The Idiot’s Guide to High-Converting Copy

@JoelKlettke
I talk fast.
I share a lot.
Get the deck:

BusinessCasualCopywriting.com/socialnext
What if you only had **five days**?
Day 1: Gather **intel**.
Day 2: Add **context**.
Day 3: Write **ugly**.
Day 4: Edit **wisely**.
Day 5: Avoid **stupid**.

@JoelKlettke
Day 1: Gather Intel

1. Internal interviews
2. Analytics & ads
Q’s to A

• Who are they?
• What do they really want?
• Where are they coming from?
• Why wouldn’t they buy?

@JoelKlettke
## Keep Track.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Pains</th>
<th>Desires</th>
<th>Triggers</th>
<th>Objections</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Internal: Sales

- Who are we *actually* closing?
- Where do they come from?
- Who do we win/lose to? Why?
- What objections are you hearing?

@JoelKlettke
Context changes everything.
1. **Most Aware**
   “I know your product will solve my problem. I just don’t know the deal.”

2. **Product Aware**
   “I know solutions exist, but not if yours is right for me.”

3. **Solution Aware**
   “I know the results I want, but not how your product will deliver.”

4. **Problem Aware**
   “I know I’ve got a problem, but I’m not sure how to solve it.”

5. **Completely Unaware**
   “I’ve got opinions, beliefs, and ideas, but know nothing else.”
Most Aware

“If you have something in your teeth, you need floss.

I have floss right here.

It’s just $0.50 a pack, so you’ll save $1.00!”
Most Aware

“If you have something in your teeth, you need floss.

I have floss right here.

It’s just $0.50 a pack, so you’ll save $1.00!”

Solution Aware

“If you have something in your teeth, then you need something to get it out.

If you need to get it out, you might consider a toothpick.

But if you’re considering a toothpick, you should also consider floss.

Floss works like a toothpick—only it cleans more thoroughly, since it can reach even the tightest crevasses. You can get that truly clean feeling around your entire mouth without it going soggy, breaking, or jabbing you in the gums. Plus, it’s peppermint flavored… so fresh and clean!

I have floss right here. And it’s just $0.50 a pack, so you’ll save $1.00!”

https://copyhackers.com/2014/07/long-pages/
How do we know?

• **GA Reports:**
  + Sources, Keywords
  + Landing Page + **Second Page**

• **Ad targets**

• **Inquiry emails/chat**

@JoelKlettke
Examples:

- “X not working” → Problem Aware
- “What to do when ___”
- “Best X for Y” → Solution Aware
- “Emergency X”
- “X vs. Y” → Product Aware
- “[Brand] reviews”
- “[Brand] coupon code” → Most Aware
Day 2: Add Context

1. Reviews
2. Interviews/surveys
3. Competitors

@JoelKlettke
• Unique Segments
• Pains
• Concerns
• Features/Benefits
• Outcomes

@JoelKlettke
Rolling Auto

5.0 ★★★★★ 37 reviews

People often mention:
- price 12
- vehicle 11
- professional 8
- convenient 7
- +5

Sort by:
- Most relevant
- Newest
- Highest
- Lowest

Joel Klettke
11 reviews
★★★★★ a year ago - Write a review
Brilliant service!
They contacted me to let me know they were on their way and showed up on time. ... More

Response from the owner a year ago
Happy to hear it! Thank you for taking the time to share your positive experience with us!

Karen Delgado-Pretto
3 reviews
★★★★★ 2 months ago
This is the second year we have used Rolling Auto for tire changes and this year we bought new tires through them as well. The service was excellent and the price was the best around. We really appreciate the fact that they can come to us. ... More

@JoelKlettke

- Frequency (word/theme)
- Specific language
- Clever wording
- Insightful commentary
Jasmine Kalala
2 reviews

FAST, TOP QUALITY, CONVENIENCE! This is the best kept secret in Calgary. As a busy family with two vehicles, who has time to drop off my cars for hours? Not me! With this price, having the team at Rolling Auto come to my house and switch my tires was incredible. From booking the appointment, to receiving a quote and finally the service - it was simple and efficient. The team was on time and even squeezed in some tire repairs. I am already looking forward to booking my fall appointment to put my winter tires back on!
# Make a little swipe file!

