

Micro Coaching Course™

Bonus: Copywriting Template Set

3 Prehead Templates

1. Shock your readers.

A. _____ Have LIED to You!

- The Internet Marketing Gurus Have LIED to You!

B. The Rumors are TRUE: _____ – and You Could be Next!

- The Rumors are TRUE: The Government is Spying on Citizens – and You Could be Next!

C. _____ is DEAD!

- PPC Marketing is DEAD!

2. Ask a qualifying question.

A. Are you having problems _____?

- Are you having problems getting pregnant?

B. Do you ever dream of _____?

- Do you ever dream of building your own log home?

C. Would you like to _____ that will amaze your friends?

- Would you like to teach your dog tricks that will amaze your friends?

3. Make a statement to qualify the prospect.

A. You're tired of _____!

- You're tired of the never-ending housework!

B. Your _____ - if only there was an easier way!

- Your back aches from weeding the garden – if only there was an easier way!

C. Your _____ makes you feel like you're at the end of your rope...

- Your teenager makes you feel like you're at the end of your rope...

3 Headline Templates

1. You Can _____ ... Even if _____!

- “You Can Lose Weight Fast... Even If You LOVE Going Out to Eat!”
- “You Too Can Change the Oil In Your Car... Even if You Don't Know the Difference Between Lipstick and the Dipstick!”
- “You Can Have a Beautiful Wedding... Even if You're on a Shoestring Budget!”

2. How to _____ in Just _____!

- “How to Safely and Easily Lose Five Pounds in Just Five Days!”
- “How to Get Rid of Your Dog's Fleas in Just One Afternoon!”
- “How to Get Your Ex Back in Just Seven Days!”

3. Discover the Secret(s) of _____!

- “Discover the Secrets of a Millionaire Online Marketer!”
- “Discover the Secrets of Buying a New Car Without Paying Too Much!”
- “Discover the Secrets of Getting Your Historical Romance Book in Print!”

3 Posthead Templates

1. Tell the prospect they can do it too.

A. Yes! You Too Can _____!

- Yes! You Too Can Improve Your Bowling Score!

B. I Discovered the Secrets of _____ – And You Can Too!

- I Discovered the Secrets of Making a Living Selling Other People's Junk – And You Can Too!

C. At Last! Now You Too Can Quickly and Easily _____!

- At Last! Now You Too Can Quickly and Easily Build Your Own Swimming Pool Solar Panels!

2. Assure the prospect that it's easy to receive the benefit.

A. Now You Can Learn to _____ – And It’s Easier Than You Ever Thought Possible!

- Now You Can Learn to Sail Like a Seasoned Captain – And It’s Easier Than You Ever Thought Possible!

B. Here’s How to Effortlessly/Easily/Magically/Automatically _____!

- Here’s How to Effortlessly Save for Your Child’s Harvard Education!

C. Here’s the Easy Way to _____!

- Here’s the Easy Way to Learn to Speak Spanish!

3. Mention something surprising about the benefit and crush an objection.

A. Now You Too Can _____ – Even If You Can’t _____!

- Now You Too Can Remodel Your Own Kitchen – Even If You Can’t Read a Measuring Tape!

B. Now You Too Can _____ – Even If You’re Already _____!

- Now You Too Can Retire as Millionaire – Even If You’re Already 55!

C. Now You Too Can _____ – Even If You Can Only _____!

- Now You Too Can Become an Artist – Even If You Can Only Draw Stick Figures!

3 Ways to Open Your Letter

1. Ask the prospect to imagine past hurts.

Here are a few examples:

- Do you remember what it felt like the last time you stuttered in front of strangers? You wanted to just run away and hide under a rock. Do you remember how it felt when they smirked and laughed at you?
- Think back to the last time you were forced to give a public speech. Your palms were wet. Your mouth dry. Your knees were shaking so bad you thought you’d fall down. And your heart was pounding so loud you swore they could hear it in the back of the room...
- Do you remember what it was like the first time you threw a dinner party that flopped? Maybe the Beef Wellington was dry and overcooked, and your guests were too polite to mention it. But you could tell they knew... and you were so embarrassed.

2. Tell the prospect your (painful) story.

For example:

- I was 300 pounds and I couldn't even bend over to tie my own shoes...
- I still remember all the rejection letters from publishing houses. If I put them end-to-end I bet they would have made a path from New York to San Francisco...
- The first time I tried to arrange flowers, it looked like a five year old put the vase together...

3. Tell the prospect someone else's (painful) story.

Here are three examples to help you think about how you might open your letter with a story:

- Jack was fat. No, take that back – he was morbidly obese. And worst of all, Jack was only 13 years old...
- Raul's house was sitting on the market for nearly a year. And for nearly a year, Raul ate up his savings account trying to pay for a mortgage on this vacant house while paying rent for an apartment some 500 miles away. Soon the creditors were calling, hounding him...
- Every time Lee got to the free throw line during a basketball game, he choked. He couldn't stand the jeering audience and the fact that everyone was staring at him...

