



The Breakdown of the 4 x 6 Card Copywriting System

Kevin Rogers of Copy Chief trains copywriters using a system he put together years ago, one that many successful copywriters still turn to today.

He calls it his 4 x 6 card copywriting system, a framework that brings together 10 critical elements a writer or business owner must take into account when creating copy.

With these 10 elements you have the basic makings of a great ad, with all the parts needed to close a deal.

Four critical questions (the 4 Ps)

Every prospect comes to your offer with the following questions. Failure to answer them will trigger a red flag that makes it less likely they will buy from you.

- 1. Product** - What are you selling, and what will it do for me?
- 2. Presenter** - Who is behind the product? What makes them credible?
- 3. Problem** - What problem does the product solve for me?
- 4. Proposition** - What results can I expect and when (timeline)? Note, this is very important. The prospect will want to know how long it will take and how it weighs up against the price and their involvement.

The remaining 6 components

- 1. Value** - How is the product in question better than alternatives? What has it got over other options? Is it better than what I'm currently doing to solve my problem?
- 2. Proof** - This part is rather obvious. Show that it works. Provide testimonials. Give case studies.
- 3. Safety** (used to be called risk-reversal) - Give the prospect assurance that you won't rip them off. Show you're legit. Offer a money-back guarantee, or a 30-day trial.
- 4. Bonus** - Excite your prospect with relevant value boosters (emphasis on relevant). Note: more is not more. Think less add-ons with real value.
- 5. Action** - Any ad should have a clear call to action, part of which is telling the customer what will happen on the next page. Make them feel safe. Adding to cart or clicking Buy should not raise alarms.
- 6. Close** - Get them to decide. A classic is the crossroads close. They've heard you out, read your ad, watched your video. Now they can either continue with what they're doing and reap the results of that, or they can take a chance on your product at no risk.

Need a hand with your copy? Get in touch with Kevin Rogers at CopyChief.com