



The Copywriting Framework that will Triple Your Sales



Learn copywriting from one of the best minds in the biz. Growth Labz's Will Wang shares his story-based secret for writing copy, known to 3X sales.



Will Wang

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 862. Today, I've brought back my special friend, [Will Wang](#), who's a copywriting, marketing, lead-getting machine. Welcome, Will.

Will: Thanks again for having me back, James.

James: Will, of course, from [GrowthLabz.com](https://www.growthlabz.com). A regular on this show, you've been back plenty of times. We work together on your own business. But we also talk about things that you're working on with your own client's businesses, and I've sent lots of people your way. And they're all getting great results, which I'm thrilled about for them. I'm happy for you as well.

And of course, what we want to do is get some insights on these podcasts where you can get an actionable learning, apply it to your business, and start getting results. And today's headline is pretty enticing, I've got to admit, when I was talking about this one, who wouldn't want a copywriting framework that triples your sales? I am intrigued.

Just a publishing note, if I sound a little different, or the video looks different today, I'm currently making changes to my studio here. So I've packed all my gear away while I was painting. And I'm just running with a lean setup. So apologies for the change in quality. But we'll be back to regular programming in a few weeks from now.

Now, Will, you love your copywriting. We've had discussions before about [if AI copywriting is going to take over from human copywriters](#), and so forth. And I remember in that episode, we determined that if you're actually really good at copywriting, then you can usually beat the machine, and you've got better things like context and so forth, and you can understand meanings to a deeper extent, for now, at least.

The story behind our headline

Let's talk about this framework and how do you determine that it's tripled sales? Is this where it tends to land? Or have you seen a variation between, you know, sometimes not getting results or getting, like, a stratospheric result? Or is it very consistent?

Will: Yeah, that's a great question, James. Obviously, there's a lot of context behind it, right? And the best copywriters out there I've known, as I said in the last episode, where we talked about AI, it's all a thinking exercise, rather than a writing exercise. Now, the clients that we've rolled this out for, obviously, we're the ones thinking for the context, thinking for how it actually works.

But we actually delivered a training kind of similar to this with the same framework within SuperFastBusiness. And just seeing some of the results in post come back, people are actually saying, Hey, actually, we tripled sales, which for conversions, that was pretty cool. So if it's the right context, if it's the right play for your business, it should get you some pretty cool results.

I've seen tripling; we've had clients who have 10Xed results from this, but obviously we want to understate it. So tripling is pretty safe to say. That being said, you know, you've got to start from a baseline, and then measure where you actually get up to.

James: Alright, well at least, the headline is compelling. So that's got to be part of a good copywriting formula. I was really keen to record this. As you said, we have done a recording inside SuperFastBusiness. Members who are in there are getting access to high-level trainings from people like Will on these topics and implementing them well before they come out into the public domain.

But what we're going to do is at least we're going to give you enough information today to go and do something and start making changes to the way you're marketing your product or service. Hopefully, if you're getting results from this stuff we're publishing on the podcast, you might be interested in becoming a member of SuperFastBusiness. Or if you want some help with your copy, and you want to get help from a professional, then I would recommend Will Wang.

So let's talk about, what are the steps for us in this framework that are going to help us triple our sales?

Will: Yep, awesome. So the first that actually starts outside of the framework itself. So before we even jump to the copy, there's a lot of things we've got to realize. Again, we've spoken about the thinking exercise to make sure it's relevant for you. But also understand that sometimes, if you launch this framework, and it doesn't quite land, it doesn't quite hit, it doesn't mean it's failed, it just means you've got to test. So test, test, and test again, is the first thing that you've got to be aware of.

And even if you do launch a framework that triples your sales, and you're happy and things are going good, it doesn't mean you stop testing. So that's the number one thing to realize. This is just the beginning, but I'm going to give you the exact framework on how to do it. But you've got to keep improving and keep getting better results over time.

A framework that came out of a novel

In terms of the framework itself, the way that I kind of came up with this, it's a framework based a lot around some of the best storytellers out there. So growing up, I kind of grew up in a tough neighborhood, you know, pretty rough neighborhood. And my escape from that neighborhood was actually to go to my local library where things were quiet, there was no craziness going on, and I could just kind of chill out for a bit.

And as I started going to the library, I mean, I had nothing better to do but start picking up books. And I started really getting into reading and science fiction. And I started to realize that when I went home at night, I had TV there, I had games and all that kind of stuff. But I just wanted to keep reading these books.

So coming back when I started my copywriting journey, I thought, if we could get someone to read sales copy and to be stuck to sales copy, like I was, when I was reading these science fiction books, these 500-page novels, that would be a really cool thing to do. So the framework itself is developed around the idea that, you know, we can tell a great story, we can use the structure from the master storytellers, and build a framework to suck someone in and to keep them reading until that point where they have to take action.

