



## Phase 2: Marketing Skills

### Drafting Copy part 2: The Body I

The body of your sales copy should in itself add lots of value to the reader. You want to do more than just sell - you also want to gain the complete trust of your reader so that they become true fans of your work.

It's important that you show the reader *your* work. It's very easy to be generic and look/sound like everyone else. The hard part is opening up and revealing what you truly and uniquely have to offer. It's those unique qualities that can really make a difference to someone and enhance their lives. You have to *show* your readers those qualities - not just mention them.

The more you're able to show your work, the more likely you are to reach your true fans. Remember, it's not about appealing to the masses - as Seth Godin says, you want to "do work that matters for people who care".

*There are some key points that can help you show your best work to the fullest:*

- 1) **Summary:** outline the main advantages/benefits of your product/service
- 2) **Fears and dreams:** address these and make an emotional connection
- 3) **Solve problems:** how does your product/service solve specific problems?
- 4) **Unique points:** what's unique about your product/service?

# 1. Summary

To set up the reader, begin with a list that summarizes the main advantages and benefits your product/service has to offer. Think about what problems your product/service solves. Include a short description for each point.

- **Learn Pieces Faster:**

See how all the pieces you play are made of the same building blocks

- **Play With Understanding and Emotion:**

Learn the connection between harmony and emotion

- **Unleash your Creativity:**

Gain powerful tools for composing and improvising

## *Fundamental Harmony*

*I introduce the benefits of the book in a bit of detail, preparing readers for what follows in the main body of the sales page. This helps to get your reader excited by your product/service and to orient them through the body.*

### **You'll discover:**

- The biggest myths about negotiating that hold nearly everyone back from getting paid what they deserve
- How to "wow" your boss when you walk into the negotiating room (Hint: 80% of the work is done before you ever walk in the room)
- How to strategically prepare your list of Asks so you maximize what you get
- Dozens of ready-to-use, word-for-word email and conversation scripts

## *Negotiating your Salary*

*Ramit provides a powerful list of the benefits and advantages of his course.*



# Task 1

Draft some summaries for your product/service.

## 2. Fears and Dreams

Everyone has their own set of fears and dreams. Fears are often things we want to avoid or get rid of. Dreams are things that we hope and long for. How does your product/service address someone's fears and dreams?

It's very useful to first **write a list** of the fears and dreams relating to your product/service. Then think of ways you can address those fears and dreams.

<i>Concert</i>		
Fears	Dreams	
<ul style="list-style-type: none"><li>- Won't like the music</li><li>- Uncomfortable in the venue</li><li>- Too much travel time</li></ul>	<ul style="list-style-type: none"><li>- Hear pieces I love</li><li>- Be transported and immersed</li><li>- Meet the artist/s</li></ul>	<p><b>Fears:</b></p> <ul style="list-style-type: none"><li>Get audience to submit pieces they want to hear</li><li>Make the venue comfortable with nice seats, heating/cooling, nice and easy bathroom access, food and drinks, etc.</li><li>Have a livestream option, so people can watch from home</li></ul> <p><b>Dreams:</b></p> <ul style="list-style-type: none"><li>Do a survey to find out what people would most love to hear</li><li>Use lighting, media, dancers, actors, etc. to add to the overall experience</li><li>Organize a special artist meet and greet</li></ul>

Once you have that list, try to synthesize it all into a paragraph. **This should create an emotional response from the reader.** Here is what I did for my online composition course - can you identify the fears and dreams?

Imagine picking up your guitar and playing something you composed.

No one else on the planet, or in the history of the world has ever played those same notes in that way before.

*Picture how would it feel to play your own piece...*

Have you always wanted to compose, but just couldn't figure it all out?

- You have no idea where to start, so you don't bother even starting
  - You start writing something and then it just goes astray
  - You complete something but aren't at all satisfied with it



## **Task 2**

List fears and dreams relating to your product/service. Form them together into a paragraph.

## 3. Solve Problems

This is related to fears and dreams, but gets more specific and practical.

**Ask yourself this question: What problems does your product/service solve and how does it do so?**

One very effective way to solve problems is to create a **method or system** that people can easily follow.

Many successful products/services provide a clear and easy to follow method that is guaranteed to produce results.

*Marie Kondo's method for tidying*

### The KonMari Method™

- 01 Commit yourself to tidying up
- 02 Imagine your ideal life
- 03 Finish letting go first
- 04 Tidy by category, not location
- 05 Follow the right order
- 06 Ask yourself if it sparks joy

*Dave Ramsey's method for building wealth*

- 1 BABY STEP 1** Save \$1,000 to start an emergency fund >
- 2 BABY STEP 2** Pay off all debt using the debt snowball method >
- 3 BABY STEP 3** Save 3 to 6 months of expenses for emergencies >
- 4 BABY STEP 4** Invest 15% of your household income into Roth IRAs and pre-tax retirement funds >
- 5 BABY STEP 5** Save for your children's college fund >
- 6 BABY STEP 6** Pay off your home early >
- 7 BABY STEP 7** Build wealth and give >

*My method for composing*

Composing doesn't have to be scary.

There is a process - one that was used for hundreds of years:

- 1) Learn and study your chosen piece
- 2) Copy the piece out by hand onto manuscript
- 3) Sketch your piece
- 4) Fill it out, revise and edit

*Each step takes just one week*

Using a process is like following a recipe.

By the end of it, you have created a unique and stunning piece that is 100% yours.

## Task 3

What problems does your product/  
service solve and how does it do  
so?

Write a short paragraph.

If relevant, can you develop a  
method or system that people can  
use to help guide them?

## 4. Unique Points

There is so much information freely available online today - it's a blessing and a curse.

For someone like you who is trying to sell a product/service, it can be very challenging to compete with the troves of free stuff that's out there today.

**The solution: find a unique idea or angle and feature those to your reader.**

Do some research (Google) and see what's been done before.

A strong starting point is to create a product/service that is by its nature something unique.

*What's more unique?*

An online course that guides a guitarist through composing a piece from scratch.

VS.

An online course that focuses on your guitar technique.

A guitar concert that's held on a cruise ship with finger food and unlimited beverages.

VS.

A guitar concert held in a church.

But don't be unique for uniqueness' sake. Make sure you address your reader's **fears and dreams** and **solve problems** too.



## **Task 4**

What unique points or angles can you focus on relating to your product/service?

Is your product/service inherently something unique?

Write a short paragraph that details this.