



# HOPE, NOT HYPE

**COPYWRITING**

**COURSE**

**How To Craft A Salesletter That Gets Orders By Giving Prospects Hope Instead Of Filling Their Heads With Hype**

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## Lesson One

# The Most Important Part Of Your Salesletter (It's Not What You Think)

Welcome to the "Hope, Not Hype" copywriting course!

I'm really happy that you chose this course. And that's because over the next ten lessons you're going to discover how to get more orders with salesletters that offer hope, not hype.

Let me explain...

Have you ever read a salesletter and just cringed? Chances are, you did that because the salesletter was full of hype. It included big, exaggerated claims. It used head games and psychological tricks to get people to buy. It may have even preyed on desperate people and crossed ethical lines to make the sale.

That's the sort of sales tactics that make your skin crawl. If nothing else, you want to take a long, hot shower after you read a salesletter like that.

So listen, I know you don't want your prospects to feel that way. You don't want to trick them or "hard sell" them into buying anything from you. You don't want to use head games just to make a few bucks.

What you want to do is HELP your customers. And you want a salesletter that genuinely reflects your desire to help them and give them hope that they can solve their problems and achieve their goals by using your product.

And that's why I've developed this course. Over the next 10 lessons you're going to learn how to create effective salesletters that offer HOPE, not hype. You're going to learn how to make money by making a difference in the lives of people.

With that in mind, we're going to jump directly into Lesson 1. Let's start with a question...

*What is the most important part of your salesletter?*

If you've spent any time learning about copywriting, then you're probably thinking it's the headline.

Sure, that's an important part of your salesletter.

But you know what?

It's NOT the most important part. And neither is the postscript, the call to action, the opener, the price, or any other part of the salesletter you may have in mind.

***The most important part of your salesletter is the ultimate claim you're making throughout the salesletter.***

This is the **big idea** – the main premise around which you're going to build your salesletter.

I'm talking about the **primary purpose and promise of your product**. This is the desired outcome your prospects have been hoping for.

Selling is easy when you are delivering what people want. Are you tracking with that? People will want to buy your product when you can help them get the results they want.

So, with that in mind, let's talk about how to develop this big idea, this main premise for your salesletter.

What you need to do is determine what the audience wants, what your product delivers, and the primary message your salesletter can present to serve as a bridge between those two sides.

Let's look at these separately...

## 1. What does your audience want?

To answer this question, you're going to need to do some market research. This includes:

- Researching marketplaces like Amazon, ClickBank and Udemy to see what your audience is already buying (because this is the strongest indicator you'll have for what they want).
- Reading reviews on popular products to learn more about what your audience likes and doesn't like, and what they desire in products.
- Checking the top sites in your niche to see what they're selling. If multiple marketers are selling similar products, that's a sign it's something your audience wants.
- Seeing what sort of content is popular on niche blogs and social media. Check out the blog comments too, which will give you insight into what your target market thinks.
- Talking to and even surveying your audience to get more insight as to what their biggest challenges are, what solutions they're seeking, and what outcome (result) they want.

Here's the next question you need to answer...

## 2. What does your product deliver?

To answer this question, you'll want to sit down and list all the benefits and outcomes of your product. This is where you define what your product does for the prospect.

Once you list all the benefits, then think about what, collectively, all those benefits do. That is, what outcome do they produce?

*For example, a feature of the Hope, Not Hype course is that it includes a salesletter template.*

*The benefit of this template is that it makes it quick and easy to create a salesletter using the principles outlined in this course.*

*The overall outcome of this course is that students will learn how to craft highly effective salesletters that offer hope...not hype, tricks or mind games.*

### **3. What is the bridge between the two? What hope do you want to offer the prospect?**

Now you need to compare your two lists of the benefits and outcomes your audience wants versus what your product delivers. You're looking for the overlap here.

Once you've determined the main outcome that your audience wants that your product also delivers, you'll want to distill it into a **succinct sentence**. This is your main premise.

*You're then going to build your entire salesletter around this premise.*

Point is, there is a big difference in how you frame your salesletter depending on who your audience is and what they want.

*Example One: Let's suppose you have a weight-loss product. Your "big idea" for a letter aimed at 20-year-old men who want to look good on the beach this summer is going to be much different from the big premise for a middle-age man who wants to lose weight because of a recent health scare.*

*Namely: "Shed the love handles safely and quickly so you can turn heads on the beach this summer" versus "Slim down safely and*

*quickly so you can look and feel healthier than you've ever been before".*

*Example Two: The premise for a "make money online" product is going to be different for stay at home moms than it is for someone who wants to retire early.*

*E.G., "Now you too can watch your children grow up when you discover how to make money from the comfort of your home" versus "Here's how to create a financial security net so you can retire early and enjoy your dream life."*

Here's the guiding principle for this statement: give your prospects hope. Hope that they can see real results for the challenge they face. Hope that your product can deliver what they want.

## **ASSIGNMENT: Your Turn**

Your assignment for this lesson is take the steps outlined above. Namely:

1. Determine what your audience wants.
2. Outline the main benefits and outcomes of your product.
3. Create a statement that serves as the bridge between these two (and which will serve as the main premise of your salesletter).

That's it for this time. In the next lesson you'll be learning how to craft a winning headline. See you there!

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