

5-STEP

FUNNEL COPY FIX

Homework: Value Stack Worksheet
Reminder where to find homework.

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With the three steps we covered already this week, we've:

We've captured their attention and made them aware of their problem.

We've connected with them and built trust so they'll listen to what we have to say.

And we've clearly communicated that the offer is the solution to their problem.

In this lesson I'm going to teach you how to communicate the **value** so strongly that there's no other logical response they can make other than to buy.

Day 4: Convert Like Crazy

Why value? There's something you all need to know about me. Deep down, under the surface, there's something I just can't hide.

I'm pretty sure it's deep in my DNA. It's not going to matter how much money we make or where we live or how popular this course may get someday ... I'm always going to be a bargain shopper.

The key to the whole scenario for me is **value**. I am SO THRILLED to get a good deal on something I already really want or need, or something I've already had a plan to purchase.

And if I can get something I value at an amount lower than what I value it at, I'm so thrilled. If I don't value it, I have no problem walking away.

Our target audiences are the SAME WAY.

Today I'm going to teach you three strategies to stack value on value in your offer so that it's almost impossible to walk away from.

The Two Conclusions

When it comes to value, we want to leave the target audience with two conclusions:

Whoa! That's unbelievable!

AND

If I don't buy this now, I will regret it.

Let's talk a little bit about each conclusion and the way sales copy can help the target audience arrive at those two conclusions.

Conclusion #1: "Whoa! That's Unbelievable!"

The "Whoa!" effect directly plays into the pleasure-seeking part of the brain that says, "Whatever that is, I want MORE of it."

You've probably all heard about the concept of an "irresistible offer" - an offer that's so good it's impossible to resist. That's what we're going to be conveying in our sales copy.

The feeling we want the target audience to have is the same. We want them to look at the value in the offer and be that blown away by everything they're getting.

Just to be clear though, value does NOT equal price. Price is an indicator of value, but it's not the ONLY indicator. Depending on the target audience, an offer may LOSE value if it's priced too low. Value also includes factors such as:

- Ease of use
- Results possible
- Support given
- Quality
- Longevity
- Integrity
- Trustworthiness
- Societal opinion

In order to produce the "Wow, that's unbelievable!" effect, you have to make the offer's unique selling mechanism stand out, and that's why we worked so hard on establishing the USM yesterday's lesson.

The sales copy must clearly outline how the offer is unique and different than what else is out there, and if you did that, then they'll be having the WOW factor all over the place. So what about the second conclusion?

Conclusion #2: “If I Don’t Buy This Now, I’ll Regret It.”

The other feeling we want to help prospective buyers experience when it comes to the value of the offer is regret. Technically, we don’t want them to feel regret now ... we just want them to understand that if they don’t act, they will be feeling regret later.

This is the other side of the coin when it comes to value.

Whereas Conclusion #1, the WOW factor, makes them say, “That’s awesome! I want that!” Conclusion #2 plays directly into the pain avoidance part of the brain that says, “Whatever that is, I want to avoid it.”

We want them to decide the pain they want to avoid is not acting when they could have, and the best way to do this is by including a little bit of something I call futurecasting.

Futurecasting = showing them the opportunity loss they stand to experience by not acting today.

Think of it as what your favorite meteorologist does when they present the weather forecast on the nightly news. They stand up there in front of the green screen after showing you what today’s weather was like and give you a preview of what tomorrow’s can be.

So far during the challenge, we’ve been focusing on showing the audience what **today** is like for them. You’ve shown that you know and understand what they’ve been going through and what they need.

Now it’s time to turn their attention to tomorrow and show them **what could be**.

That’s futurecasting, and the most simple way to include futurecasting in the sales copy is just to start with the phrase “Imagine where you’ll be ...”

“Imagine” is one of the most powerful words in the English language. That one word immediately puts them in the future in their mind’s eye.

The goal of futurecasting is to encourage the audience to act now **while they’re in the emotional states** of “Whoa! That’s unbelievable!” and “If I don’t do this now, I’ll regret it forever!”

If you’ve done a good job, it’s nearly impossible for them to resist.

Futurecasting really does have the ability to change people’s lives, and I’m living proof.

Can I ask you a question? Would it be okay with you if I share a little bit about my story with you?

So the Christa you see today - the high-ticket sales copywriter with a full roster of successful clients all over the world - she didn't exist a few years ago.

In fact, in 2017, everything in my business fell apart. Everything.

And at that time, my business was the only source of income for our family because my husband had just had shoulder surgery and couldn't go back to his job.

As I looked ahead at the future, I knew something needed to change. If I stayed on the path I was on with a struggling business, we were not going to make it.

What could I do? What was I even capable of? My dream had always been the husband, the farm, the kids and a quiet, happy life. It was a GOOD dream - the best. It was beautiful.

But if I didn't do something different, it was about to be affected in many ways, and none of them good.

So even though I was scared and felt unprepared, I forced myself to imagine a different future.

One where I imagined stepping out of my comfort zone and pushing myself to go bigger so I could keep my core dream - the family and the farm.

I joined a mastermind group and grew a network of support with people who cheered me on and encouraged me every day.

I crashed and burned as an SMM in the first six months, but along the way I'd discovered I was good at writing sales copy, so I took a position in a Facebook ads agency writing ad copy at the beginning of 2018.

It took another year of trial and error and refining my frameworks and processes before I was ready to stake a stab at going out on my own again. Somewhere in there, the tiny seed of a new dream had started to sprout.

By the time 2019 rolled around, I was handling a full load of private clients while writing for the agency and managing Facebook ads for agency clients.

I was maxed out and on the verge of burning out again. Time to futurecast again.

"What if ..." I forced myself to ask. And even though I was scared, I left my position in the agency and went out on my own again, only this time I was doing something I loved.

In the first month on my own, I tripled our monthly income. By the end of 2019, my little sales copywriter business - something that I'd never even known was possible not that long ago - had generated a quarter of a million dollars in revenue.

I'm at full capacity all the time. I serve very high-level clients in multiple industries, and I get them great results.

Sounds like I'm some kind of magical unicorn, but I promise I'm really not.

I'm kind of obsessed with results, so I've spent the last year and a half researching and studying the copywriting greats, looking at everything through the lens of digital marketing and paid traffic and recording everything I do to get results.

And I realized pretty quickly what the key to my success was.

It wasn't what I would have guessed. It was actually a very specific set of skills that nobody in the copywriting industry really talks about that much.

So created a very specific set of processes and frameworks around these skill sets, and THAT'S what I operate my business on.

The best part is, these skill sets are ALL learnable. And combined with the systems and processes and frameworks I developed, it'll work for you too. Nothing I do to get results for my clients is out of reach for you.

So do you mind if I take a couple of minutes to tell you about the skill sets that enable me to get amazing results when I write, land high-ticket clients, and charge premium rates?

https://docs.google.com/presentation/d/1HIM7MRkayc78QwyJDP2CtCak08S6OnM4LZefaO_tLmo/edit?usp=sharing