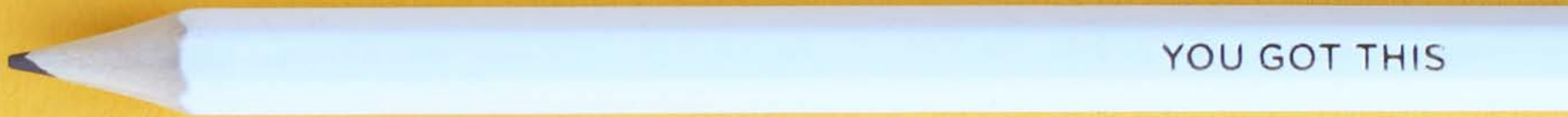

The Smart Business Owner's Guide to Copywriting



How to write money-making copy for your
business – even if you're not a copywriter

copywritematters

Hey, I'm Belinda Weaver

Copywriting Coach, Course Creator, Podcaster, Dr Who fan.

I'm not a fly-by-night-written-a-few-emails-and-decided-to-teach kind of copywriter. I've been writing copy for 10+ years, full time as a successful and in-demand freelance copywriter for nine of those years.

I've written all kinds of copy for businesses of all sizes across almost every industry. I started getting asked to talk about my experience and the best copywriting techniques to get attention, create a connection and drive action.

I wrote articles on copywriting best practices for Copyblogger, conducted copywriting trainings for HerBusiness, and started one of the first copywriting podcasts with my pal, Kate Toon.

I loved it all so much (and still do) I started teaching other copywriters how to write compelling, profit-generating copy, too. But you don't have to be a copywriter to write great copy.

(gasp... what?)

You see, I believe that copywriting is a skill (not a talent), which means anyone can learn to write great copy. Including you!

- ✓ Even if you've never done it before.
- ✓ Even if you don't think of yourself as a writer.
- ✓ Even if you don't feel creative.
- ✓ Even if you don't enjoy selling.

If you want to learn how to write copy that makes more money in less time for your business, you're in the right place.



Why you can (and should) write your own copy

I believe copywriting is a skill (not a talent), which means anyone can learn to write great copy. And business owners are in a unique position to write jaw-droppingly awesome copy for their own business.

HERE'S WHY.

1.

You know your product/
service better than
anyone else

2.

You know your
customers better than
anyone else

3.

You know your brand
better than anyone else

read on to learn more...

1.