So, similar to the training that we delivered inside SuperFastBusiness, I'm going to use the Lord of the Rings as my vehicle to talk about this framework here. So I'll go straight into the framework, and it is a 10-step framework. And essentially, what it is, it's a story-based framework that's going to get someone to, first and foremost, get their attention. So that's number one of the framework itself.

This is what we're all about

And if you think about the Lord of the Rings as a movie series, right, it's a 12-hour movie series, but people absolutely obsess about it, they start off the very first movie by showing you an image of dwarves and elves, and all of these weird characters. And what they're doing in that case is they're really calling out their audience.

They're saying, Hey, this is what this movie is going to be about. If you're not into science fiction or fantasy, you're probably not going to enjoy this movie. So that's the number one thing for us to do as well. It goes back to the principle that [Perry Marshall](#) talks about in his book, 80/20 Sales and Marketing, where we're not trying to sell to everyone, we're not trying to sell to 100 percent of the market, we're trying to get 20 percent that's going to get us 80 percent of sales. So that's the first step in the framework.

We know what you're going through

So step number two is all about getting them to stick around. And the way that we do that is we use a lot of emotions. So traditionally, in sales, people have talked about the pain, talked about the emotion behind the pain, similar kind of concept. But in this framework here, it's a bit of a longer-form copywriting, long-form framework.

So we don't need to hammer the emotion or hammer the pain point at the very beginning of it. It'd be a little bit more gentle, it'd be a little bit more subtle, but it's all about getting them to understand that we know where they're coming from. So really emphasizing that we've seen other people or we've been in their situation, and really relating to them on a personal and also emotional level. So that's number two.

Climbing the tall, steep mountain

Number one and number two, they've been around for a little bit in terms of the thinking behind it. Traditional copywriting relies on qualification, it relies on emotion. So that's pretty basic, right? But from number three onwards, this is where we start looking at mixing up a little bit. So number three for me is all about climbing the mountain.

And from Lord of the Rings, this is the same way the Fellowship of the Ring are trying to climb up the mountain to get to where they need to go. And there's snow and ice, and it's miserable, and the mountain is collapsing on top of them. And so when we relate it to copy, this is the part where we talk about what they've tried themselves previously, i.e. climbing up this mountain, and it hasn't worked, and it's failed, right?

So if you think back to the movies, I didn't know if your audience are as geeky as me, but Lord of the Rings is one of my favorite movie series. They tried to get to the mountain, and it just didn't work for them. They had to come back down off the mountain. So they tried something that didn't work.

And depending on what you're selling, right, especially if you're online space, you're selling courses, or coaching, consulting, memberships, or if you're selling some kind of service or product that people might have tried to find the solution themselves previously, this is a really good place to talk about what they might have tried.

James: They're going to relate to this, because they've experienced that pain and frustration. Thinking back to how I got started online, which was struggling to build a website, and then my very first successful product was helping other people who were struggling to build a website, I found a way up the mountain and then I was basically sherpaing other people up the mountain as well and giving them a lift pass, saying, Look, just pay here, and you'll get to the top of the mountain much easier than I had to do it.

And so I can really relate to this, obviously, from the hero's journey, this is where the main character is having all sorts of trials and tribulations. And I remember one lady who I learned some of this storytelling stuff from in a course, she was talking about everything that can go wrong, must go wrong. And I thought that was really interesting. That's a great way of explaining the challenges that you're going to be talking about in your copy.

Will: Actually, that brings up another point. What I might do afterwards, James, is, after we go through the framework, I might even go through an actual example, and talk for how I put a copy together for a certain product. I'll go through the framework so everyone understands what the puzzle pieces are.

And I really look at this framework as a puzzle piece, because sometimes you don't need every single piece to build a really great puzzle. But sometimes you do. So I'll go through the framework, and then I'll come back and I'll use one of the things that we've talked about in the past, which is this whole [freelancing](#) thing, and I'll use that as a really great example of how to put the framework together, and give you an actual example of the copy that they can write.

This is the real enemy

James: Okay, step four.

Will: Step four. So they've tried to climb the mountain in step three, and it hasn't worked for them. Step four, is where we can really say to them, Well, here's why. So step four is where I started calling out the real enemy. And I put myself on their side.

So this is again, from traditional copywriting, where it's calling out a common enemy, but it's really explaining to them and taking the pressure off them saying, Hey, it wasn't your fault that it didn't work. In fact, for 99 percent of people, it doesn't work, and here's why. Here's someone who's telling you the wrong thing, or giving the wrong information that's leading you to fail.

