

**Exclusive Course**

# **10-Day Copywriting Challenge**

**Day 5**

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## **Day #5: Points**

You've established (and "agitated") the problem, shown the prospect that you care about his problem, and introduced your product or service as the solution to this problem. By this time your prospect is pretty interested in what you're offering. Now it's time to ratchet up this interest so that he starts to really want your product or service.

And how do you do this?

Simple: By sharing a list of "points," usually in the form of a bulleted list.

The purpose of this bulleted list of points is to tell your prospect all about the benefits of your product (or service).

You can think of these points as all the possible reasons why your prospect would want to take advantage of your offer. This is where you *tell your prospect what's in it for him if he orders and where you really sell your prospect on your offer.*

Here are the keys to creating a compelling list of points...

### **Tout Benefits**

Your product or service has a lot of features. But these features don't really mean much to your prospect, unless you can show how these features benefit the prospect. And that's why your points need to focus on the benefits of your product or service (not the features).

Let me explain by way of a few examples:

- One feature a jacket is that it has a nylon shell. The benefit of a nylon shell is that it's wind and rain resistant, which means the wearer stays warm and dry.
- One feature of an online marketing book is that it has a chapter on pay per click marketing. The benefit is that the reader can discover how to get boatloads of highly targeted traffic, almost instantly.

- One feature of an energy drink is that it contains no sugar. The benefit is that buyer won't drink empty calories or pack on extra pounds.

In other words, your bulleted list of points are a lot like headlines – they focus on the big benefits. Which brings us to our next key...

## Fire Your Big Guns

Time to take out your big guns again.

- What are the biggest benefits of your product or service?
- What benefits are the most important to your prospects?

These are the benefits you need to focus on in your bulleted list.

You may want to emphasize your best benefits somehow, such as by bolding them and/or putting them in bigger font to make them really stand out.

## Drive 'Em Crazy With Curiosity

Remember earlier when we talked about arousing curiosity in your headlines so that the prospect would read your letter?

This is another place in your sales letter to arouse curiosity. The difference is that you're arousing curiosity about your product. And that means the only way your prospects can satisfy this curiosity is by buying your product!

This works extremely well with information products (like books, reports, videos, etc).

Example: "What does your bank account have to do with an 800 pound man? You'll find out on page 28!"

And here is another approach from a real story: Marketing guru Joe Sugarman (of BluBlocker sunglasses fame) aroused curiosity to sell tons of sunglasses. He would show people's surprise reactions when they put on the sunglasses. Yet he never put the camera lens up to the sunglasses so that the prospect would see what it looks like.

Example: The movie trailer for "Paranormal Activity" didn't show movie footage. Instead, it showed the audience's terrifying reactions to watching the movie.

Granted, these were video clips. Nonetheless, you could describe a physical product (perhaps somewhat vaguely) so that you arouse curiosity. Or you could show a video testimonial that arouses curiosity in much the same way as the above two examples.

## Stir Their Imagination

You want these points to get your prospect imagining what it would be like to own the product and receive the benefits.

So once again, you may occasionally use the word "imagine" in your points.

The second thing you want to do is engage your prospect's senses. If you're selling a product online, your prospect can't handle it and he can't take it for a "test drive." Your letter needs to be the substitute for handling and using the product. Depending on what you're selling, you may mention the weight, the color, the smell, the feel of the product, etc.

Example: The weight and color are important features of a laptop. The smell is important if you're selling something like candles. The feel is important if you're selling something where comfort is important, like shoes or a pillow.

Now let's pull all these keys together. Below you'll find several examples of how to create compelling points. Note how some of these arouse curiosity, some tap into emotion, some engage the imagination... but all of them present a big benefit:

### Curiosity Examples:

- What's the secret to getting six-pack abs without going to bed hungry every night? You'll find out on page 37!
- Are you making these disastrous business mistakes? See the top list of 100 mistakes on page 50 - you might be surprised!
- You'll discover a surprisingly simple way to clean your carburetor - without removing the linkages!

- You'll find out why everything you've heard about SEO is all wrong - and what you need to do instead to get a never-ending flow of targeted traffic!
- **WARNING:** The FTC will come knocking at your door if you keep making this mistake. See page 23 for the surefire way to stay safe!

Imagination Examples:

- Imagine having your whole house smell like fresh-baked apple pie (just like Grandma's house) - no one will know it's a candle!
- Imagine clicking the "send" button and minutes later having your PayPal account flooded with new orders - now you can, once you know these email marketing secrets!
- Imagine the jaw-dropping looks you'll get when you show off your fully restored classic Camaro - no one will believe you did it yourself (on a shoestring budget)!
- Once you see for yourself how mouthwateringly rich and delicious this chocolate cake is, you'll find it hard to believe that it's so low in fat!
- You'll be amazed at how lightweight this laptop is - just four pounds - so you can take it anywhere!

*Please see the next page for today's assignment...*

## **Assignment: Day #5**

Today you're going to work on drawing up your bulleted list of points.

- Your first step is to list ALL the features and corresponding benefits of your product or service. This is just the brainstorming phase, so don't edit your list. No feature or benefit is too small to include on this list.
- Next, go through your list and choose those benefits that are the most important to your customer.
- Finally, create your points based on these benefits, being sure to arouse curiosity and engage the imagination whenever possible. You can use the included templates to help you craft your points!

God bless,  
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