

Michael: Hello. Welcome to this audio. My name is Michael Giannulis. Excited to have you here. This is not gonna be like this crazy professional produced thing. This is just me talking to you sharing my thoughts on how to obliterate the blank page, because that's important to me. I've been writing copy for, geez, at this point almost 12 years. That means writing advertisements that gets people to buy stuff. So I'm from the old days so we call it a squeeze page. You might call it a lead capture page, the ability to be able to get people to give you their name, their email, phone number, all those type things.

Full blown sales pages to get people to pay you money, webinars, emails, post cards, flyers, all those kind of things. We're gonna talk about ways that you can actually just get started, because I find that so many people when they have to write something, really anything they have to write, they put it off. We tend to procrastinate and part of that is because we just don't have a process or things to do. So if you go through this audio, I hope by the end of it, that you'll be able to turn around and put it use and at least have three or four pages of notes and comments and things that you can then take and put to use when you write your actual sales copy, okay?

So if I pause or stutter, just know that I do have a slight stutter so that happens from time to time. I work very hard to control it but I can only do what I can do, right? All right. So this won't tie into the book exactly. This is more or less just my thoughts as I go. So let's go ahead and get started. I'm gonna pull up my notes. If you hear any noises, that's just me going through my notes, okay? So we want to begin with the idea, more of a very high end piece here is that there's, I've broken this down into five different sort of areas.

And because I'm a copywriter and I love alliteration and all those kind of things, I did my best to make all the names start with a P, because that's how just how cool I am, right? So we have the prospect, that's kind of part one. And we'll talk about that. We have the problem. We have the proof. We have the product. And we have the proposition, okay? So these are, for me, the five broad areas that we're gonna focus on to break down how you're gonna write your sales copy. Okay? So I do want to say before we dive in completely that this is a problem that we all go through, there's nothing wrong with it. We all procrastinate. We all kind of put things off. It's just humans. So my goal with this is not to solve all your problems and you just fix but it's to give you one more tool to add as you put it to practice.

I believe that you can actually do pretty good and I'm from the school where you just got to get started. You have to do something. So if you begin by writing down some thoughts, guess what? You're writing copy. You've begun, right? So because of that, as you read the actual book, you'll see that there's pieces that I have you do. We ask questions and things like that, it's just to get your mind starting to think, because if I ask you a question, you're programmed to pretty much respond with something.

The cool thing is, that's a great way to write, because it will get you thinking, it will get you to write which is the whole key. So when you're done with all this, you'll be able to

take everything and go back through it, all right? And then actually be able to write something. So let's go ahead here and get started. Let's talk about the prospects. What do I mean by that? So the prospect is who you're selling to, right? Who the person is, that's who you've got to speak to. And I find that a lot of people, sadly, they kind of skip over that. They don't really think about who the prospect is, what they want, or any of those things.

So you've got to begin there. One way to think of the prospect is to think of your audience. Who are you speaking to? So many times if you've ever had to give a speech or give a talk, they'll tell you to modify your talk based on who you're speaking to. So if you're speaking at a school to a bunch of kids who are 10, obviously you're going to change the way you talk as compared to if you were going to give a speech on climate change to a college course, right? You're definitely gonna talk in a different way.

You may have the same message but you might find that the way you present it changes. So that's the big key here is you've got to begin by thinking about your prospects. So write down who you think your product is best for. Figure out who that person is. You can even create a thing where you just kind of write down everything about them. They call it an avatar, that's the word. So yeah, you can create that avatar which is just an idea of who your ideal prospect is. When you do that, you end up, it helps you because you can then kind of as you write, you can think about who is the person that you're speaking to? Because that's just a big important key is that who.

When it comes to how do you break that down, well, you can look at demographics and demographics talk about a lot of the, you would almost call it the external aspects of your prospect. So we're talking about their gender, we're talking about their age, we're talking about their marital status, their income. So these are all, in a way, external factors that help define them, race, ethnics, right? These are all things that we don't really control per se, but they're external, they're outside of us, but they're also important because in marketing, we face reality and we know that certain demographic external factors will impact the way we speak to them and where those kind of people hang out. Because then we can use this not only with crafting our copy to convert people to sell what it is we're trying to sell but we also can use that to decide on where we're gonna place our ads and who we're gonna advertise to.