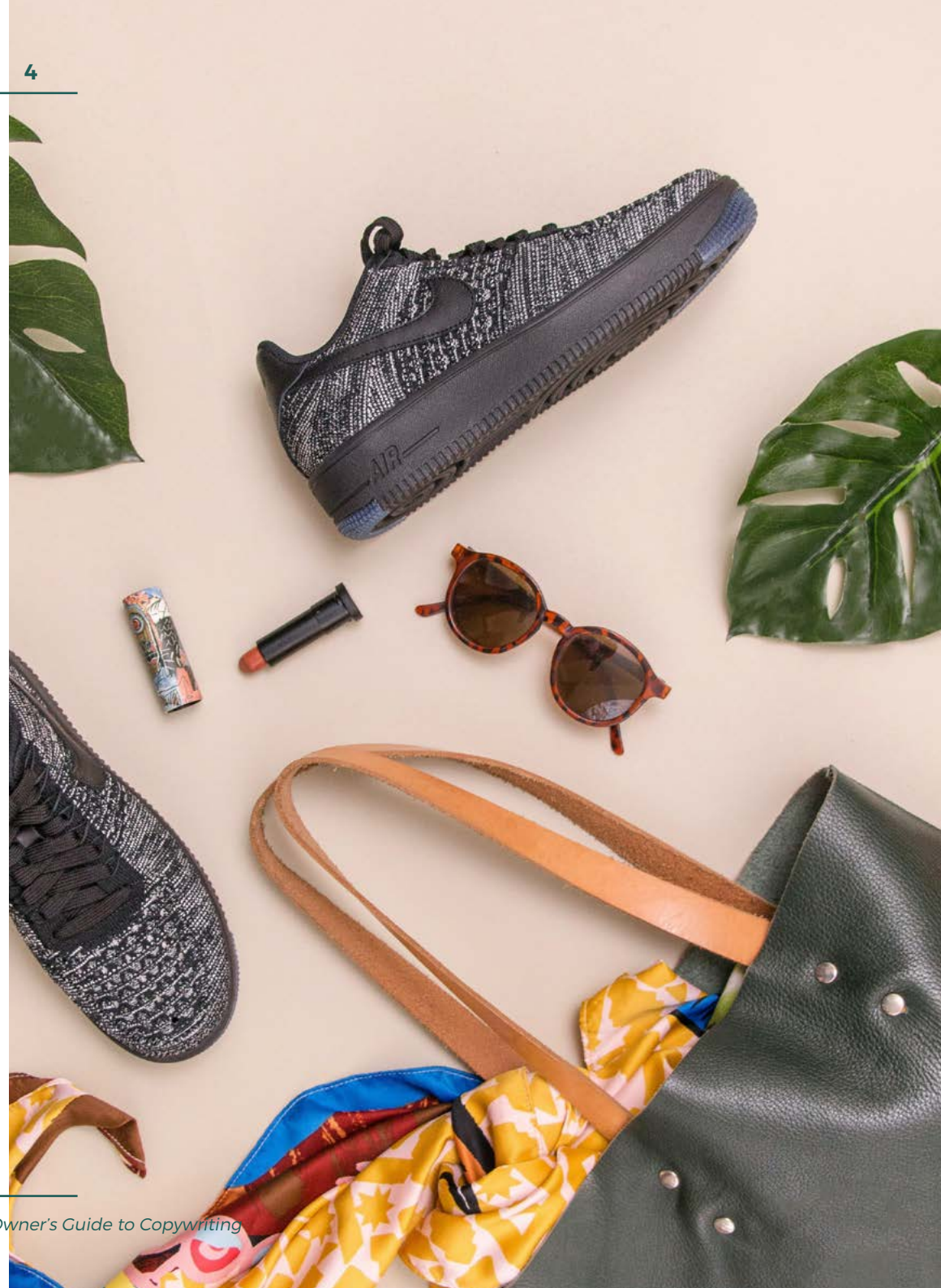
**YOU KNOW YOUR PRODUCT/SERVICE
BETTER THAN ANYONE ELSE**

You've poured your blood, sweat, and tears into crafting the perfect product or developing the perfect service.

You know every nook and cranny of it.

When you work with copywriters, you need to somehow share all that knowledge and experience with them distilled into a single form or conversation.

It's a big ask.



2.

YOU KNOW YOUR CUSTOMERS BETTER THAN ANYONE ELSE

You're in front of your customers all of the time. You're reading their emails, talking to them on the phone, and listening to their stories. You know exactly what they need and what they're looking for.

A copywriter will need to spend hours researching your customers to scratch the surface of what you already know.

Which means you're already several steps ahead of a professional copywriter when it comes to writing copy that will resonate with your customers and attract new ones.



3.

YOU KNOW YOUR BRAND BETTER THAN ANYONE ELSE

As the face of your brand or the founder of your business, your copy will always have more impact when it consistently sounds like you. And sounding like you isn't so much of a challenge when you're the one who wrote the copy!

All this means that with the right approach, you can harness your passion and your know-how to write copy that sounds more authentic and converts better - without spending thousands on hiring a professional copywriter.

So, you're probably wondering, how do I write my own copy so it sounds good?



How a copywriting framework will save you hours of writing time and produce better copy

Picture this.

You've cleared a couple hours after lunch to knock out some copy. You really need to get a blog post done, your About page needs some work, and you still haven't written your next email newsletter. Not to mention the social media posts you keep promising to write in advance!

