract the reader too much.

Featured in:



THE WALL STREET JOURNAL



The New York Times



PERSONAL STORY

I stuck these logos at the bottom of an ecommerce site on every product page, and it resulted in a **21% boost to sales**. The number of sales increased, but the bigger money came in because the SIZE of the sales increased. Many larger clients who were eased to know we'd worked with well-known companies:



KEY TAKEAWAYS

- Borrow” credibility from larger brands that’ve been involved with your product/service.
- Add in testimonials and results. Often just one close-to-home testimonial can tip someone to buy.
- Know what’s cooler than saying you’re a rockstar?? SOMEONE ELSE pointing at you and saying, “That guy’s a rockstar!” (aka a testimonial).
- Drop in a “credibility bomb” by slyly mentioning you’ve done big things to gain their credibility. “When I was working at Google I headed up the Android department... so when I designed this app, I knew how to make it the fastest and easiest to use.”
- Robert Cialdini’s book [Influence, the Psychology of Persuasion](#)

STEP 7 BRING IT HOME: MAKE THE CALL TO ACTION SUPER OBVIOUS

The ENTIRE point of writing something for your business is to get the person to take an ACTION. It can be to:

- Make them laugh
- Teach them something new
- Inform them of something they need to know
- Make them click a button
- Leave a blog comment
- Get them to call
- Make them feel a certain way
- Get them to buy something

That last one: “**Get them to buy something**” is usually what people want to learn. And the way we do that is leading them by the hand.

So this is the ‘Action’ part of the AIDA formula. It’s the last part where we get people to take ACTION.

By this time you should have built up the case WHY someone should buy, and then close it.

You close the sale by telling them:

1. Get them to take action.
2. Telling them what will happen once they place an order.
3. Tell them to do it now.

EXAMPLE

- 1 So... if you’re ready to start writing copy that converts better (which in turn makes you more money), then grab this course now.
- 2 After you checkout with PayPal, we will immediately send you some login codes for the members area. You can start learning Kopy right away!
- 3 So grab the course now by [clicking this giant link >](#)

That 2nd part is SUPER important if you’re selling something that’s not physically being delivered to their house. If it’s confusing AT ALL to the customer as to what they’ll be getting next, that wallet is in a “sketchy neighborhood” and they won’t pull it out.

***NOTE:** If there’s something really obvious such as an “Add to Cart” button or filling out a billing form, you don’t always have to lead people through every step.

BUTTON ADVICE

A good call to action button should be BLAZINGLY obvious. I was in the airport in Japan, and a confirmation page for their free wireless came up on my phone. I can’t read Japanese, but take a guess which button was the “accept” button.

Clearly the greyed out button was “no” and the bright orange button was “yes”. That’s a good button. This very much follows the “BFB Trick” I’ll teach you next.



THE B.F.B. THEORY

(Big Fu@#ing Button Theory)

A friend kinda high up at Google told me how get gets his design team to make pages where they want people to take an action. He said:

1. Load up the page you’re testing on a screen. Even a laptop screen is fine.
2. Take 10 big steps away from the screen, and close your eyes.

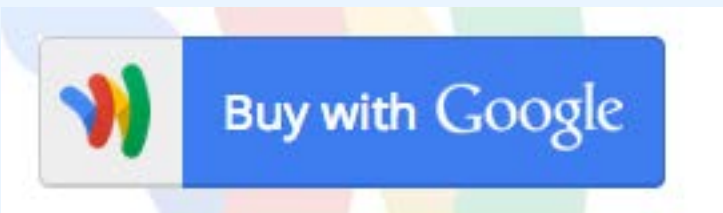
3. Open your eyes for 2 seconds and look at the page.
4. **If you can’t tell what you’re supposed to click on the page... you failed.**

His advice was to make a VERY obvious button that TELLS you what to do. He then showed me some highly-tested buttons that Google uses, and they all end up looking the same: **A big blue button that instructs you what to do.**

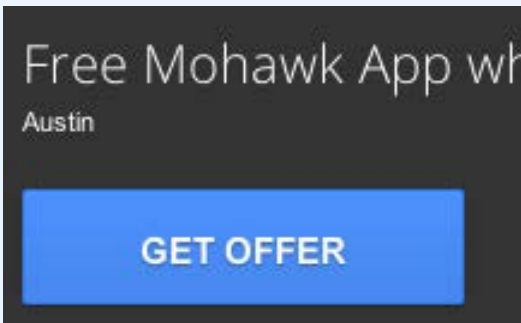
Google Chrome
download page:



