

Why You Should Write Copy As If It Were Junk Mail



Are you ashamed at how vulnerable you are to junk mail? Don't be. As a writer yourself, junk mail has a lot to teach you about becoming an even better direct response copywriter.

Indirect Response vs. Direct Response And Why You Need Both

Indirect response copywriting: Copy that eventually leads to a purchase over time by building trust and awareness.

Direct response copywriting: Copy that pushes for a purchase immediately, at the end of the copy.

What indirect response copywriting techniques do you use today?

What direct response copywriting techniques do you use today?

Brainstorm how you can incorporate direct response copywriting techniques into your inbound marketing. Think of calls to action you may be able to embed throughout your content to increase shares, subscribers, customers, etc.

Add mystery and intrigue into your copy. How would you get someone to open your mail, email, or read your copy in general?

How can you invoke curiosity to entice action?

How can you include psychological triggers in your content with questions that intrigue like "How much should you tip the waitress when you're planning to steal the ashtray?"

How can you include urgency in your content to create scarcity?

What are the features you'd like to talk about?

Why would your readers care about the features?

Now that you know what you'd like to say and what your readers really want, what are the best topics to communicate to your readers to help them envision themselves as rock stars?

- 1.
- 2.
- 3.
- 4.
- 5.

What can you give to your readers for free just for reading your copy?

- 1.
- 2.
- 3.
- 4.
- 5.

Brainstorm how you can incorporate the word free and its synonyms in your copy:

- Free
- Gratis
- On the house
- Yours to keep
- Outright present
- Without cost
- Without charge
- Not a penny

Look for common words and find exciting synonyms for your adjectives and verbs.

Original Words:

Exciting Words:

How can you use lead-ins to help your readers understand they are the ones who will benefit from reading your copy?

Fill in the blanks with your message:

If you love _____, this new _____ will do you a world of good.

Dear _____, here's how you'll become an even better _____.

Try one yourself:

One final check for your direct response copy:

Use a startling, attention-grabbing headline.

How To _____ That Will Help You _____

Proof That _____ Won't _____

23 Ways To Get Even More From _____ To _____

How To _____ So You'll Feel Like A _____

Why _____ Will Make You A Better _____

10 Rules For _____ Your _____ Will Love

What _____ Will Teach You About _____

How To _____ When You _____

Will _____ Help You _____?

How To _____ With A _____

Demonstrate how your reader will benefit by reading your copy.

Correct or Incorrect (You want these to be correct!)

- Your copy doesn't focus on how awesome your company or product is.
- Your copy focuses on how awesome your readers will be after using what you have to offer.
- Your copy focuses on employing all of the brainstorming you just put in to this worksheet
- Your offer isn't an ad, but truly an offer in the form of a deal that cannot be refused.
- You have a clear call to action that details how your readers will be awesome if they only accept your offer.
- You have your offer in multiple locations in your copy, preferably phrased a couple different ways.
- Your offer is logical.

Do you write a lot? Bring some sanity to your life with CoSchedule, your marketing calendar for everything. Start writing even more efficiently with your 14-day free trial today.

Hear The Raves



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for "WordPress Blog", "Schedule", and "Settings". The "Schedule" tab is active, showing a calendar grid with columns for days of the week (SUN, MON, TUES, WED, THURS, FRI, SAT). The grid contains several scheduled posts with their respective times and titles. A large CoSchedule logo is overlaid on the calendar grid.

SUN	MON	TUES	WED	THURS	FRI	SAT
	<p>8a 5 Tips For Writing Better Blog Headlines Marketing</p> <p>8a 5 Tips For Writi</p> <p>9p Don't Miss: 5 T</p>	<p>8a 5 Tips For Writi</p>	<p>4p Schedule Your Blog Like a Content Pro Content Planning</p>	<p>8a Schedule Your</p>		
	<p>8a Planning Your New Editorial Calendar</p>	<p>10a Grow Your Audience & Traffic Now</p>	<p>9p Schedule Your</p>	<p>8a Grow Your Aud</p>		<p>9p Grow Your Aud</p>