<table>
<thead>
<tr>
<th>PAIN</th>
<th>BENEFITS</th>
<th>TOP QUOTES</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

@JoelKlettke
The B/D/A Approach

Before

During

After

@JoelKlettke
### Before

<table>
<thead>
<tr>
<th>Insight to Learn</th>
<th>Question to Ask</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pain points</strong></td>
<td>“What sent you looking for _____?”</td>
</tr>
<tr>
<td><strong>Past failures</strong></td>
<td>“What else did you try or consider? Why didn’t…”</td>
</tr>
<tr>
<td><strong>Anxieties and hesitations</strong></td>
<td>“What almost kept you from choosing _____?”</td>
</tr>
</tbody>
</table>

@JoelKlettke
<table>
<thead>
<tr>
<th>Insight to Learn</th>
<th>Question to Ask</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision criteria</td>
<td>“When evaluating _____, what was most compelling?”</td>
</tr>
<tr>
<td>Priorities</td>
<td>“What made _____ most ideal for you?”</td>
</tr>
<tr>
<td>Delivery</td>
<td>“What was your first impression of _____?”</td>
</tr>
</tbody>
</table>
### After

<table>
<thead>
<tr>
<th>Insight to Learn</th>
<th>Question to Ask</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact</td>
<td>“How has _____ changed your _____?”</td>
</tr>
<tr>
<td>Underlying driver</td>
<td>“How would you describe the results you’ve seen because of _____?”</td>
</tr>
<tr>
<td>Naming the solution</td>
<td>“If you were recommending X to a friend, what might you tell them?”</td>
</tr>
</tbody>
</table>
Your customers look at competitors, too.
Competitor Sites

- Positioning
- Pricing / Offers
- Reviews
- Proof

⚠️ “What are the table stakes?”
Day 3: Write Ugly

1. CTA
2. Headline
3. Q’s to A

@JoelKlettke
Begin with the end in mind.
CTA Checklist:

1. Focused: ONE core action
2. Specific: Clear next steps
3. Desirable: “I want to…”
4. Appropriate: Willing and able

⚠️ Local: keep urgency and ease in mind!

@JoelKlettke
Example: Clear Value

Desired outcome

Manage Your Wealth The Smart Way
Use WEALTHinsurance® To Grow Your Wealth While Avoiding Market Risks & Paying Less Tax.

- Guaranteed returns and no stock market risk
- Compounded rates of return over 10%
- Transferable to your loved ones: 100% tax free

Insure Your Wealth

Objection-buster

Required action

@JoelKlettke
Tips for local:

1. Above the fold
2. Embedded and/or always visible
3. Always have an offer/buster
Define the hook.
Headline Criteria

1. Does it match expectations?
2. Is it attention-worthy?
3. Is it clear?
4. Is it concise?
5. Highlights BIGGEST benefit/pain/outcome?

Scorecard: BusinessCasualCopywriting.com/socialnext
Unconventional but effective:

Divorce Made Simple
Lawyer price $5,000+
Our price only $899
(or $499 if you file)

100% GUARANTEE OF COURT APPROVAL
18 years & 17,000+ happy clients!

@JoelKlettke
‘World before the click’

Lawn Mowing Services - We always answer the phone.

Lawn Mowing · Snow Removal · Lawn Care · Cleanup · About Us · Trimming

Voted Calgary's Best Cleaners - 200% Money Back Guarantee
Licensed, Bonded & Insured. Fully Vetted Team. Call Us Now For A Free Quote! We Have Unbeatable Flexibility, We Fit Into YOUR Life. No Contracts To Tie You Down! Amazing Clean Every Time. Free No Obligation Quote. A+ BBB Rating.
Request A Free Quote · Our Client's Testimonials · 200% Money Back Guarantee
📍 4620 Manilla Road Southeast, Calgary, AB - Open today · 8:00 a.m. – 9:00 p.m.

House Cleaning Special - First 3 Hours for $99
New clients get their first 3 hours of cleaning for $99. Keep your home clean and fresh. Call us today or request a quote online. Request A Quote. Experienced Staff. Professional Services.
Licensed & Insured Firm.
Commercial Cleaning · Residential Cleaning · Contact Us · About Us
Close the gaps by having a conversation.
1. What is it?
2. Who is it for?
3. Why should I care?
4. How does it work?
5. Why trust you?
6. What next?

@JoelKlettke
1. List all the Q’s (and sub-Q’s) to A.

2. Organize by urgency/priority.

3. Answer using all the copy you need.

4. Edit out the ‘stupid.’
Bullets & Buckets

- Use bullets/buckets for decision criteria
- Keep bullets to ~5
- One strong sentence
- Strongest points first and last
S.I.L.D.I.

Trust

High-Priority Buckets

Toronto Criminal Lawyer Fighting For Your Rights

If you have been charged with a criminal offence you need legal advice. Contact lawyer Dylan Finlay to receive a free 30-minute case review.

Concerned about the fees? We offer affordable, flexible and easy to understand billing with no hidden fees. We can adapt to your financial circumstances, meeting your budget without compromising your defence.
Example: Closing Gaps

Managed Divorce Service - £189

Have your entire divorce handled for you by divorce experts whilst being kept up-to-date on your case throughout. This service will give you peace of mind at a difficult time and help save you over £750 on the cost of your divorce.

