



# Platform

UNIVERSITY®

## Module Nine

# Write Words That Sell

### Training Video One

How to Quickly Convert Humdrum  
Content Into Captivating Copy

### Training Video Two

How to Energize Your Home Base  
with Copywriting Techniques

### Training Video Three

How To Market Your First Product  
With An Irresistible Offer



# Write Words That Make You Money (Without Sounding Sleazy) with Michael Hyatt & Ray Edwards



Masterclass

What exactly is copywriting? To answer that, we brought in copywriting expert, Ray Edwards. He's been writing words that sell for decades and he's taught students (just like you) through his Copywriting Academy. In this Masterclass, Ray sits down with Michael Hyatt to offer his best copywriting advice, and what he's learned during his career about winning the trust of customers and clients and inspiring them to take action.

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# Training One: How to Quickly Convert Humdrum Content Into Captivating Copy



Deep Dive

In this training video, we will cover some copywriting basics including the Five Emotional Motivators you should keep in mind when you are writing copy. Remember this: creating good copy requires empathy and lots of practice.

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# Training One: How to Quickly Convert Humdrum Content Into Captivating Copy



Deep Dive

## Copywriting basics:

- Focus on Benefits vs Features when writing copy.
- Example of Feature-Focus copy: “This course has 3 videos, each more than 10 minutes long.”
- Example of Benefits-Focus copy: “This course will teach you how to build your own website.”
- Think about the primary action you want people to take, and write your copy geared towards that single action.



**Five Emotional Motivators:** positions or mental aspects that can be taken into context when writing copy to resonate with your audience

1. Encourage their dreams
2. Justify their failures
3. Allay their fears
4. Confirm their suspicions
5. Help them throw rocks at their enemies



# Training One: How to Quickly Convert Humdrum Content Into Captivating Copy



Deep Dive



**Five Pillars of Persuasion:** before you write any piece of copy, you'll want to answer these questions to help you craft your message



**Tip:** Refer to your audience avatar.

1. Person - Who are you writing this for?
2. Problem - What is the problem you are trying to understand and solve?
3. Promise - What is a meaningful promise you want to make them?
4. Proof - What measurable proof can you show that proves your promise is true?
5. Proposal - What offer are you making them?



# Training Two: How to Energize Your Home Base with Copywriting Techniques



Deep Dive

Your blog is the biggest opportunity for you to encourage your readers to take action. But how will you do that? In this training video, we'll highlight nine areas where it's easy to infuse effect copy and prompt your readers to take action.

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# Training Two: How to Energize Your Home Base with Copywriting Techniques



Deep Dive



**Tip:** Leverage every copywriting opportunity on your blog to prompt action from your readers



**Selling:** the act of inspiring an action of some kind

## Strategic places for compelling copy on your blog:

- 1.** Home page - put a call to action directly on your home page
  - Example: Want to grow your email list to 10,000 subscribers?
- 2.** About page - direct your readers to your top blog posts or your subscriber list
  - Example: Join my email list to get updates right in your inbox.
- 3.** Headlines - An opportunity to pull your audience in and get them to read your content
  - Example: 5 New Social Media Strategies You Need to Implement Today
- 4.** Email optin - focus on what your audience needs or wants like an optin that will solve a problem for them
  - Example: Discover the 5 habits that lead to lasting weight loss in my eBook



# Training Two: How to Energize Your Home Base with Copywriting Techniques



Deep Dive

Strategic places for compelling copy on your blog (continued):

- 5.** Mid-post - insert a clear call to action in the middle of your blog post
  - Example: Ready to build your online platform?
- 6.** Navigation links - highlight one item as the focus of your menu
  - Example: Get Started Here
- 7.** Buttons - Use buttons to prompt action
  - Example: Discover 5 secrets to creating viral content
- 8.** Blog post bio - put a call-to-action right in your bio
  - Example: Take my leadership assessment on my blog
- 9.** Products page - explain the benefits of every product you offer, highlighting your flagship product
  - Example: Learn to create a custom app in 10 days.



# Training Three: How To Market Your First Product With An Irresistible Offer



Deep Dive

In this training video, we'll be taking that landing page you created in Module Eight and turning it into a thing of copywriting beauty. We'll walk you through it step-by-step with a formula we borrowed from Ray Edwards.

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# Training Three: How To Market Your First Product With An Irresistible Offer



Deep Dive

Ray Edwards PASTOR Formula:

1. Identify the **P**roblem
2. **A**mplify the Problem
3. Solve the problem (with a Story)
4. Articulate the **T**ransformation (with Testimony)
5. Make the **O**ffer
6. Call for **R**esponse

Examples:

1. **Identify the Problem:** What's holding you back from creating an online course? Is it the technology? Are you overwhelmed with the prospect of creating content? Or are you simply lost on how to get the work done?
2. **Amplify the Problem:** The truth is, if you never create your online course, there's a good chance people out there will miss out on the incredible message you have to share. Not only that, but you'll miss out on the opportunity to truly change your life with a newfound level of independence, influence, and income that comes from selling an online course.



# Training Three: How To Market Your First Product With An Irresistible Offer



Deep Dive

3. **Solve the Problem:** Because Teachable is such an easy solution to use, it only takes ten minutes to create your first online course and start transforming lives right away.
4. **Articulate the Transformation:** Now that my online courses are on Teachable, my life is so much better. My courses are incredibly easy to create, update, and share with my audience! I've never looked back.
5. **Make the offer:** I encourage you to join me, and sign up!
6. **Call for response:** At this point, the decision is yours. You can keep dreaming of having an online course, or fumbling around with half a dozen tech tools to create a custom solution OR you can choose another path. Join me, and live a better life.



# Module Nine Additional Resources

Below you'll find helpful links, important resources and additional information to guide you while learn the craft of writing good copy.

**Ray Edwards' Website**



**How to Write Copy That Sells by Ray Edwards**



**Platform University Interview: How to Write Content People Want to Read with Ray Edwards & Michael Hyatt**



**Platform University Live Q&A Replay: Practical Strategies to Communicate with Power**





## Before you move on . . .

You did it! Here's your Module Nine checklist:

- Select your Product Focus
- Insert copywriting into the nine areas of your blog:
  - Home Page
  - About Page
  - Headlines
  - Email Optin Form
  - Mid-post
  - Navigation Links
  - Buttons
  - Blog Post Bio
  - Products Page
- Rewrite the sales copy of your online course using the PASTOR method