

HOW TO WRITE YOUR FIRST PIECE OF SLIPPERY COPY

In this lesson, you are going to learn about writing your very first piece of copy. You should have found the niche you are going to be targeting using Market Samurai and decided on the keywords that you're going to be using throughout the rest of Thirty Day Challenge.

Writing copy is a major stumbling block for most people when it comes to marketing so you should take some time to practice doing this. The reason why this is required is going to be revealed in Day 6.

Everything comes with practice and now is the time to get started and have your first of copy created. As you will see, using the tips in this lesson, this can be quite easy.

For demonstration purpose, you are going to see how to do this on the keyword *vintage guitar*.

Note: You should take the niche and keyword that you've decided on and use it as a practice.

The first thing you want to do is bring up Amazon and search the site for *vintage guitar*.



You should see a screen full of products related to the keyword.



The first product is **2008 Official Vintage Guitar Magazine Price Guide**. You want to make that sound a bit more exciting. Click on the product title to have a look at the actual product.

In another video you will learn how to use ClickBank and perhaps use some of the copy the affiliate center already provides. However, as you are now trying to test the market, Amazon may be the first and probably the best place to get your first product to test whether people actually buy.



Scroll down a bit to find the **Editorial Reviews** of the product. You will see the copy here.



The screenshot may be too small to view, so here's the actual word per word *copy and paste* of the content.

The Official Vintage Guitar Magazine Price Guide continues to be the industry-leading reference for values on vintage and collectible guitars, basses, lap steels, mandolins, ukuleles, banjos, amps, and effects. The expanded 2008 edition spans over 500 pages and includes information on more than 1,400 brands and more than 1,000 photos, plus a detailed look at the "hows" and "whys" of the collectible instrument market. This guide is the only such work to cover all this in one very affordable volume!

From the sales standpoint, you may find the copy to be a bit *boring* but nevertheless copy it as an example for a guide on how NOT to write copy for this niche. You should also consider looking at the reviews because often people are writing in a more passionate style.



If you find anything interesting that could be used for sales copy, you should copy it for later use.

Now let's rewrite the above copy to make it better. First off, you want to look for some of the features. The following copy is still the same as above but it is divided into four separate parts, each contains individual features.

The Official Vintage Guitar Magazine Price Guide continues to be the industry-leading reference for values on vintage and collectible guitars, basses, lap steels, mandolins, ukuleles, banjos, amps, and effects.

The expanded 2008 edition spans over 500 pages and includes information on more than 1,400 brands and more than 1,000 photos

plus a detailed look at the "hows" and "whys" of the collectible instrument market

This guide is the only such work to cover all this in one very affordable volume!

You should not mention about price too soon in the copy. Dan recommends to let the visitors go through and have a look at the product first, unless you are advertising when you want to negatively incentivize people so you don't attract freebie seekers and tire kickers. However, for sales copy, you can safely ignore pricing for this moment.

A word that is frequently used in the marketing industry is *discover*. You may want to consider using this as a leading statement to make people want to find out more.

Discover the value of Vintage and Collectible Guitars and Basses.

From the marketing point of view, you'd like to use this kind of statement because it draws people in and find out themselves about the secret. In later training, you are going to learn this in a bit more detail.

If you are a serious collector, or trade in Vintage Guitars then this is a must have book which examines the collectible market and gives you the inside scoop on the industry.

This statement makes the readers think they are part of an exclusive group of people (collector).

Next, let's include some of the features but make them appear interesting.

Contains over 500 pages and 1,400 brands, this is an essential guide that could literally save you thousands of dollars, or skyrocket your profits.

For collectibles, they may be interested in saving money but for traders, being able to make more profits can be very compelling.

Uncover the real value of these instruments, and gain a killer advantage. Get your copy today.

You are basically let them in on the inside of how much this thing is really worth. The first draft may be slightly better than the original version. You should be aiming for 30-50 words for now though so the draft may be a bit too long and not particularly slippery.

Slippery in copy means that people who read that content would want to know more about the thing you're telling them. In fact, you are leading them down the golden path until they ultimately click on through your link and make them go to your web page or affiliate product sales page.

It is necessary that you make the content as compelling as possible, given at least a reason why they actually want to go through and find out the product.

The first draft may not do very well in this regard but it is in some ways better than the original product description.

Discover the value of Vintage and Collectible Guitars and Bases. If you are a serious collector, or trade in Vintage Guitars then this is a must have book which examines the collectible market and gives you the inside scoop on the industry.

Contains over 500 pages and 1,400 brands, this is an essential guide that could literally save you thousands of dollars, or skyrocket your profits.

Uncover the real value of these instruments, and gain a killer advantage. Get your copy today.

Based on this content, try to rewrite it and make it better and shorter. The first paragraph sounds good so that goes into the new draft.

Discover the value of Vintage and Collectible Guitars and Bases. If you are a serious collector, or trade in Vintage Guitars then this is a must have book which examines the collectible market and gives you the inside scoop on the industry.

Perhaps the features can be shortened a bit.

This essential guide will help you uncover the real value and could literally save you thousands of dollars, or skyrocket your profits. Want a killer advantage? Get your copy today!

Effectively, you are taking the second paragraph out of the copy but still include some of the pieces into the new draft. The focus is now on the two benefits (save thousands of dollars and skyrocket profits) and on gaining the killer advantage.

The idea is to shorten the copy without losing any of the value. But still, this is a bit too long (72 words). So, let's try harder!

Discover the real value of Vintage and Collectible Guitars and Basses. This essential guide give you the inside scoop on the Guitar market and could literally save you thousands of dollars, or skyrocket your profits. Want a killer advantage? Get your copy today!

The latest draft is not 43 words in length. You may be able to rewrite them a few times again but it is important to remember that the copy doesn't have to be perfect the first time.

Now it is more about getting a piece of copy written and getting yourself comfortable in writing copy. Don't worry too much about getting all the essential elements in. Just try to lead people down the path.

The final draft sounds pretty good and it is going to be used as an example web site. Seriously, you should get out there and start writing a couple of small snippets like this about your product. The length could be in the rage of 30-50 words.

Again, you will know why you want to do this soon in later lessons.

So, save the final draft of the copy to a folder so you can find it later easily. Also, don't forget to save a picture of your product. If the image is too big, you will learn how to do manipulate it in another lesson.



Right click on the image and click **Save Image As**. Save it to the same folder as above so you have them both at the same place.