So in a way, it makes our readers feel a sense of relief, like, wow, someone gets it that it's not my fault. I'm not x, y, z. It's not that I'm not capable. It's just that I was given the wrong information.

James: They might also get angry, another emotion. Like, the odds are stacked against you. They're like, Ah, this sucks. How dare they? You know, they want to rise out of that. That's a really strong emotion.

Will: Exactly. And just as an example, in the online space, the way that I like to play this one is pointing out all of the gurus that make it look a little bit too easy. And, again, it just makes people think, yeah, you're right, you're right. And I'm so glad that you've told me the truth. So by pointing out who the real enemy is, we've positioned ourselves as a friend, and a companion, and a trusted advisor. So that's the reason why number four is all about the real enemy, and why the real enemy has led them to not climb the mountain.

But not all is lost...

Now, after we go for that, the fifth puzzle piece of this is to give them hope. Now, you might know this term, or the way I look at it is giving them hope is a unique mechanism, which is a copywriting term. But this is explaining, well, why am I different? Right? So we've established that they've got bad information, there's a common enemy, giving them the wrong information, putting them in the wrong direction. But why am I different? What have I got that is so different from everyone else? So that's going to make you trust me.

So to actually do this, to think back to the Lord of the Rings, this is a really great place where we can start bringing in a whole bunch of new emotion as well, right, looking at new ways of doing things. This is the hope. And when the music comes through and they've got the pipes in the background and it lifts them up, this is where we come in and say, Look, we're going to help you take it to Mordor, because we've got this great party. Armies have tried it before, but we're going to go in stealth mode with a bunch of nine weak characters. Alright?

This is the hope that we're going to give them. So that's the unique mechanism.

Introducing a different way of thinking

And coming back from that, number six, we've got to look at, what is the uncommon truth? Sometimes I combine the two of them into one. So giving them hope through an uncommon truth. And the best way that I can describe it in terms of storytelling to think through is, this is kind of when they're sitting around discussing how they're going to go into Mordor and destroy this ring and save the world.

And they're thinking, Well, can we get the armies to go in? And they're going, Well, hang on. We've done this before, and it hasn't worked. So the army thing doesn't work. Like, that's the uncommon truth, right? So what can we do to actually make this work? And the new mechanism and the hope mechanism is, let's do this via stealth mode.



So these two, I sometimes interchange the order which they come into. And again, it's a puzzle piece I can pull in and out of the story as we need to. The uncommon truth, just before we move on to the next step, the uncommon truth also is a place where I like to shift the paradigms, or for the readers coming through, I introduce a new groundbreaking idea that changes their thinking entirely, because if we can change their thinking, and this is one of the hardest things to do with copy, and persuasion, and then negotiation, is to get someone to change the way that they're thinking about a certain topic.

So if we can go through a user's story to get them even thinking about, oh maybe there's another way to do this, we've already done most of our job as a copywriter. So this is where we go through the uncommon truths, reveal everything to them and give them a new way of thinking through things.

Imagine what you stand to gain

So after that step, it's step seven or puzzle piece seven, let's call it, where we paint the Promised Land. This piece for me is a really, really important piece, because they know what's going on, they know what they've done wrong, they know what the pain is, right? They're sitting in their pain, and that's why they're reading this sales letter.

We've got to take them through on this journey to this new land, or this Promised Land, where they can see what the future looks like. And this piece for me is typically where I spend a lot of time when I write copy, and I really go into the senses. And what I mean by that is, I start to say things like, imagine this, or can you hear this in the background? Can you feel this, right?

And the best scene of that is, from Lord of the Rings, again, when Sam and Frodo are almost at the end of their journey, they're going through such a terrible time, Frodo's thinking about quitting, and Sam's sitting next to him going, Hey, can you imagine what happens when we finish this journey? Right? And he actually uses a lot, he invokes every single sense.

So Sam is like, you know, I can see the orchids in blossom. I can hear the birds, I can taste the fresh strawberries that just come off the vine and they've got cream on them. And I can hear the kids playing, they're happy and like, evoking the hope and actually painting the picture of what the future is going to look like. That's such a powerful thing to do.

And in this copy framework, I like to go into the same kind of structure. I like to think about, what's their life going to look like? What are they going to be doing when they wake up every single morning when we've solved this massive issue in their life? Right? Whatever this massive issue is. What are they going to feel like? What are they going to look like? What are they going to have? And really go and build this reality for them.

So this is such an important step. And normally, this is the step, this is the puzzle piece where I say, Look, this is probably one of the ones that you must have, because this is what's going to lead them to actually taking action to do this.