So if you know that your target is an older person whose got access to extra funds, say you're like a retirement guy and you're trying to help people who are already in retirement, well, it wouldn't make sense for you to go buy ads on SnapChat, right? Because that audience doesn't hang out there. So again, that's kind of common sense but just really think about who your prospect is, where they're at.

The other side to that is you have demographics which is the external. Then you also called what are called psychographics and these are internal motivations. So you want to begin to look at those things that kind of break down the psychology of who your prospect is. What do they like? What do they not like? What are some of the words that they use when they describe the problem that they're facing? And we'll come back to the problem as the whole section. But you really want to learn how your prospect talks and how they think and what they're going through, what motivates them, what

discourages them, all those things that happen on the inside. Those are things that actually get people to buy. Most people, I would say almost all people don't really buy just because it makes the logical sense, they might when it comes to very, very basic things like toilet paper or whatever.

But when it comes to who they're gonna work with especially for service type things or information or products that are a little more expensive, ultimately most people are making an emotional choice and they're doing that because they view whatever you're offering them as a way to solve that problem that they have. And that problem manifests itself through desire. Okay? So think about that. Problems manifest themselves through desire. Because we desire to resolve whatever that problem is, right?

So you've got to really think about that and think about the prospect and who they are. So truly, spend some time on this and just jot it down even if it's a paragraph or two or three, jot that thing down. Because that will truly help you come back and think about who am I going to sell to and you'll see as you scroll through, there's a few different questions in the book that you can go over. All right? So that's the prospect section and I'm trying my best to not spend a lot of time on this because this can in itself be a whole huge course. So I just kind of want to give you the fast take aways. So the second piece and again, the whole goal with all these is to brainstorm.

You're just trying to brainstorm. So hopefully something I say will kind of jump out at you and you'll go, "Oh, yeah, that's good." And you can write something on that. That's the goal. All right? So part two, we talk about the problem. And this is so important. When you sell something and I'm telling you, it's all about solving people's problems. So many people don't think about that because they get so focused on themselves. They think about, okay, who am I and why am I awesome and why I am so qualified to help this person? Well, the reality is most people don't really care about that.

There is a small part of it where they might care but you can solve that quickly in the proof section which goes to as part three. But for right now, let's talk about why that is. Why do we think that we're so important? And it's because as humans, we're inherently selfish, right? We think about ourselves. We have a natural bias towards us. I used to always say a thing in my opinion, my opinion's always right, okay? Think about that. It's just true. We tend to overinflate our opinion of ourselves in some ways. I mean there's also the times when we kind of attack ourselves and think we aren't that good. But it's still part of the same problem. It still comes from a bias that we have.

But what you've got to think about is your prospect, they really care about themselves a lot more than they care about you. And they think about their problems most of all. So the better that you get at figuring out what those problems are, the better you'll be able to sell the solution that your prospect is so desperately looking for. Remember we talked about desire, right? That desire is a manifestation of a problem, right? So what is the problem that your prospect most faces? Okay, that's such an important thing. What is it that eats away at them? What keeps them up at night? What gets them riled up? What makes them angry? What is it that they just cannot solve?

For example if you're thinking about the weight loss industry, a big problem that people have, and I know because I've been in, I've had a weight problem my whole life. It's just a huge struggle. I was even on a weight loss TV show. So I feel like I know this audience quite well. But what is that problem? I think, for me, the biggest problem wasn't always getting the weight off but it was keeping the weight off, right?

So you can always talk to that problem. Are you sick and tired of losing weight only to gain it all back and then some? That kind of talk is what your prospect is already thinking about. And if you want to know well I'm not sure, let's say that you were to say, well, I'm not sure how I would find this out. Where would I go to learn this? Well the best way, of course, the best way of all is to actually talk to your prospect. Call them up. If you think that your mom is in your target audience which is why again, it's so important to have that idea of who you're gonna sell to, go talk to her or call her or record or whatever it takes, get her talking about the problem that she's going through.

