

# The Rules of Copywriting

# The Rules of Copywriting

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# The Rules of Copywriting

## Introduction.

Hello and welcome, first I would like to thank you for purchasing this manual.

Within these pages you will learn the art of good copywriting, a vital part of selling regardless of the type of product you are promoting.

Before we start, I think it a good idea to explain a few things to you.

First, what is actually meant when we say 'copy'? Well *copy* refers to any written material, as apposed to photographs or other elements of layout in a large number of contexts including magazines, advertising, and book publishing.

More generally, the term *copy* refers to the text in books, magazines, and newspapers. In books it means the text as written by the author, in our case *copy* means the text that makes up the body of our sales letter or classified advert.

Another point is that the secrets of good copywriting that you will master in this manual, will set you in good stead for any of your writing needs; writing business letters to other marketers for example.

Now I have presumed that you're in the information marketing business, or thinking of starting in the business, if so, you will find that the contents of this manual, whether marketing online, offline or both, will give you the edge you need to succeed.

I cannot emphasise enough the importance of good copywriting in the marketing business, so study the contents well, have this manual with you when writing your copy and refer to it often.

I wish you every success.

Very best wishes.



David H Aldridge.

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## Module 1.

### Positives & Negatives.

OK, to start the course off we're going to look at positive and negative words, statements and headlines.

Now you may think it obvious, that in order to encourage a potential customer to buy your product, you would explain all the benefits that your product can offer them in a positive way.

#### **(REMEMBER, PEOPLE BUY BENEFITS)**

However, you could insert a negative without actually realising it, for example:

***“This plan could change your life forever !”***

What does the word 'could' mean to you? It means *may, possibly, perhaps*, not therefore a very positive statement or headline is it? No it isn't, would the next headline be better do you think?

***“This plan will change your life forever !”***

Well yes it is better, you are stating in a positive way, that your product will have a life changing affect on the reader once they have purchased your product.

***“This plan will change your life forever , I guarantee it !”***

This is even better, you are offering two big benefits, a life changing plan (*whatever the product may be*), plus a guarantee. There's also a benefit to you, by offering a guarantee in your headline the reader will think they've nothing to lose by reading the rest of your copy.

Now the headlines above are merely to demonstrate positives and negatives, I have used the word 'plan' instead of a product name or description that would give an indication to the reader as to what was being offered to them.

For example.

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***“This Acne Cream will change your life forever !”  
guaranteed or your money back***

So you have told the reader exactly what's being offered to them, but what about the words '*will change your life forever*'? Well knowing someone that suffers from acne, I would think that phrase would be very meaningful to them.

So the secret of writing positive headlines and copy, is not only knowing your product but also getting to know who your likely customers are, you need to understand their dreams, their desires, their wants and expectations.

You then use the most appropriate words in your headline and indeed your copy, to fire up their dreams, desires, their wants and expectations, and in some cases to satisfy their needs, as in the case of acne sufferers etc.

***“This Golf course will change your life forever !”  
guaranteed or your money back***

I don't think that even the most fanatical golfer would consider that playing a better game would '*change their life forever*' and besides, the headline doesn't even mention improving their game, so it's a negative, to write a positive headline you need to understand the dreams and desires of golfers.

***“Play Golf like a pro in 8 days or your money back !”***

Now that's better, all golfers want to play golf like a pro, don't they? Of course they do, so you've got their attention, and your money back guarantee will encourage them to read your copy, well they've nothing to lose have they.

Well I hope that has given you some idea as to writing positive copy, as apposed to negative.

The next part of this module is probably one of the most important parts for you to understand.

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## The psychology of selling.

Don't worry ... I'm not going to do the science bit here, but what you are going to learn now will make understanding the rest of this course far easier.

Basically you have three brains, or three parts to your brain, they are called: *The Cerebral Cortex - The Limbic System - and The Brainstem Functions.*

Each of these brains or parts of your brain, have different ways of doing things, and more importantly to you, the copywriter, have different ways that they process information and move toward a decision or action.

Let's go through them one at a time, stay with me, as you will see this is very important.

### The Cerebral Cortex (The Thinker Brain).

The Thinker Brain is most developed in humans, and is the part called the Cerebral Cortex in other words the '*grey matter*'.

It's this part of the brain where our conscious activity goes on. Our conscious thought processes, logic functions, and all of our upper level thinking takes place here.

The Thinker Brain acts as the '*input processor*', it processes whatever is placed there. And it can only work on one problem at a time (*you should keep that in mind*).

Now it's with this part of the brain that we can think logically, and be able to solve problems, so you may think this part of the brain is a great benefit, and of course it is.

The problem is when it comes to motivations, it's the weakest part of our brain, it tends to tire quickly, it is prone to '*drifting off*' (*daydreaming*), and sometimes just goes *blank*.

This part of the brain is the first to receive or be aware of a problem, but it won't act on the problem, it will only '*think about it*', now you want your reader to act, to make a decisive decision to buy your product.

So you don't aim your copy at this part of the brain. Let's have a look at the second brain part.

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## The Limbic System (Mammalian Brain).

The Mammalian Brain is found in mammals and other animals, and is located in the limbic system, look on it as your 'middle brain'.

The Mammalian Brain is where all your unconscious or subconscious activity happens, so how do we communicate with the Mammalian Brain? Well the best way to get through is on a *'touchy-feely'* level.