James: So I think where a lot of your enemies, the gurus, they do focus a lot on the dreams. It's piña coladas and hammocks and so forth. And a lot of these ecommerce types, you know, with their Airbnbs and rental cars and bling, they're painting a lot of Promised Land to these very influential 20-somethings. I see that marketing technique probably overused at the surface level for a lot of people.

Will: Yeah, exactly.

James: Instagram comes to mind. Instagram is Promised Land, you know, curated Nirvana in my mind. This is one of those places. You know, one of the things drawing me to the online space in the beginning was I'd seen those pictures of being at the beach, in a hammock with a laptop and so forth. And obviously, it's a very different reality on the way through.

And I even changed my entire position on that to make a statement. I think success is when you're at the beach without your laptop. That's real success. As you and I, when we go for a surf, we're not taking our laptop. When I see the guy down at the beach, or the girl up against the wall with a little laptop, with the sun blaring in their screen, I know they're not having a comfortable experience, and they're probably just escaping a less bad situation, like just sitting in their lounge room on the couch, you know? It's like they just want a change of space. So painting the Promised Land, do you think that's overused?

Will: I think it depends on the market again. Like the coaching space, absolutely. Every rental Airbnb and Lamborghini rental person on Instagram definitely overuses it.

James: Well, you know, I've got a website opened in my tab now, which I was speaking to a client yesterday. And he's selling millions and millions and millions of dollars' worth of this product. It's not in the online marketing space. It's not in the coaching, or food or fitness-type space. It's in a really ordinary space, I'll call it, and I think this is an area that painting the Promised Land is not amped up enough on this.

I actually have it in my tab, because I told him I'm going to be speaking to you and I was going to ask you what you would recommend he changes, or if you should be chatting to him about it. So I'm pretty excited to share that one with you. But this is a case of where dialing in some of the things that we're probably dulled to might really change the game for this client.

Will: Definitely. Now, one of the ways that I approach this, depending on the market, again, it's a thinking exercise. And it depends on how much the market's been hammered, what they're used to seeing, what they like to see and what they don't. But in markets where the Promised Land has been up too much, I actually play the opposite.

I go, it's not about the Lamborghinis. I'll even make a joke of it. I'll say, Lamborghinis and Ferraris are nice to look at, but they're a massive pain in the butt to drive. Like, I wouldn't drive where there's potholes in the ground, you got to lift your front every time there's a speed bump, it's just a pain in the butt.

James: Well, in most cases, they have to hand the keys back when the rental's finished. By the way, I'm a huge fan of renting things like that, get it out of your system. But don't pretend you own it. That's the difference I'm talking about. And they're not too handy for surfboards. I'm really happy with my Subaru.

Will: Imagine putting it on the roof, like, on a Ferrari.

James: This might be counterintuitive, but I'm really happy with my Subaru for kids' runs and shopping and stuff, not that I'm going shopping at the moment or that I even have to go and get anything, but in normal times, it's great. And it's got roof racks to put the board on and go somewhere different or whatever.

But my philosophy is I'd rather just live within walking distance to the beach. That's my prime filter. If I can live within a few minutes' walk to the beach, then I think that's, for me, better than a Ferrari or a Lamborghini. I feel like I've probably got the cars out of the system after being in that so deep.

And you know, like all of us, we want to change from time to time. So what's step number eight, Will?

Will you let me be your Gandalf?

Will: Yep, So step number eight is, be the guide. So in short, how can you be their Gandalf, right? How can you lead them and give them foresight? You know, what have you done? So this is where social proof comes into it. What have you done in the past? What experiences have you got? What expertise have you got, where you can be the one that guides them in the right direction this time?

Alright, so this is kind of, we've laid up to this, we've kind of hinted at this, that they've got the wrong information. Now I'm going to show them and prove to them that we can be the guide that they actually need. So this is where testimonials will be great. This is where you can bring in case studies or talk about examples. Number eight is all about showing them that you're the right guide for their situation.

James: And you know, this is one that people often mix up a bit, because quite often they've positioned themselves as the hero. And I remember doing an entire episode on this, there's a previous podcast about, [Be The Guide, Not The Hero](#). Because a lot of people, like they've built their whole brand around being the hero, and that actually intimidates their prospects.

They don't want to be another trophy on the wall for their hero. They would rather get the trophy, I think, and the guide is quietly in the background, like your Gandalf or Obi Wan Kenobi or whatever, they're just low-key.