So, you sit down at the screen, fingers poised, and... nothing.

You can't think of a single thing to write about. Everything you outlined a week ago doesn't fit and you can't read what you scribbled on your post-it notes.

The minutes tick by. The cursor blinks. And still nothing.

By the time the words do come out, you're sure they're too flat or too salesy or too much like what everyone else is writing.

You've hit a wall.

But the problem isn't writer's block. The problem is that you started with a blank page.

NEVER START WITH A BLANK PAGE AGAIN

A blank page is not your friend. In fact, blank pages are unforgiving, and frankly, a little mean.

The first rule of copywriting is to start with a framework.

A framework is a copywriting formula that has been developed based on the psychology of buying decisions and human behavior, then tested until it became a best practice.

A copywriting framework gives you a starting point to begin writing; it removes the randomness when you sit down to write because you start with an outline that directs you. Plus it saves you tons of time that you'd otherwise spend trying to figure out what to put down on the page!

There are literally dozens and dozens of different frameworks, which means that no matter what you're copywriting - websites, email newsletters, opt ins, Facebook ads, blog posts, etc. - there's a framework you can use.

In this guide, I'm going to walk you through my favorite copywriting framework and show you how you can use it for every copy project you have on your list.



Your New Best Friend: The PAS Copywriting Framework

The PAS Framework stands for Problem – Agitate – Solution.

It is the favorite among copywriters because it can be used for just about every type of copy for every type of business and for every kind of product or service. And it's the perfect copywriting framework to start with if you've never used one before.

LET'S BREAK IT DOWN.



read on to learn more...

Problem

You start by introducing your customer's problem.

Ideally, you want to use the same words your customers use. You can find their language in things like product reviews, service testimonials, and emails and phone calls to your customer service team (and to you, too)!

Look at how your customers describe their problems. Then use the same language in your copy.

Opening your copy with a pain point or challenge and mirroring their language shows prospective buyers (reading your copy) that you understand what is getting them frustrated or down or annoyed.

It helps get you on the same page, before you ever mention your product or solution - which builds trust.





Agitate

Don't jump right into your product or solution yet!

Once you've clearly articulated your customer's problem, dig into those emotions even more.

What if your prospective customer's problem doesn't go away? What if it gets worse, or becomes a bigger problem, or affects other parts of their life? How will that feel?

These are the ideas you explore in the agitate section. This reminds your prospective customer that their problem is something they want solved, and paints a visual picture of what happens when it remains a pain.

Solution

Finally, you get to present your solution.

Introduce your product or service, but keep the focus of your copy on your prospective customer. What does your offer provide them? What end result will it bring them? How will it make their life better or easier?

Go a step further and paint another visual picture of what their improved life will look like with your product or service. Once they've solved their problem, how relieved or happy or content will they be then? Talk about all of that.



Examples

Infomercials are a hilariously accurate example of the PAS framework in action. Here are three examples from some infamous infomercials.

THE SNUGGIE

Problem: You want to stay warm when you're feeling chilled, but you don't want to raise your heating bill.

Agitate: Blankets are okay, but they can slip and slide. And when you need to reach for something, your hands are trapped inside.

Solution: Now, there's the Snuggie! The blanket that has sleeves. It keeps you totally warm and gives you the freedom to use your hands.



MILLION DOLLAR SMILE

Problem: Are you embarrassed about your broken, crooked, and missing teeth? Do you hide your smile because you're ashamed of unsightly gaps and cracks?

Agitate: You want that big-smile confidence, but you can't afford expensive dental work to get dental implants, smile corrections, or permanent veneers.

Solution: Introducing the Million Dollar Smile, the amazing removable, reusable veneer that instantly gives you the look of perfect teeth you'll be proud to smile about. It fits right over your existing teeth, so you can always put your best face forward.

BARK OFF

Problem: We all love our dogs, but there are times we wish we could turn off their barking. You don't believe in pain to train a dog, but finding a humane training tool is tough.

