



## A Helpful 7-Point Checklist For Copy That Sells

Sales start with defining your audience. Who will you be helping? Next you need an offer. What will you be helping them with and how? That leaves the copy. How do you convey your offer to the audience in a way that will make them want to buy?

It's the third element that Growth Labz's Will Wang addresses in this resource. How do you communicate with the market in order to achieve conversions?

### 1. Looks count

It begins with something you may not have expected. The way your copy looks on the page. Will calls it copy flow.

It doesn't matter how good and useful your copy is. If the prospect sees intimidating stretches of small, cramped text; if there's no punctuation, and no paragraphs to speak of, few people will take the trouble to read it.

The heydays of big red headlines and stark text are over. Consider the sites of many tech companies, whose copy flows are almost joyful to read.

Design for your audience. If you have an older demographic, larger font in contrasting color to the background makes sense. Some readers, too, might be color blind, so consider the effect of color on text readability.

Images add interest and break up the text. In some cases, having them aligned to one side also improves copy flow.

### 2. Design consistency

Related to looks is the congruency of design throughout your copy. Many companies have branding and style guides to ensure a uniform look and feel in line with their desired image.

Limited font styles that match from landing page to ad to sales page, etc., contribute to a seamlessness of reader experience. At Growth Labz, Will and his team typically refer for fonts to their clients' style guides, or use standard fonts found on ad platforms.

This attention to appearance makes it easy for people to take in and understand your message, making it easier in turn for you to help them with your product.

### 3. Be clear what you're solving

How easy is it to identify what you're trying to solve, or what you help people with?

This is where you communicate your offer. Remember, it's not about you or your business. It's about the prospect. What are the pains and frustrations or challenges that you think you can solve for them? When they look at your headline, do they get an immediate sense of the results you can help them achieve?



- a. It's all about the pain. "Are you experiencing this challenge?"
- b. Using curiosity. Show what other people have done.
- c. A benefit statement. "Could you use more clients in your business?"

#### **4. Go easy on the pain**

Very often in copy audits, Will sees people going directly into the pain. 'Are you feeling fat?' Or, 'Are you unhappy with your weight?'

Some time back, this might have worked. Not anymore. Good marketing is very story-based now. Yes, you want to inspire people to take action. No, you don't want to depress them or belabor a sore point. You'll do better to soften your approach with story and offer hope of a solution.

#### **5. Narrow your focus**

Another mistake marketers make is targeting too many pain points. Back to the weight loss scenario: 'Are you unhappy because you weigh a lot? Are you also too tired? Is your weight affecting your relationships? Is that in turn affecting your finances?'

Too many problems. Better to focus on one thing you're trying to solve, one pain point you're trying to tackle.

If you're marketing to a lot of people, there may be a few different pain points that people are experiencing. Focus, however, on writing your sales letter for one person, and then test which one works best.

Another good way of narrowing things down is segmentation. This is where, using different ads and landing pages, you can move people to the most relevant solution for them, based on what they choose to hear more about.

#### **6. Use scarcity properly**

Beware of using false scarcity. Some marketers think a made-up deadline or claiming limited slots will jolt people into quick conversions.

If you really can only handle five more prospects, be all means say so. If you need to close access on such a date to evaluate your onboarding, that's valid. Just don't use artificial scarcity to prompt sales.

Will has also been testing internal scarcity. It could run something like, This is an online course, it's always going to be open. But if you don't do it now, imagine what it could have been in a month's time. Don't look back and wonder, what would have happened if I had done that?'

It's a less sleazy way of triggering the fear of missing out.

#### **7. Have one consistent call to action**

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Don't ask people to read your blog, listen to podcasts, do all this and all that. Identify the one thing you want them to do after they see your offer. Tell them what it is, then stick to it.

The above checklist can be applied to your ads, your homepage, your sales offer page, your shopping cart page, abandonment follow up emails, retargeting. It's very simple, and can help you achieve a coherent and smooth-flowing marketing message.

If you'd like Will and his team to help with your copy, you'll find them at [GrowthLabz.com](https://GrowthLabz.com)

Make your marketing more effective inside [SuperFastBusiness membership](#)