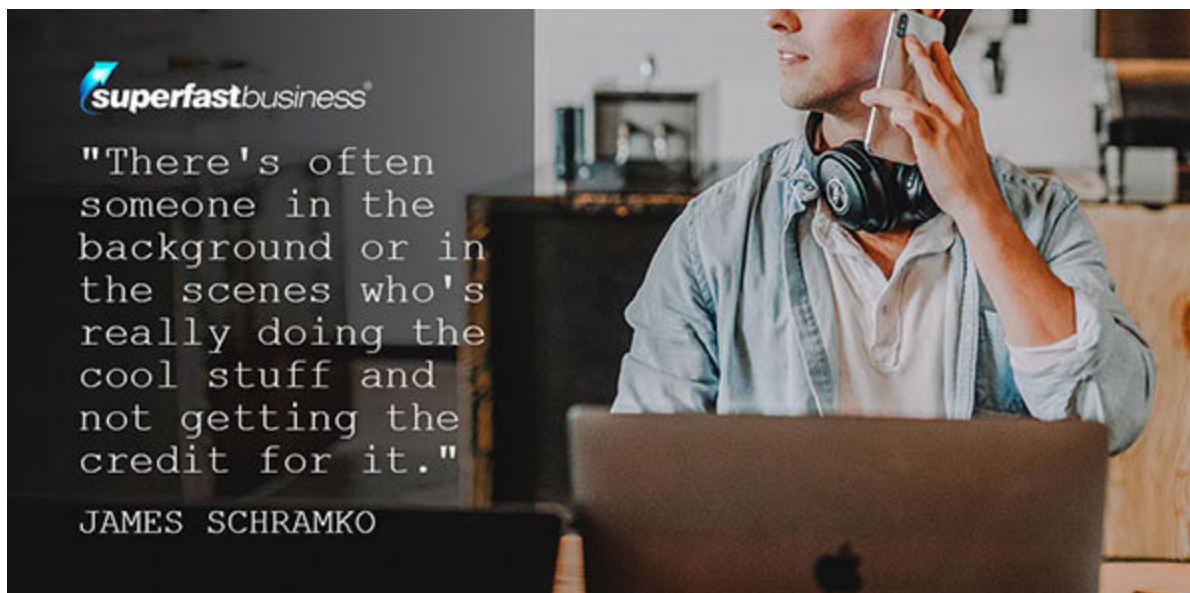
Will: It's really funny because if you think about, I don't know about people listening, but for me, when I watched The Lord of the Rings, Gandalf is one of my favorite characters. And the main character, the hero of the story, which is Frodo and Sam, I'm like, This part's kind of boring. I didn't even care about the main hero. It's the guide and the adventure that kind of draws me into it, not even the hero piece.

James: You know, one thing that really jumps out for me with this one, I think, is this the movie where at the end, they just hop on an eagle and fly away or something?

Will: Uh-hm.

James: Why don't they just fly in on the eagle in the first place? Right? It would have circumvented the entire story. Like, imagine, opening scene, they fly in on the eagle and do their business, right? There would be no movie, right? It kills the story. And this is what I used to do, I used to just jump in with the punch line.

And if I didn't do the work to get people through the phases where they needed to be, to be ready to accept that that's the punch line, they wouldn't purchase. So this is a really valuable metaphor. It's kind of like Sir Edmund Hillary, you know, the first guy to climb Mount Everest. But there was a Sherpa there as well. And those dudes were probably been hanging around there heaps before that. I don't know, I'd have to check it out.



"There's often someone in the background or in the scenes who's really doing the cool stuff and not getting the credit for it."

JAMES SCHRAMKO

But even in our own country here, right, in Australia, Captain Cook gets a lot of recognition for discovering Australia, but there were people living here for 50,000 years before that. So it's interesting how there's often something in the background or in the scenes who's really doing the cool stuff and not getting the credit for it.

One of the things that I'm faced with as a coach is a lot of the people I'm coaching are way more famous than me. I've got people like [Pat Flynn](#), for example, [Tom Breeze](#). They're out there, they've gotten mega followings, they're doing amazing stuff. And it does take some humility to just be in the side, you know, being the wings, making sure they're getting the success they want.

So I think if your product can be a good guide, it's a great position to be if it sits well with your style, and if you're happy for your customers to shine, and you want them to get the spotlight, and they succeed. Because I don't know about anyone else, but for me, that's my sense of achievement and significance is that they got the result. That meant I was a good coach.

And for some people who are going through this framework, they may be tempted to not be able to take that guide position. They still need to be the hero. And I'd say, Listen, take it from someone else, it's okay to be in the seat beside the driver doing hot laps and letting them get the trophies because you're a part of that.

Step nine.