And let her explain it in her words. That is such an important, important, important piece. The words have to come from your audience. When you can talk like they talk, then instantly a rapport is built and they just trust you. Man, do they trust you so fast, okay? The other way that you can kind of dig into the problems that people face is doing some online research. You can go to sites like Amazon and YouTube and type in your niche that you're in or whatever and start to dig around, look at books on Amazon and look at the comments or the reviews. Especially look at the one and two star reviews and see why the people are saying that book was awful. They may talk about, "It didn't talk about this problem. It didn't discuss this problem." On the YouTube side, you can actually go through that and you can watch diaries of people dealing with certain struggles and you'll hear them explaining exactly why they're having problems. And these are the problems that your copy should seek to solve and ultimately your product should seek to solve, right?

Those are the things that get people to buy is when they know that you can actually solve their problem. When it comes to the problem as well, there's also this idea of tying into a core emotion. Okay? So all the products tie into core emotions. So we're talking about things like greed, lust, envy. These really, really deep, dark just kind of bad things that we all have, okay? You can look and see what your products or problem most solve. That's an important, important thing to think about is what you want to do ultimately is to tie somehow with that problem, those emotions that people have. Okay?

So there's a theory out there that there's these core emotions. Okay? These are the core ones. And I believe there's six of them. So there's anger, disgust, fear, happiness, sadness, and surprise. So those are six of them but then there's also the expressions of those like I talked about with lust and greed and all those things. When you look at things that sell, especially online, there's three big things that I say can always sell not just to a few people but to a mass audience. And those things are anything that can teach you how to make more money. We call this greed, right? That's the core behind that.

Then there's gonna be things that can help you date more people or have a more fulfilling marriage or just pick up chicks, whatever. The core behind that is lust. Right?

Which is, it sounds bad, right? And I don't mean this in a bad way because we're all this same type of way. The third type of product that can be sold big time is anything to do with health and wellness and fitness and behind all that, what would that be? Vanity. You want to look better. It's kind of a human trait but we care more about how we look than how we feel, you know? Because we're so attuned to what other people think of us and being judged by then that we'll oftentimes change more because of external than internal factors, which is again, that's just the way that people are.

And I learned a long time ago that you can't really change the way people are, you have to just kind of write to where they're at. I call it sort of the dark side of direct response which is the type of ads that we specialize in as we write copy. You've got to sell people sort of what they want and give them what they need. Okay? So important piece there. Sell what they want, give them what they need, but make sure that this doesn't involve tricking them. I'm not saying that you make it up, right? I'm just saying that you find the most appealing elements of your product and put them front and center, because again, we're gonna meet people where they're not at not where we wish they were. That's just the way it is.

So one other talk about this problem that I often bring up is the idea of how do I come up with objections that people might have, because that's also part of the problem is why would people not buy this thing, right? Why is it not for them? And that's truly a way of them saying are you really gonna solve my problem? That's really all an objection is is are you really gonna solve the problem that I have?

So what you gotta do is start thinking about all the problems that people face that your product or service can help fix and start to write them down and then do the reverse of that. So if you come up with a problem then write out why your product solves that problem. And that's truly a great way to think of objections. So just think of the things that your prospect might think about and start to write them down. Write down what they might bring up and then write down what problem they're truly trying to find an answer to, okay? That's a good way to do that.

And the other way, sometimes I have people that struggle with coming up with the problems. It's not sure, how do I create a problem? I don't know. I'm not sure of them all, right? So what you do there, what I teach people to do is you write down either, try this, write down the benefits of your product. So what are the good things that are going to happen for you? Right? What are those things that are going to make life better? Okay. So I put this under the problem section but you've to really think about giving benefits to your prospect, because that's truly what they care about. They care about what's in it for them. So there's two sides to this.

There's the problem side which is all the pain, pain, pain, pain, pain, pain, pain, pain point one, pain point two, pain point three. And then on the flip side, there's the pleasure side. And that's all the good things that will happen after your product is realized. And that's a big key, too. Always, when you're writing out benefits, think about where your prospect is after they've achieved the results from applying your product or your service. You want to show them their most believable, exciting future possible after they've achieved the success or the result that your product promises them, right?