3 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 House-train 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!

3 Ways to Offer Proof

1. Post a screenshot.

Examples:

- Post a screenshot of your PayPal account to show proof for an online marketing product.
- Post a screenshot of your top Google rankings for competitive keywords to give proof of your search engine optimization expertise.
- Post a screenshot of your Twitter account to show how many followers you have.

2. Show a video that offers proof beyond that of a simple screenshot.

Examples:

- Post a video of you logging into your ClickBank accounts to show your affiliate sales for an affiliate marketing product.
- Post a video of you installing software to show just how easy it is to install and customize (even if the buyer doesn’t have any technical know-how).
- Post a video of you logging into your bank account to show proof of income for a real estate flipping course.

3. Show a “results” video.

Examples:

- Post a video of a dog doing tricks for a trick-training product.
- Post a video of a couple dancing beautifully at their wedding to provide proof for your “how to dance” product.
- Post a video of you (or someone else) doing a heavy bench press as proof of a strength training course.

3 Fill-In-The-Blank Bullet Points

1. See page [page #] to discover a little-known way to [get benefit]!

For example:

- See page 7 to discover a little-known way to build a beautiful garden arbor that will leave your neighbors green with envy!
- See page 129 to discover a little-known way to put a stop to your toddler’s temper tantrums!
- See page 86 to discover a little-known way to teach your parrot to talk!

2. At last! Find out what thousands of other successful [niche group members] know about [benefit]!

For example:

- At last! Find out what thousands of other successful online marketers know about attracting joint venture partners!
- At last! Find out what thousands of other successful teachers know about creating lesson plans that both you and your students will enjoy!
- At last! Find out what thousands of other successful real estate agents know about getting top dollar for ANY property!

3. Revealed: Why [common activity] will NEVER [get benefit] – and what you need to do instead!

For example:

- Revealed: Why traditional bench presses will NEVER give you big pecs – and what you need to do instead!
- Revealed: Why dating sites will NEVER help you find your soul mate – and what you need to do instead!

- Revealed: Why nicotine gum will NEVER help you stop smoking – and what you need to use instead!

3 Ways to Call the Prospect to Action

1. Justify the price.

- Would you trade a pizza for these money-making secrets? If you act now, you get everything you see on this page for the price of a medium pizza – just \$14.97! You won't find a better deal around. So take out your credit card and click the buy now button to get started...
- You can't afford to NOT get this hurricane preparation book today. Just imagine what would happen if a hurricane hit before you were ready. Imagine not having the necessary food and water or the access to medical help in the event of an emergency. This book is just \$9.99 – and it's a small price to pay for peace of mind. Click here now to download this life-saving information...
- You get the complete “Make Money at Home” DVD set for the low price of \$27. Think of it: If you use just one strategy from this course you can easily recoup your investment and start putting a profit in your pocket. So take out your credit card now and click the “buy now” button below to get started...

2. Reverse risk by offering a free trial.

- You don't have to say “yes” today. You don't even have to send any money! Simply join now and try it absolutely free for one week. If you love it – and I'm sure you will – then do nothing and your credit card will be charged \$27 for next month's membership... and you'll get uninterrupted access!

Click the “join” button below right now to get started...

- Look around and you'll see others charging \$50 a month or more for their home study courses – and none of them guarantee results like I do. Now I'm going to sweeten the pot further by making you an offer you can't refuse: Join now and your first month is free. If you agree that this is the best money making course, do nothing and you'll get uninterrupted access to these materials for just \$19 a month...

Click the join button to get started...

- I'm going to make you an irresistible offer: Try out the “Alternative Home Remedies” course now for FREE for 30 days. If you like it, do nothing and it's yours to keep for just \$19. Otherwise ship it back to me at my expense without obligation.

Click the order button to get started now...

3. Reverse risk by offering a low-cost trial (\$1).

- Most people pay \$47 a month for their membership. But if act now I'll give you a one month trial for just \$1. If you're not absolutely thrilled with the affiliate marketing training guides – if you don't agree that this site will turn you into a successful affiliate – then simply contact me within 29 days and you won't get billed for the 2nd month.

If you love it (and I'm sure you will) then do nothing – your credit card will be charged just \$47 next month and you'll get uninterrupted access to everything we've talked about on this page!

Click the “join” button below to get started...

- Here's an unbeatable offer: Join now and you get the first month's issue of this affiliate training newsletter for just \$1. If you agree that this newsletter reveals money-making tips that you've never seen anywhere else, then do nothing and your subscription will continue for just \$17 per month. Otherwise cancel within 29 days and keep the first issue as my gift to you.

Fair enough?

Then take out your credit card and click the order button below now to get started...

- You're getting \$99 worth of marketing secrets – and if you act right now, you can access to the site for just \$1 for the first month. If you agree that this is your ticket to quitting your day job, then you can continue your subscription for just \$17 a month.

