

# **Content Creation Made Easy**

Module #3: Copywriting Kit  
15 Ways to Introduce an Offer

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# 15 Ways to Introduce an Offer

## 1. Introduce the offer directly (especially if your product name conveys a benefit).

For example:

- Introducing "Hang-Gliding Made Easy!"
- Introducing "Small Reports Fortune"!
- Introducing "How to Housetrain Your Puppy in Just Three Days!"

## 2. State your USP.

For example:

- Announcing the only online marketing course that comes with a "triple your money back" guarantee!
- Announcing the only search engine optimization software that comes with free installation and free 24/7 telephone support!
- Introducing "The Wowie Online Marketing Course," the only home-study course that comes with your choice of audio, video or text versions of these eye-opening secrets!

## 3. State the main benefits.

For example:

- Introducing "Whizbang Dieting," the quick and easy way to burn fat fast!
- Introducing "Dr. Feelgood's Joint Health Remedies," the quick and easy way to get rid of joint pain!

- Introducing "One Million by 65," the pain-free way to save for retirement!

#### **4. Share a discovery.**

For example:

- Announcing the top-secret SEO tool that cracks the Google code and puts you on the front page for nearly any keyword you choose!
- Introducing "No More TMJ," the ONLY place you can get your hands on my breakthrough discovery that gets rid of TMJ jaw pain in just 15 minutes...
- I finally discovered the secret of getting more energy - and now you can too when you read my brand new book, "Energy for Life!"

#### **5. Educate the prospect.**

For example:

- ...You've already discovered the first two steps you need to do to get top Google rankings. The third step is simple: Read my brand new report...
- ...Once you've put together the decorations for your theme party, there's just one thing left for you to do - cook a great meal. And you can get 293 recipe ideas when claim your copy of this brand new book...
- So far you've discovered 15 alternative remedies you can use to avoid a trip to the doctor. But that's just the tip of iceberg. When you order your copy of "Home Remedies for Everyone," you'll get a whopping 497 tips, treatments and cures for whatever ails you...

## **6. Let the prospect know what they're NOT getting. (Introducing \_\_\_\_\_. This isn't about \_\_\_\_\_...)**

For example:

- Introducing "Overcoming PTSD." This isn't about popping pills...
- Introducing "Healing a Broken Family." This isn't about getting back together for the sake of the kids or pretending like the divorce never happened...
- Introducing "Get a Good Night's Sleep." This isn't about counting sheep or drinking warm milk before bed...

## **7. Get the reader to imagine the benefits. (Imagine \_\_\_\_\_. Now you can \_\_\_\_\_!)**

For example:

- Imagine how much money you'll save once you learn how to fix your own motorcycle. Now you can with "Motorcycle Repair and Maintenance Made Easy!"
- Imagine landing the starring role in your community theater productions. Now you can when you claim your copy of "Landing the 2nd Audition!"
- Imagine touring the Forbidden City and the Great Wall of China. Now you can, once you know the secrets revealed in "China on a Budget!"

## **8. Refer to tips, secrets and strategies shared inside your product.**

For example:

- Inside this brand new report you'll discover how eating fat burns fat, plus you'll discover which 27 fats you should

include in your diet. (Peanuts, almonds, salmon and 24 others!)

- Introducing "Masterpiece Cleaning and Restoration," where you'll find out how to clean and restore an antique painting to actually increase its value! Plus you'll discover...
- Introducing "The Rockhounder's Guidebook," your guide to uncovering and identifying some of the world's most valuable rocks, gems and minerals, including...

## **9. Compare the product to the competitor's product.**

For example:

- You know how other guidebooks require that you practice for two hours a day? You can cut that down to just 30 minutes when you claim your copy of "Learning to Play the Guitar Like a Rockstar."
- You know how other diets make you eat rice cakes and carrot sticks for snacks? You can eat chocolate when you follow my new diet plan...
- Just look at the chart below to see how my software offers 19 features you won't find in the competitor's software (and you get it all for a lower price!)

## **10. Share specific results you've achieved using the product.**

For example:

- This traffic generation strategy took me from \$3845 per month to \$13,890 in just 60 days - imagine what it can do for you!
- I went from being a wallflower to the life of the party - just imagine what it can do for you!

- I sold my home for top dollar in just 72 hours - and it never even made it into the regular MLS listings!

## **11. Share specific results someone else has achieved using the product.**

For example:

- Paul didn't have a date for six months. But things changed fast -- he set up three dates in the first 24 hours after reading this book!
- Amanda used to get a tension headache at least twice a week due to her stressful job. She's been headache-free now for six weeks - and she didn't have to change jobs!
- Carrie has started getting asked for her identification when she buys wine - and she's 33 years old! That's the power of the anti-aging secrets you'll find inside this book...

## **12. Tell why you're uniquely qualified to offer this product.**

For example:

- I'm a former schoolteacher with 15 years of experience under my belt. That's why you can trust the homeschooling information you find inside my brand new report...
- I'm a registered nurse, so you can bet I know a thing or two about getting rid of knee pain...
- Over the past 20 years I've helped my clients make over \$591 million...

### **13. Share something interesting about how the product was created.**

For example:

- You don't just get one guy's trading strategy. You get 37 stock-trading strategies from 37 of the world's best traders!
- What's so unusual about this book? Just this: We pulled 100 people off the street and showed them how to make money online using the strategies inside this book. Every single one of them made \$75 within 24 hours..
- I searched high and low for the perfect membership script. Three years, 17 scripts, and \$21,938 later, I knew there was only one solution: develop my own script. And now for the first time ever I'm letting you use the script that's put \$753,112 into my pocket..

### **14. Tell readers why they should listen to you. (Establish credibility with proof.)**

For example:

- I hold the top spots in Google for the most competitive keywords in some of the most cutthroat markets. Go ahead and search the following words in Google to see for yourself that I know what I'm talking about..
- But you don't have to believe me. Instead, search for my name in Google. There you'll see my entire 10 year, rock-solid history of putting out best sellers. You'll see that I've worked with some of the top people in the business, including..
- Click [here](#) to see the current New York Times bestseller list and you'll see my book near the top of the list..

## **15. Engage the reader by having them take a quiz or think about something specific.**

For example:

- What are your "going green" sticking points? Check all that apply:
  - It's too expensive to buy a hybrid car.
  - I need a 4X4 to get around safely in the winter.
  - Hybrid cars are too small for my family...
- What features would you like in a blogging script? Check all that apply:
  - I want to post to my blog from my email account.
  - I want to post to my blog from my iPhone.
  - I want to create a search engine optimized blog...
- What would make it easier for you to stick to a diet?
  - I need to eat dessert every day, otherwise I feel deprived.
  - I need to occasionally eat my favorite foods, like pizza and cheeseburgers.
  - I need a diet that's flexible enough to let me go out to my favorite restaurants for dinner at least once a week...