BUY ONLINE NOW

Managed Divorce Service for £189 - Don't spend £1,000 on a Solicitor!

Our Managed Divorce Service ensures that you not only achieve an amicable divorce in a quick and professional manner, but that the divorce process is managed for you at a fraction of the cost of a traditional solicitor.

If you would like someone to handle your divorce for you from start-to-finish, then this service is for you.

We do all the work for you from preparing the correct documents, to filing them and of course chasing the court on your behalf to make sure your divorce goes through as quickly and smoothly as possible.

As the UK’s largest divorce service we have been dealing with online divorces for over 18 years, so you can be sure that our expertise in getting it right first time is worth choosing our service.

We can also help if you have children within the marriage, property to divide or if your case is more complicated than usual, just call us on 01793 384 029 for a free consultation.

Who Is This Service Ideal For?

This service is ideal for people that want to obtain a quick divorce with as little fuss or stress as possible whilst being kept up-to-date throughout the process. You’ll receive your decree absolute within 16-20 weeks and by using this service you will save over £750 on the cost of your divorce.

Criteria To Get Divorced

- You need to have been married at least 12 months.
- Your ex needs to be likely to agree to the divorce but we can still deal with your divorce if you are unsure.
- You must be an English or Wales or your permanent home, or be domiciled in England or Wales if you’ve married.
- You have valid grounds for divorce (consult us for advice if required).

Trustpilot

TrustScore 4.6
2,469 reviews

Very fast and efficient ser...
Example: Closing Gaps

+$165K Per year
Obliterate objections and misconceptions

• Overcome “special case” and anxieties
• Combine desired outcomes and anxieties
• Ideal for building interest OR overcoming friction
Day 4: Edit Wisely

1. Clear
2. Specific
3. Supported
Clarity: ‘One Job’ Test

1. **Headline**: Grab the reader
2. **Sub-head**: Compel them to keep reading
3. **Body copy**: Engage, agitate, focus desire
4. **Form**: Get filled out
5. **CTA**: Get clicked

https://copyhackers.com/2015/03/measure-your-copy-infographic/

@JoelKlettke
1. Conduct a specificity sweep:
   + “Am I leaving it to leads to connect the dots?”
   + “Does it paint a vivid picture?”

2. Ask “Why?” two to three times.
WOULD YOU RATHER BUY...

A “high quality” pillow

“Best customer support”
WOULD YOU RATHER BUY…

A “high quality” pillow

“Best customer support”

Plush comfort and ample neck support to help you sleep through the night.

We’ll solve any issue within 24 hours, guaranteed.
Supported

1. Near areas of friction (like pricing)
2. To support big, bold claims
3. To counter (real) objections
Supported

- Meaningful
- Believable
- Specific
At Hero Service, we don’t rush any job or cut corners, unless those corners need cutting! We treat your lawn like it’s our own. Our teams will leverage crop lines, clean edges, and zero striping in the flower beds or on your hard surfaces. We also maintain sharp knives at all times to ensure a nice and clean cut.

We want to be your one-stop-shop for all your lawn care needs. In fact, 80% of what we do is weekly based both weekly and bi-weekly options for residential properties. You can also cancel anytime.

From May to early July we only offer weekly lawn service unless it’s your personal request. In the later season, we evaluate the necessity to go bi-weekly or even monthly depending on the conditions. From the weather, we adjust our scheduling plans to suit your lawn’s needs.

Ultimately, we want to do what is best for your lawn. We maintain constant communication and will let you know throughout the season what’s happening on your property.

@JoelKlettke
Day 5: Avoid Stupid

1. Hierarchy
2. Readability
3. Brevity
Fishing Trips in Costa Rica

A Costa Rica fishing vacation trip offers the beauty of paradise and the thrill of big game sport fishing at its best. Dream Raiser Sport Fishing offers Costa Rica vacations and Costa Rica fishing charter trips in Los Suenos Costa Rica starting at just $995. Relax in your luxury condos before setting sail. Our vessel, the Dream Raiser, a 35 foot catboat Express is located at the Los Suenos resort and marina near the town of Jacó. A 60 minute drive from San Jose. We are a Costa Rica fishing charter owner & operator, where you will be booking directly with the boat owner who has over 23 years experience in the fishing charter industry in Costa Rica & Alaska. Most Costa Rica fishing websites are just booking agents for the Los Suenos fishing charters, and only care about getting a commission. Booking your Costa Rica fishing trip with the owner has many advantages. You are not just a client to us, you may arrive as a client, but when you leave you are our lifetime friend. The experienced crew of the Dream Raiser knows that it's not just about catching fish, but about having fun too. We will make you feel like you're just buddies fishing together with us and will have you hooked on Costa Rica. We are the Costa Rica Dream Maker's that can make your stay in Costa Rica memorable, and your Costa Rica Dreams come true. We offer complete fishing & lodging packages for all budgets, from 1-5 days of offshore or inshore fishing along with Costa Rica luxury condos located in either Jacó or Los Suenos resort Los Suenos Resort is a 5 star resort with the luxurious Marriott hotel & casino. The resort hosts an 18 hole championship golf course surrounded by lush jungle. I personally know many owners of Los Suenos condos and can get you much better deals when you book with the many booking agents and property management companies. Visit our travel page for more information, and our Costa Rica map page for location.