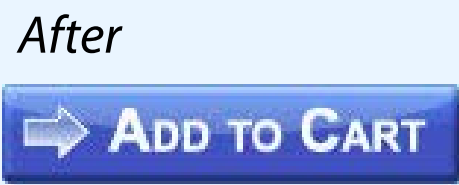
Google Wallet checkout:



Google Offers:



Based off his advice, I re-designed my own checkout button on an ecommerce site I owned to be more blue, bigger, obvious to click, and describe the action it will have. It got 20% more people to click “Add to Cart”, and it looked like this:



KOPYWRITING CHECKLIST

Before you write, here’s a quick cheat sheet you can review your copy with:

Step 1: Get in the right mindset: “No one care about you, they care about themselves.” Focus on what THEY will get. Focus on how THEY will feel after buying. Focus on how THEY can benefit from buying your products. Focus on what THEY will get if they take the action you want.

Step 2: Make an interesting headline. Start jotting down several using this formula, or mixing it up:

[Result they’d want] + [Objections] + [Time frame]

Step 3: One of the things people always take away the most when I teach them to write, is this little method of starting off a piece of copy. I make a Google Doc or Word file, and make a little table that looks exactly like this one to the right before I write. Perhaps you can lay this out before you write anything. Just fill in the bold areas with your text, and your copy will be written.

Subject 1:
Subject 2:
Subject 3:
Subject 4:

The point of this copy is to get them to:

Attention: Get their attention. Something that will perk their ears up.

Interest: Get them interested with interesting facts, uses, stories, case studies.

Desire: Show them what their life can be like with this, or the results.

Action: Lead them through the process of taking action.

Step 4: Write like you speak. Stay congruent with your personality. If it takes more than 3 sentences to explain, you’re making it too long. Beware of buzzwords that require thinking.

Step 5: Can you insert a really good story if needed? Use this formula:

[story that happened] + [how the product could help] + [how to buy product]

Step 6: Throw in some “credibility bombs” (aka social proof) by “borrowing” credibility from larger brands/people that’ve been involved with your product/service.

Step 7: Remember to CLOSE the sale or make them take action at the end! Tell them what will happen once they place an order, and tell them where to do it.

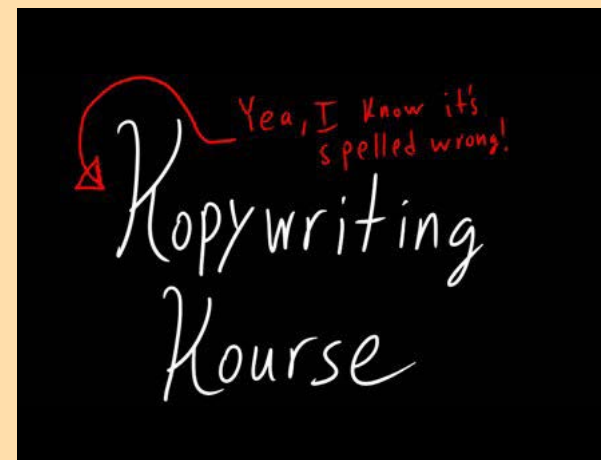
NEXT STEPS TO LEARN MORE



GET ON MY FREE EMAIL LIST

Signup to my free email newsletter for more examples and techniques for copywriting.

"Just wanted to hit you up and say thanks for the emails. They are genuinely helping me a lot." - James M.



KOPYWRITINGKOURSE

If you'd like me to step-by-step show you how to write great copy over video lessons, grab this Kopywriting Kourse immediately.

"Your course, for me, was the best thing that I've been through so far. I'm a visual learner so it was super helpful to get a chance to see you displaying your "skillz" live" - Trenton S.

"Nev, thank you for creating the Kopywritting Kourse. I have learned so much more about sales from your course than I have from 3 years of selling insurance." - Jeremiah J.



CONSULTS

Work with me 1-on-1. This is best if you have a business you want to make better in just a few short video calls.

"Jason spoke to me this morning and thanked me because I recommended we signed up for a consult with you. He was in a slump for 3 months when email sales were low. After our consult he was left invigorated, and since then our emails have been doing extremely well because he's been using the tips you gave him. Thank you!" -Alf