It might be tough, though

Will: Yep. So step nine is, I'd call it, and my axe, right? So this is the scene where the Fellowship are actually gathered around saying, Hey, who's going to come along on this journey? They're saying to them, Hey, if you come along on this journey, chances are you're probably going to die. Like it's not going to be pleasant and sunshine and rainbows. This is a dangerous, brutal, you know, hard work kind of thing. And still there's people signing up for it, right? There's Gimli with his axe: "And my axe!" and everyone's joining.

So step nine, is we've gone for the story. People know what's going to happen. We're going to be truthful with them, we're going to be honest and say, Look, this isn't a thing where you do this one thing and immediately you'll have changes. There's work involved, we're going to step back from overhyping and overclaiming, and we're going to actually give them the truth and qualify them in.

So for example, you're in this coaching space. There's so many people out there who are just saying the wrong thing, saying, Hey, come on board, and in three months, you're going to make a million bucks. Like, that's just not true at all. So we're going to take the opposite approach and use this framework and go, It's going to be tough, there's going to be work, you're going to push your comfort zone. But hey, if you choose to do this, this might actually be worthwhile.

I'm going to let them choose themselves, you know, make up their own minds, if they want to come along or not. We're not trying to mass convince everyone. We're just trying to pick the people who self-qualify and take them along on the journey with us.

James: And I think in some of the markets we've seen, where people have not had this step nine, they're probably experiencing 30 percent refunds, and complaints, and chargebacks, and so forth. Or if you have a membership and people come and then leave straightaway, step nine might be your solution.

I like that. I think in copywriting terms that might be called the takeaway. It's where you, basically at this point, you're pretty much taking it off the table for them, and they have to fight to keep it on the table. And they're wanting to be in. So even though it's hard, and even though it's challenging, you're really making sure that they're motivated for it, and for the right people, they'll want it even more.

Will: Yep, exactly. If you use this puzzle piece, just bear in mind that you probably will lose some sales. But those sales would have been refunds and chargebacks anyway.

James: This step nine, I feel like I've crafted my entire offerings around this. Like, because I have a membership and because it's performance-based, I don't want to waste time and energy upfront on the wrong prospect for them to discover that it's not what they thought, or for me to discover that they don't have what it takes.



And the right people get the fantastic results. In my ecosystem, the people who come along with their axe, step nine, you are one of those people, Will. You are an amazing soldier out there in the battle of business with your axe. You're like, I'll bring my axe, I'll bring my bazooka, I'll bring my tank. You're like, Let's go, let's go get them.

And my only job is to help you choose the right equipment and send you to the right battle, as someone working with you in your business. I love that in a customer. So that's a great step, number nine. I like that one. I'm a huge fan of number nine.

What, there's an easy way?

Will: Awesome. And so step number 10, and this is coming back to the joke from previously, James. Step number 10, I call it WTF giant eagles. This is the whole premise of like, Hey, they had eagles from the very beginning. If they'd just flown them in, dropped the ring, and then just got out of it, and just gone back to pancakes and strawberries.

So after we've gone through and talked about the journey, qualified them in, we're then going to turn around and go, Look, if you're keen, if you know there's hard work involved, if you're qualified, I'm going to make it easy for you. I'm going to provide you with the giant eagles to shortcut the journey.

So this is after they know that this is for them, after they've qualified, now we're going to make it easy for them, right? We want to make it easy for the right people. We want to shortcut the journey, less time, less stress, less effort, less money, whatever it is. And this is where we offer it, after they've qualified into our offer.

James: And by now, they're like, Yeah, man, I'll get on board for an eagle. That sounds way better than a losing battle. And I'm happy to feed or organize the eagle because now you've positioned yourself. Like, you know their scenario, you understand what they're up against. You've been there before, you're the guide. I think this all makes sense.

Here's a quick demonstration

You're very good at this, Will, you should do it for a profession. Would you like to run us through the example? For example, you've got a [freelancing](#) program that you're doing at the moment. Why don't you just walk us through the steps and highlight your technique here?

Will: Awesome. So this is going to be off the cuff. I don't have the copy prepared. So I'm going to go through the framework and just give you an example off the cuff. So starting off with step number one, getting their attention. I would say things like, Have you thought about freelancing, but there's so much misinformation out there?

Or I'll say things like, Are you just tired of fighting for the traffic every morning to get to your nine-to-five job, where you're not making a difference? That's the getting their attention, opening the curiosity loop, right? It's going to get them to say, Well hang on, are you reading my mind? What's going on?

I will then go into step number two, or puzzle piece number two, which is sticking them with emotion. I would say things like, Hey, I completely get it. When I was in corporate, I'd just had my son, I was being sent to another state Monday to Friday, I was missing time with my family, feeling miserable and lonely and just depressed that I wasn't making enough of an effort on the world. I thought that my life was supposed to have more and be more. So that's the emotional side, number two.

