

THE COPYCLOSET™ PRESENTS ...

**7 SECRETS TO GETTING ANYONE TO
BUY ANYTHING**



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7 SECRETS TO GETTING ANYONE TO BUY ANYTHING

Stop reading this WERKBook right now. Because if you refuse to follow the guidance I share in this first secret, no matter how awesome you are, your marketing efforts will likely fail. Terribly.

It's the big-mama strategy for all great sales writing. For example, my son just started personal training lessons for basketball. Now, he's been playing since he was 3 years old so he's built up a raw talent. But he's going to the trainer to learn the fundamentals of the game. And it all starts with "how to stand."

Of course, this is boring to a 7-year-old. He wants to dribble the ball like Kyrie Irving, dunk it like LeBron James and do spin moves like Chris Paul. However, he won't be able to do ANY of that if he doesn't first learn "how to stand."

Same thing goes for sales writing. You want to sell out your launch, attract hundreds of members for your membership program and book your calendar solid, but your words won't be able to do any of that if you don't first learn how to master the art of simplicity.

SECRET #1: SIMPLICITY

Buying starts at the point at which people understand and realize the value of your offer. What this means is you're talking to yourself until someone reads and understands your message. But no worries – following these simple steps will prevent any and all reader confusion that could intercept transactions intended for your bank account.

Step 1 – Use Short, Simple Words

In school, we learned how to write like educated adults. *Hungry became famished. Big became gigantic. Use became utilize.*

But guess what's happened? Because you were trained to write like that, you now flood your marketing content with those “big, smart” words to demonstrate your intelligence. The problem is the people reading your content have no idea what you're talking about.

Not because they're not as smart as you, but because their brains are wired to process simplicity when engaging in a buying decision.
So, what's the bottom line:

Forget those \$10 words you were taught in school and, instead, focus on writing in a natural, clear and simple way.

Step 2 – Shorten those Sentences

Short sentences are easier to read. Short sentences are easier to digest. And people who can easily read and digest your information are more likely to BUY.

The key is to communicate no more than one thought per sentence. Use your next sentence to express the next thing. Not only will this decrease confusion, but it'll pull the reader eyeballs to the next sentence. And that's what you want, right?

Step 3 – Shorten Your Paragraphs

Ahhh, a paragraph is 4 to 5 sentences. That's what my English teacher said. But that's not true in this wonderful world of writing for sales.

In sales writing, a paragraph can (and often is) one sentence. Sometimes it's just ONE word.

Why?

This adds emphasis to certain sections of your writing. It also naturally draws the reader's eyes to the next point.

See a pattern here?

Short words. Short sentences. And short paragraphs intrigue readers to keep reading!

SECRET #2: BOMBARD FOLKS WITH THE BENEFITS

Benefits are those things that yield value for your prospects. A feature is simply a component of the product or service.

For example:

Product: BMW X5

Feature: Top-grade, plush leather seats

Benefit: Luxury comfort in all climates

Service: Social Media Consulting

Feature: We will write 10 Facebook and Instagram posts per month

Benefit: No more wasting hours on social media, we'll write and post for you every single day, so your audience stays intrigued, engaged and excited to invest in your offers.

Get it? The features are the attributes while the benefits are what you get from the attributes. And the benefits are what entices people to buy. But don't make the mistake of leaving out the features.

They're still valuable. In fact, offering the "sizzle" without the steak is downright fraudulent. 😊

Now, I won't dig too deep into benefits because we have a FULL training on these tiny sales warriors over in the Money Moves Masterclass section. Look for "Bodacious Bullets."

There, you'll find a simple formula for connecting features to benefits and how you can quickly flood your landing and sales pages with tiny sales warriors.

SECRET #3: POWER UP THE SCARCITY

The idea behind scarcity is that people want what they're afraid they can't have. Hence why "fear of missing out" has its own acronym – FOMO.

The fear of losing out can be a powerful motivator to take immediate action. Availability can be threatened by limited space, time deadline, special bonuses, lower pricing and so on. Whatever the reason, the ticking clock makes the item in question all the more attractive.

Now, in marketing, we tend to want to show people the "Promised Land" as I call it so scarcity tactics may seem counterintuitive on the surface.

But catch this:

The mere thought of missing out triggers a natural human tendency to "act now while supplies last," "buy now before the price doubles" or "register today before seats are gone."

What type of scarcity can you use with your offers?

SECRET #4: TAP INTO THE POWER OF QUESTIONS

What kind of questions, Apryl? Any kind. Just look at sales pages and marketing content for examples of this strategy.

What does it do? It pushes your reader to crave the answer.

So, what happens? They keep reading.

I love using questions. Why? Because it captures eyeballs and keeps engaged. Use questions in headlines. In subheads. And, of course, in the body of your copy.

Now, let's get techie for a sec ...

According to neuro-linguistic programming (NLP), asking questions creates an open loop in the brain that triggers a natural desire inside the reader's brain to seek out an answer to the question.

The idea is that once the question is posed (thus, causing an open loop), the human brain will continue to search for information to close the loop.

So now that I've revealed this secret, be alert on how I and other marketers use it during our live broadcasts, speaking events and in our copy.

How can you use this strategy in your business?

SECRET #5: TELL STORIES

Now, I talk a lot about storytelling.

Why?

Because it's so freakin' powerful.

Especially if you sell intangible results like confidence, productivity, self-worth or other transformative feelings.

You see, it's hard for people to visualize how hiring someone to coach them through lack of self-confidence can impact their lives. Mainly because of their existing lack of confidence it's difficult to visualize themselves with "I-can-do-anything" confidence.

So how can you give them a glimpse at their new and improved selves?

Tell a relatable story.

Oh, and because I "luv" you, I'm giving you a sneak peek at some of my most successful sales stories right inside the CopyCloset:

<https://thecopycloset.com/wp-content/uploads/2017/02/Sales-Story-Sneak-Peek.pdf>

After reviewing the Sales Story Sneak Peek, which story types can you use in your business?

SECRET #6: BE PERSONABLE

In a world of social media and the constant yelling, “buy my stuff, buy my stuff,” it’s easy to forget selling is about human connection.

Now, here’s the truth:

People are more likely to say YES to people we know and like. That’s why livestreaming, videos and other marketing tools that personalize your brand are so popular.

So, what are some ways you can you make your brand more personable and approachable?

1. Replace stock photos from your website with photos of you and real clients/customers.
2. Use words to infuse your personality on every single page.
3. Personalize your About Page by engaging in a conversation with your browsers.
4. Showcase your expertise in video.
5. Use livestreaming to connect with your audience.

What will you do more of to show the human side of your brand?

SECRET #7: CRANK UP THE SPECIFICITY

Specific details make your writing more credible. In *Made to Stick*, the authors break down the types of credibility and the important role it plays in getting people to trust you enough to open their wallets:

“... concrete details don’t just lend credibility to the authorities who provide them; they lend credibility to the idea itself.”

For example, saying you have a community of 32,788 members sounds more believable than saying “tens of thousands of members.”

For your marketing content, I want you to think about how you can add concrete details. Consider technical data, user numbers, specific tools you use, number of members, number of customers and so on.

Where can you replace generic data with more concrete details?

MY MO' SALES NOTES

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.



Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).”

Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can grab your copy of *F.A.S.T. Money!* [here](#).