You won't find this sort of information anywhere else!

So get out your credit card and order now to get instant access!

3 Ways to Express a Guarantee

1. The simple guarantee.

- Your Satisfaction is Guaranteed!

You have a full 90 days to try it out risk free. If you're not absolutely satisfied with this product, simply email me for a full, prompt and courteous refund!

- You'll Love This Course – Guaranteed!

Your satisfaction is 100% guaranteed! Simply look over this course for the next 60 days risk free. If you're not absolutely thrilled with these strategies, call me at 1- 800-xxx-xxxx and I'll cheerfully refund every penny!

- Love It Or Your Money Back!

Order with confidence! If you're not 100% thrilled with my product, simply let me know within 60 days and I'll cheerfully refund every penny!

2. The unconditional, “no questions asked” guarantee.

- Your No Quibble, No Hassle Guarantee

Go ahead and download the product right now. Try out every tip, trick and strategy for the next 60 days. If you're not absolutely convinced that this is the course that will finally turn you into a professional photographer, I'll buy the course back from you -- no hassle, no quibble, no kidding!

- My Iron-Clad Promise to You

Buy with confidence! If you're not satisfied with your dog training DVDs for ANY reason, simply mail them back to me and I'll issue you a prompt and courteous refund – NO QUESTIONS ASKED!

- Your No-Questions-Asked Promise!

I know you've seen “no questions asked” guarantees before. And maybe they didn't ask questions, but they sure made you jump through a lot of hoops to get your money back.

Here's the thing: If you're not completely satisfied with this product for any reason, you'll get your money back with 24 hours – guaranteed. No hassle, no hoops and no questions. Fair enough?

3. The conditional guarantee.

- Lose 10 Pounds Or It's FREE!

Go ahead and download this amazing weight-loss course right now. If you follow the diet plan and you don't lose 10 pounds in the next 30 days, I'll refund every penny -

guaranteed! Simply send me your food log and I'll send you your refund – simple as that!

- Make \$1500 – Guaranteed!

Buy with confidence! If you don't make at least \$1500 buying and selling on CraigsList.org in the next 60 days, I'll buy this course back from you! All you have to do is send me a detailed log of your ads – if I can't help you tweak those ads so that you make at least \$1500, I'll refund you money!

- Get Results – Or Get Your Money Back!

I guarantee your dog will be housebroken in just 72 hours from now – or the course is free! Simply send me your housebreaking log showing when you took the dog out and when she was kenneled, and I'll send you your money back. Simple as that!

3 “P.S.” Templates

1. Use the P.S. to reiterate the main benefit.

- P.S. Order now to discover the secrets of saving your marriage... because you deserve a life of happiness!
- P.S. Click here to order your copy of “Halitosis Be Gone” – and get ready to enjoy fresh breath!
- P.S. Order now to get your hands on “How to Carve a Flute” – soon you could be making a living with your very own flute-carving business!

2. Use the P.S. to recap the offer.

- P.S. Remember, when you order now you get both the vegetarian recipe book and the “101 Tofu Recipes” book!
- P.S. Hurry and claim your complete money-making package right now, which includes the Blogging Made Easy video, the Affiliate Marketing Secrets video and the Cash-Pulling Copy Made easy report! You get all three money-making pieces for one low price... so order now!
- P.S. Don't forget that when you lock in your membership you get instant access to the PLR material, the easy site builder AND the private members-only forum!

3. Use the P.S. remind the prospect of a free bonus.

- P.S. Don't forget that when you order the Duck Hunter's Guidebook you'll also get the "How to Train Your Retriever" video series absolutely FREE!
- P.S. Remember, when you order the "Overcoming Pet Grief" book you'll also get the "How to Tell Your Children About Your Pet's Death" report absolutely free...
- P.S. You'll love getting older once you've watched the "Aging Gracefully" video series! And don't forget that you'll also get the "Anti-Aging Nutrition Handbook" absolutely free when you order today!

3 Subheadline Template

**1. Now You Can Get Your Hands on the Greatest Gold Mine of _____
Secrets Ever Stuffed Into a _____!**

- Now You Can Get Your Hands on the Greatest Gold Mine of Affiliate Marketing Secrets Ever Stuffed Into a Membership Site!
- Now You Can Get Your Hands on the Greatest Gold Mine of DIY Home Repair Secrets Ever Stuffed Into a Book!
- Now You Can Get Your Hands on the Greatest Gold Mine of Skateboarding Secrets Ever Stuffed Into a Video!

2. You Won't Believe What I Discovered About _____!

- You Won't Believe What I Discovered About Getting Rid of Moles!
- You Won't Believe What I Discovered About Designing Web Pages!
- You Won't Believe What I Discovered About Making Candles for Fun and Profit!

3. Are You Ready to _____?

- Are You Ready to Throw Away Your Fat Clothes Once and For All?
- Are You Ready to Find True Happiness In Your Life?
- Are You Ready to Start Attracting More Men?