Then I'll go into number three, which is, I tried everything to leave my corporate job. I had tried affiliate marketing. I tried this and that and sales, and it just couldn't cut it. I just couldn't get through my issue, right? That I was so introverted, that I was this, I didn't have the experience. That's climbing the mountain, which is step number three.

And I would also say, And the thing is, there were people out there that kept saying to me, Hey, just do this one thing, and you're going to have Lamborghinis and mansions and be on the beach every single day. And I kept seeing this stuff come through on Instagram. And they kept sending me emails about how they were flying private jets and all this kind of stuff.

Now I realized that there's companies set up to let these people take photos in a decommissioned private jet and use them for Instagram. And there's a whole lot of BS with their rented cars, their rented mansions. So that's step number four, where I paint the real enemy.

James: That really gets you annoyed, doesn't it? When you discover this whole scam going on.

Will: Right? Like, first time I realized, I'm like, these guys are just the shonkiest people on the face of the planet. And that's what the readers might be feeling as well, when they realize, Oh, hang on, are you serious? These guys are renting everything, like they don't own anything, they probably don't make that much money? That's when they're surprised and also frustrated and angry. And that's like, Alright, now let's focus that attention and energy.

James: When I was at Mercedes-Benz, I was really surprised by the percentage of people who finance, and how weak a lot of them looked on paper, you know? How they had to battle with the finance company to get them accepted. I don't have anything against financing the vehicle, if you want to do that, right?

I know, in different countries, that makes a lot of sense, where you can set your monthly amount to be pretty much what your car will cost you and get it about right, or even better, they just take it back from you. But the other thing that struck me was how many people were driving around a car that was not worth as much as what their payout was, and they always made it our problem to try and fix. That was astounding.

But everyone in their world, everyone in their office, everyone in their social world or their next door neighbor would think they were absolutely loaded. So credit is probably one of the ultimate magic tricks. And so I'm really relating to this point, I've seen it firsthand. Keep going. This is really good.

Will: Awesome. So that was number four of the puzzle piece, where we're painting the real enemy and who the real enemy are. Now, we're going to go into giving them hope, right? Step number five. So this is where I'll come through and say, Look, I know what you're going through, because I've been there. And I was an extreme introvert. So, you know, for me, it was even harder.

But the thing is, if I've done it, I know that you can do it too. And I've mapped out every single step that I took to go from being extremely introverted to go from almost losing the mortgage, to get to the point where we're now financially comfortable, where I can go into a restaurant and order what I want without looking at the price tag. So that's my flex, right? That's my anti-guru kind of play.



I'll then go into number six, where it's all about shifting their paradigm. And I'll say things like, You might not realize, but there's never been a better time to become a freelancer, if you do it properly, right? And you might not even realize, but when you are a freelancer, things open up for you, not in terms of, you know, you can drive flashy cars and things like that, unless you really want to do that. But that's not me. And again, I'll come back and say, Look, it's not about the big thing. It's about the little things, and I'll shift the paradigm to thinking, what does my freedom actually mean?

And then step seven, which is painting the Promised Land, I'll under-paint my Promised Land, but I'll also give them something to aspire to at the same time. So I'm going to balance that one out. So I would say things like, you know, For me, it's not about the flashy cars. It's not about having a Ferrari sitting in the garage gathering dust. For me, it's about being able to take my kids out of school in the middle of the week and go to the beach, enjoy four hours and not have to worry about phone calls.

James: That's everyone in Australia right now. Literally, literally, everyone's got their kids at home, and they're off at the beach, which is, it's the world's softest lockdown probably, thankfully for us.

Will: Yeah. So obviously, in terms of context, if I was marketing in Australia, I'll change that story up a little bit. Because everyone's freaking like, well, that's not a cool deal, because we're doing this everyday anyway. So then I'll change it to something like, Well, maybe it's the fact that we don't have to sacrifice our lifestyle, we can go and order takeaway every single week if we wanted to. We know that we're locked down, so, we can go traveling and go wherever we want.

So it's all about the balance of what everyone else is doing versus what you can do that's different that other people can't do. This is the phrase, you know, do what others won't today to live how others can't tomorrow. This is where I play for that kind of idea. So that's the Promised Land.

Number eight is, how can you be the guide? How can you be the Gandalf? This is where I come through and say, Well, here's the thing, I know what it's going to take to make the journey a success for you, because I've walked it before. And I want to give you the templates, the steps, the frameworks and the help that you need to get to your own Promised Land. This isn't me saying, I'm not the hero, but I've got everything that you need to go through and be the hero.