VIEW OUR SPECIALS

Don't miss out on these great packages

Catch us on Facebook for daily fishing posts

Ready to Book Your Trip?

Your Name (required)

Your Email (required)

Your Phone Number

WELCOME TO FISH BOXES

GUIDED FLY FISHING ON GRAND CAYMAN

Join anglers from around the world who have enjoyed fly fishing for bonefish on Grand Cayman with one of the Cayman Islands’ most experienced guide services.

Waves: Sun, Fish, Angler, And Guide.

We simplify this sport into its most basic elements and take the complication out of flats fishing. Combine with us and take bonefishing off the shallow flats around the island or try for the endemic tarpon in the backcountry and saltwater creeks.

BONEFISHING MADE SIMPLE.

LEARN MORE

DECAdES OF EXPERIENCE

We book the best Grand Cayman guides and fly rods so you can be catching bonefish & tarpon on fly. Jobs seasonally available are Terri, Jacks, Deerwood, Snapper & more.

THOSE WHO KNOW US LOVE US

Fall in love with bonefish—a misunderstood creature and one of the fastest in the sea. Air 40 mph it’s easy to see why anglers travel the world to fish the flats of a bonefish on the line.

100% LOCAL ADVENTURE

Fishing a Family vacation? Cayman is paradise, offering all the amenities your family wants—from water sports to sail...and bonefishing besides. Those who know us, love us.

FLY FISHING SPECIALISTS

Our local guides are experienced at teaching the nuances of this exciting sport to beginners and veterans alike...from casting tips to advanced bonefishing techniques. Let us guide you.
We have been guiding fly-fishers on the many waters around Bozeman, Montana since early 2000. The area around Bozeman includes hundreds of miles of world-renowned rivers, small streams, and spring creeks. Our Bozeman fly fishing guides welcome anglers of all skill levels on our various wading and float-trip options throughout Southwest Montana. Providing fun and productive fly-fishing experiences in Southwest Montana is really what Fins & Feathers is all about. We were awarded the “2010 Orvis Endorsed Fly Fishing Outfitter of the Year” as a result of our commitment to providing exceptional guided fly fishing trips in Montana. Click below to contact us or call 1-877-790-5303 to start planning your Bozeman fly fishing trip.

Contact Us Now to Reserve Your Trip
Imagine yourself fishing the pristine waters of Bozeman, Montana with a guide who could take you to all the best spots — the kinds of places most locals keep secret. When you book your fishing trip with Fins and Feathers, you’re guaranteed a one-of-a-kind experience.

Choose your own adventure, with both wading and float-trip options available.

And because we’ve been awarded the “2010 Orvis Endorsed Fly Fishing Outfitter of the Year,” you can rest easy knowing your adventure will be memorable for all the right reasons.

Contact Us Now to Reserve Your Trip
Emergency "Plumber Calgary" is Licensed and Insured!

When it comes to hiring the right plumbers, we know that your faith in their expertise is important. License and insurance are a given when it comes to dealing with plumbers, as these factors set the good ones apart from the rest. Our Emergency plumbers are experienced in working through all sorts of Calgary plumbing matters and have the proper training and qualifications.

Because plumbing is delicate work and vulnerable to accidents, insurance is also a top priority. Make sure that all your plumbers have insurance to avoid paying for unnecessary expenses. With 24 Hour Plumber Calgary, you can be sure that they are all equipped with insurance.

Experience and Skill When You Hire Emergency Plumber Calgary!

In order to become a licensed plumber, one should have serious experience and the proper skill to tackle the wide range of plumbing work. When hiring a plumber, always ask about their track record and work experience as well as any certification they may have. A professional plumber who has all the right requirements and training, such as those we employ, you can be sure that you are in the right hands.

Emergency Plumber Calgary Image and References...

Many people tend to make the mistake of hiring the first plumber they call, but we always recommend asking for references. Our plumbers all have good experience and reputation, and you can vouch for this by asking your neighbors and our own previous clients. This is one of the best ways you can make sure that you are employing only the best plumber services around. Emergency Plumber Calgary prides itself on our stellar reputation!
Better!
Thanks for your time today!

Get the deck: BusinessCasualCopywriting.com/socialnext

@JoelKlettke