It's this part of the brain that gives us a sense of belonging, it gives us the *'herd'* or *'group'* mentality, I suppose you could say it makes us what is perceived as civilised.

So is this the part of the brain that we need, as copywriters, to communicate with? Well no, you see this part of the brain wants to make decisions but can't, at least not on it's own.

That only leaves the third part, so let's see why.

## The Brainstem Functions (Reptilian Brain).

The Reptilian Brain is found in all animals and therefore of course in humans, it is located in the Brainstem and controls all of the automatic brainstem functions.

It's the Reptilian Brain where all preconscious activity happens, where all preconscious experience has been programmed into us from generation to generation from when humans first walked on this planet.

The Reptilian Brain is always working and is the strongest part of our brain, it is concerned with one thing and one thing only ... *OUR SURVIVAL*.

The Reptilian Brain is selfish in it's attempt to keep us safe, it's purely *'Self Interest'* and *'Survival Motivated'*, it's not concerned with anything else.

To this end it will, when trying to automatically decide whether something is good or not, ask the question ... *'Is This Safe?'* Is this *beneficial* to me.

So the Reptilian Brain is capable of making a decision, it is actually the *supreme* decision maker, the *ultimate* authority for taking *action*, it can decide immediately whether to take action now, or send the information to the other brain parts for justification using logic and group functions.

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Perhaps the most important attribute of the Reptilian Brain for copywriters, is the fact that it is the centre for... *emotional and instinctual responses*.

So your job as a copywriter is to appeal to the emotions of the reader, to develop your skills to communicate with *this* part of the brain.

Your copy will communicate with people's emotions first, and then give them the *reasons why* to help them justify (*and defend*) their decisions with logic).

That's why you will be shown how to compose **attention grabbing headlines**,

headlines with powerful **benefits** with attractive **guarantees** that will answer the question **is it safe?**

In other words your copy, by using the above and some carefully chosen powerful words (*more in a moment*), should remove all objections by offering great benefits and your guarantees will make it totally safe .

OK let's now look at some tried and tested words you can use in your headlines and copy.

## The most powerful words to use.

Below are powerful attention grabbing words that you can use in your headlines and sprinkled throughout your copy.

### Are You Still...

"Are You Still" in your headline will not only grab your readers attention, but also get your potential customer to say yes to the question, in other words agree with you, (*in this example your targeted customers are those that haven't bought a new computer for a number of years*).

For example:

**"Are You Still Using That Old Slow Computer?"**

### Breaking News...

A "Breaking News" headline grabs the readers attention because *breaking news* is new, it has the air of importance about it, the reader will want to know more.

For example: (*targeted to those suffering from acne*).

**"Breaking News! Scientist Finds Cure For Acne !"**



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## **Discover...**

"Discover" in your headline grabs your readers attention because everyone likes to discover something new that could benefit them.

For example: (*for fitness and those that want to lose weight*).

***“Discover The Secrets Of Permanent Weight loss !”***

## **Exposed...**

"Exposed" in your headline grabs your readers attention because they will want to know what's been hidden from them, they will want to know what's it all about, people are naturally inquisitive.

For example: (*for customers interested in property developing*).

***“Tricks of a Property Developer Exposed !”***

## **FREE...**

"Free" the word *FREE* is one of the most powerful words of all, try to use it wherever you can, i.e. *Free Bonus, Free Trial*, etc.

For example: (*suitable for any repeat product*)

***“This Acne Cream Will Change Your Life Forever !”  
Guaranteed ... FREE Trial Offer.***

## **How To...**

"How To" in your headline will get the readers attention because there's something that they could learn and benefit them somehow.

For example: (*for targeted customers interested in fishing*).

***“How To Master Fly Fishing In 8 Days or less !”  
Or Your Money Back***

I'm sure you understand now, how you can use powerful words and phrases in your headlines and copy, so I'm just going to list the rest on the next page.

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<b>Awesome</b>	<b>Results...</b>
<b>Do You...</b>	<b>Save...</b>
<b>Exclusive...</b>	<b>Save Money...</b>
<b>Fact...</b>	<b>Secrets Of....</b>
<b>How I...</b>	<b>Sex...</b>
<b>I Dare You...</b>	<b>Stop...</b>
<b>Imagine...</b>	<b>Take Advantage...</b>
<b>Introducing</b>	<b>Testimonial...</b>
<b>Inside Secrets...</b>	<b>They Laughed...</b>
<b>Last Chance...</b>	<b>Time Sensitive...</b>
<b>Magic...</b>	<b>Treat Yourself...</b>
<b>Make Money...</b>	<b>Truth About...</b>
<b>New...</b>	<b>Uncensored...</b>
<b>Never Seen Before...</b>	<b>Unlock...</b>
<b>Now You Can...</b>	<b>Warning...</b>
<b>Proven...</b>	<b>Ways To...</b>
<b>Reasons To...</b>	<b>Which Of...</b>

OK, in this module you have found out about the psychology of selling, only using positives in your headlines and copy, you have also a list of the most powerful attention grabbing words and phrases that you can use.

This is an important module in as much that it gives or explains the basics for producing great copy, and for you to become a great copywriter.

The information given thus far will I hope, give you a greater insight or understanding of the copywriting rules you need to follow and that will be explained in detail throughout the rest of this course.

So let's move on now to the next module, and find out exactly what makes a good headline.

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