

COPY CHIEF

BEAT SHEET

The Advanced Copy Creation Blueprint

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What it does:

Provides a 9-step process for crafting ads that convert.

Great for:

Writing ads with confidence.

Prepare:

Know your product, customers, and competitors.

Pro Tips:

Do your research first. Organize the research. Then get creative, and use training to come up with big ideas. Organize creativity. And then write the first draft.

Remember:

Write the first draft without overthinking. Just write. Be outrageous.

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Worksheet:

Step 1: **Product Research:**

Experience the entire process of buying and using the product and document your experience.

Step 2: **Market and Customer Research:**

Research your market to get a clear picture of their pains, desires, goals, and frustrations.

Step 3: **Customer's Journey Research:**

Know the core problem, free and paid solutions in the market, and the new beliefs customers need to form that leads them to the purchase.

Step 4: **Organize research on 4X6 Index Cards:**

Go through a 10 point checklist to make sure that you've got everything that's needed to create a winning ad.

Step 5: **Brainstorm Big Ideas**

Brainstorm big ideas for both logical and emotional brains. Get creative.

Step 6: **Framework**

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Write an ad outline. It can be a summary in the form of bullets. Use the “Money Skill” ad specific templates as needed.

Step 7: **Write the first draft.**

Indulge in the process. Sell hard. Write the outrageous version first then walk it back in editing. Much easier to tame a wild piece, than to punch a lame one to life.

Step 8: **Review and Refine:**

Edit for the transition, compliance, readability, seek outside feedback, and refine.

Step 9: **Test and Optimize:**

A/B test major elements incrementally, such as big ideas, price, offer positioning, design, etc.

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