Agitate: Going on walks is a trial of patience when your dog is barking at everything and everyone. Trying to take a family drive turns into an ear-splitting headache when your dog won't stop barking.

Solution: Bark Off is a humane training aid that gives you control over your dog's barking. Simply switch on Bark Off to activate a pet-friendly ultrasonic signal that is inaudible to human ears, but teaches your dog to stop the nuisance barking.

But wait there's more...

If you've ever seen an infomercial, you've probably noticed that they do more than PAS. They often show the outcome and proof in a visual way, and you can do the same with your copy.

Upgrade the PAS framework by adding in Outcome and Proof. This could be as simple as explaining the outcome to help readers visual their pain-free future or adding testimonials to show the outcome achieved by others. Or both!

Download the bonus editable template and start brainstorming your pain-agitation-solution-outcome combo right now!

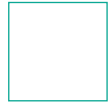
Copywriting Checklist

Use this checklist to plan out your copy, guide you when you get stuck, and double check your final copy before you hit publish.



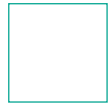
ONE READER

Don't try to be all things to all people. Your copy should speak to just one reader (even if you have multiple types of customers) and tell them exactly what they need to move forward.



ONE BENEFIT

A feature is a fact about your product or service. The benefit is the impact on someone's life.



ONE PROMISE

Share one mind-blowing benefit that will truly get your reader's attention and show how life-changing your product/service is. Your copy needs one juicy promise to your customers. A promise that you can absolutely fulfill (and prove it with credibility markers that matter). A good promise is bold, specific and (most importantly) unique to your business.



ONE VOICE

Write your copy in one, consistent voice that is readable and relatable. If you have trouble figuring out how your copy should sound, record yourself talking to your ideal customer. Listen to the way you explain what you do and how you help. Boom! The copy just wrote itself!



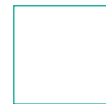
ONE HOOK

Every piece of copy needs a headline with one unforgettable, totally relatable hook to grab the reader's attention and keep it. Great headlines will tap into a pain your audience is struggling with or the promise you're making.



ONE OFFER

The right offer can help someone shift from 'unsure' to 'all in' by overcoming the exact objection they have. Show how your product or service addresses objections to eliminate hesitancy, and get them excited to buy.



ONE ACTION

Your primary call to action needs to be ultra clear, address any concerns of your reader and remind them of the benefits of taking action. If you are using buttons, put the button text in the 1st person perspective to help readers see themselves taking action like a boss.

Put this checklist into action with your [free, editable PAS framework template](#) you can use to jumpstart every piece of copy you write for your business.

My Not-So-Buttoned-Up Story

Once upon a time there was an Australian copywriter living abroad in sunny California helping business owners slay writer's block and save the day with copywriting tricks. It's me.

And although I love writing copy, talking about copy, and teaching copy... I don't always wear my copywriter hat.

My days are made up with keeping my two small humans out of trouble (and sometimes helping them get into it first), cuddling my energetic and slightly ridiculous pug Fenris, listening to podcasts, writing, finding shoes, cleaning up mess, recording presentations, preparing meals, singing loudly, sending love notes to my husband, adding to my list of great big ideas and complaining that I never have enough time to myself.

I'm a massive Dr Who fan. And I mean, massive.

I love yoga, the idea of long-distance running, sci-fi (think, FireFly over Expanse and Star Trek in all its forms) and a good read.

Sounds bit nerdy, doesn't it? But it's true.

I drink tea over coffee and have very strict ideas about what makes for a good cup of tea. I enjoy the taste of anything lemony and crunchy things too. And I go rock climbing on Tuesdays.

But mostly, I love a good GIF, so you'll be seeing plenty of those in my emails!

See you in your inbox shortly! I'll be sharing more tips and tricks to help you in your business.



Belinda

P.S. If you want to find out some more fun facts about me, head to my About page at copywritematters.com and the things you don't know about me page for more tidbits and truths.