

Sales Copy Creation

Sales Copy Completed Individually

1. Map out the entire funnel and components of each
 1. FE
 2. OTO
 3. OTO2
2. Find out about the opportunity
 1. Do google searches to figure out how big the industry is
 1. How many billions of dollars is the opportunity worth each year?
 2. Do google searches to figure out companies that are making millions in this industry
 1. List out companies:
 2. How much do they make:
 3. Take screenshots and mockups of all of these to use with the salespage
 4. This research will give you a good idea of what angles competitors are using and what excites people about this opportunity
3. Conduct additional planning and preparation
 1. The first thing for the sales copy should be to list out all of the features in the OneNote sales copy page and have that on top of the sales copy so that you can strategically talk about each feature and it's benefit throughout
 1. Listing out the features will also help you box them into different parts of the funnel so maybe do this even earlier
 2. Create the excel file with the "features table" already here as it will help you later
 2. All of the screenshots for borrowed proof and to build the case should be compiled
4. Decide on the "angle" and create the first headline
 1. Headline:
5. Select the salespage template you will use and roughly sketch out the flow of
 1. Copy
 2. Images
6. Leverage the opportunity to type out the beginning of the copy
 1. Include math
 2. Include statistics
 3. Include screenshots of articles
7. Product
 1. Reference all of the features and highlight them in reference to the opportunity that you presented above
 2. Pick which features there will be mockups of to be demoed and ship these off to the graphics designer early
 3. Include a mockup in an iPhone / iPad
 4. Include a mockup in Facebook

5. Include real case studies of product in use
8. Compile all new testimonials from threads, support and email into a folder with running testimonials so you can use old testimonials in your launch
9. Create 3x powerful bonuses, one of which is the bonus webinar, to match the offer
10. Create a powerful guarantee stronger than a 30-day money back guarantee
11. Create sales copy for OTO1 and OTO2
12. Create the sales video script after at the least the first draft of all the salespages in the funnel
 1. Sales video should be the last thing done because it requires the entire product to be completed, all the mockups used in the salespage and the sales page flow itself
 2. Start with shocking results and statistics
 3. Include a “60 seconds to using this product”
 4. Make everything quantifiable
13. Reuse all of this material for
 1. Prelaunch page
 2. Webinar
 3. Email swipes

Sales Copy Completed by Copywriter

Please follow these steps to finish your sales copy – START 4-weeks before the launch date to ensure that everything gets done in time.

1. Fill in the questionnaire and deliver it to the copywriter.
2. Receive the sales copies and EDIT them to ensure they are factually and technically correct. Change the headlines etc if you feel necessary. Deliver the copy to Neil.
3. Neil will go through the copies, work on the language and deliver an enhanced version to you. At this stage, please include past results + Feature/Benefit/Advantage list.
4. Go through the edited versions and pick out the text for which you need design elements created.
5. Pass it back to Neil so this can be quickly verified. Neil will then return to you with his comments.
6. Confirm and send it to designer.