James: There's another way to demonstrate that too, which sort of leans on number five, when you're talking about give hope, you know how you're saying, you know, I was able to do it. I like this concept of, Look, I was able to do it. And then I showed a few other people and they were able to do it. That now just transfers the baton. It's like, it wasn't just me, but it's the people that I've helped, and they're doing it. So it's like, Hey, not only could I do it, they could do it.

If you can choose examples of people who are not overly talented or lucky or sophisticated and they were able to achieve success, it really lowers the bar of believability, which speaks to the strength of your system, of course, that you can get the results. So that's the ultimate way to be the guide, is to have heroes. If you can demonstrate existing heroes, that's probably a good time to mention it.

Will: Yeah, exactly. This is where we start pulling case studies and testimonials and all the good stuff that you can bring into your copy to really strengthen and enhance the story, because you're not the one telling it now. Now it's about someone else that they can relate to as well.

And then we go into step number nine, which is, and my axe, this is what's called the call to action, the CTA component of it. This is where I'll come for and say something like, Look, here's the thing, I've given you an idea of what freelancing might look like. But I'm not going to lie to you and tell you it's going to be an easy journey, because it's not. You're going to have to push your comfort zone, you're going to have to work hard, you're probably going to have to work hard on top of your job. And it's going to be probably the most difficult three to six to 12 months of your life, because you're working on different things and you're learning and you're growing. But if you're willing to do it, hey, remember that Promised Land we spoke about? That's where the journey might finish for you. Right?

So I ask them if it's worth it for them. Some people say, No, look, I'm already too busy with my work. Cool. Go do your thing until you're ready. The ones who are ready to go it's like, Alright, awesome. Now let's step on board and actually talk about this.

James: And this might be a good place to put a who-this-is-not-for section. That's my favorite technique to screen out the people who are not a fit. And I'm pretty sure I heard that concept from Marie Forleo at an event that I spoke at, probably eight years ago, something like that. She said that one thing, because she doesn't like bad customers, that one line, when you insert that into your page, that's your axe section. This is only for people who want to grab their axe.

Will: Yep. Exactly.

James: All right. And then number 10.

Will: And number 10 is WTF giant eagles. And this is where I start talking about bonuses or guarantees, or other ways that I can make it easy for them. So this is where I say something like, Look, the fact that I've taken other people through exact steps and systems means what we do works, if you work it. But for a limited time, if you come on board, I'm going to guarantee that you make twice the amount that you pay me as an investment. If that doesn't happen, here's the bonuses you're going to be getting. And just list out what they actually get as part of the offer. So just make it so easy for them to say yes, if they're the right fit for you.

James: Love it. Will, you've done it again. This is Episode 862. We'll put that checklist at 862 in our show notes. We'll link to a transcription of this and a framework that you can use. Of course, [Will Wang](#) from [GrowthLabz.com](#).

Who does this framework work for?

So what type of products or services are going to be a good fit for you to help to do this for them or with them, Will?

Will: So products or services that we do well in, obviously, the online space we do a lot of work in, we do a lot of work with tech as well, or services and products, where you kind of have to explain what it is that you do. It's not immediately obvious, right? It's not like, Hey, I'm going to sell you this cup, for example. That in a sense, well, yes, you can spin a story around that. But it's more of a commodity item.

So the ones that we work well with, it's like, they need a story, the product or the brand or their service needs a bit of an explanation of what it is. So those high-value, high-ticket ones, typically, we do well in.

James: All of these elements apply to what we were doing at Mercedes-Benz. There's most definitely a story going on with that sort of product. But I'm going to show you this other page after we finish this recording. And I know you're going to turn your magic to that. I think you're going to get great results for that guy.

And as I said, this is a snapshot of the sort of thing we talk about inside SuperFastBusiness on a regular basis. And in fact, members have been interacting with Will in there around his presentation and giving feedback. We've already seen results. This is where we go. We're really the guide here, Will, because we've seen our students get results using this framework.

So if you're listening to this podcast, and you apply this to your product or service, and you get a result without having paid a cent, that's what we're all about. And hopefully, it lines your pockets and you might want to go to the next step and come on board at SuperFastBusiness or get on with Will, GrowthLabz.com.

By the way, that [freelancing](#) thing, that's a thing, right? That's a real thing.

Will: Yeah, it's actually closed for now. But if they send me an email, I'll add them to the list. We're seeing some really cool results already.

James: Give them your email address, Will, will@growthlabz.com?

Will: That's right.

James: Alright. There you go. Thank you so much. I look forward to our next chat. I know we've got one coming up on a new exciting topic that we just talked about yesterday. So I'm looking forward to that one, and we'll be back in touch. Thank you so much.

Will: Thanks, James.



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