That's a really, really big key. So how do you come up with these benefits? What I do is I will come up with all the positive sides first, because I'm more of a naturally positive person. So I'll sit down and say, "Okay, well, if it's weight loss, you're going to feel better, you're gonna have more energy, you're gonna look more attractive, you're going to get rid of the fat around your heart, you're going to be able to go on more family vacations without it being hard on you." Right? So there's all these kind of cool things, right? That you'll be able to get. And what we do is those are benefits but now we're gonna spin that around and we're gonna come up with anti-benefits.

So an anti-benefit is taking the benefits that you just came up with and just turning them on their head and writing down the anti-benefit. So if it was you're gonna clear away the fat around your heart, the anti-benefit would be if you don't change, then you're going to continue to build up fat around your heart which can lead to arterial disease and all sorts of health problems, right? Instead of being able to go on a vacation with your family, you're gonna stay at home and not be able to do and your kids are gonna look to you and say, "Mom, why didn't you go? Why weren't you there?" It's a terrible thing.

But again, we're reaching people where they're at. So that's a great way. And let's say that you're naturally more of a pessimist, well start with the anti-benefits first. And then flip them. And see if those things weren't a reality, what would be the reality? Well what is the opposite of an anti-benefit would be a benefit. And like we talked about, when it comes to the struggles in finding out those things, you can always go back and talk to prospects and ask them, find out, read forums. That's a great place, too, to find out about the prospect and to find out about the problem.

We don't have a ton of time here in the audio because I don't want this to be too long but you can definitely also look into things like love and hate and greed and envy, jealousy, sex, lust, all those words, they pack an emotional punch and you can really dive into those and that could help you come up with some other ways to think about your product and the problems that your product solves for the prospect.

Quick talk to you on a few persuasion points and this is just more of a little bonus throw in. But you always, when it comes to persuasion and getting people to believe you, there's really three types of things. And I may create a while product just on three points because they're just so, so powerful. But you want to always look at ethos, pathos, and logos. Okay? And ethos is, it's kind of like the Greek word for ethic. And what that means is not so much like right or wrong type ethics but the ethics of who you are as a person. So this speaks to authority. So as you're brainstorming things out, you want to also look at authority. So who are you to be trusted? Why can they trust you or your expert? What makes that person a true expert, right? That's what ethos is. It's not so much what's being said but it's who is the person saying it.

And then there's pathos and pathos speaks to emotion. So this is the appeal that we probably are used to. It's the appeal of saying, "Hey, you're not right." And it's using guilt. It's using whatever emotional tactic that we can to persuade people to make a change. So you'll see this often if you have a kid and they want you to stop smoking.

They'll say something like, "Please stop smoking. I want you to be here. I don't want you to die. I don't wanna be all myself." You better believe that that is an emotional appeal.

Now on the flip side going back to ethos, if your doctor says, "You need to quit smoking," well, it's a lot more true because your doctor is the one telling you. Or if your doctor says, "If you don't change the way you eat, you're going to have a heart attack soon." Okay? We trust, not even so much what the doctor said but the fact that it came from a doctor. And that sort of ties into this third persuasion point which is logos.

And with that, you really want to think about it as this the word for logic and this is just a straight logical proof like if A equals B then B equals A. So it's just telling people straight up very, very true things. And that is very important, too, because each of things will reach people in a different way. There's different types of people. Some respond more to logic. Some are more emotional. And some are more like they want to trust someone to do what that person says.

So if you hit all three of these throughout your piece, you'll find that the results can really increase for you. All right. So let's jump on here to part three. And this is probably one that I the most underutilized thing that I've seen from anybody that has to write and start to write from a blank page. And that is proof. The proof. You've got to, got to, got to have proof and because I am super corny and I love acronyms I actually came up with P-I-M-P, PIMP, the proof PIMP.

So what is proof? Proof is just a way of saying that what I'm saying is true and here's how I'm gonna show you how it's true? In this day and age, we live in such a skeptical marketplace. Everyone just thinks that everyone is either out to get them or is a scam or is not real or I've seen this all before. They just, the default is I don't like you, I don't trust you, I don't know you, I don't want to know you. That's the way that people think. That's the way it starts, right? They just don't really trust you.

So you've got to really prove things and in order to do that, the only way and this is such a key to this whole how to obliterate the blank page is you've got to start by doing your research. You've got to do research. The proof comes from the research. Okay? And what does that mean? Well you can start to research the product. So everything you can about what it is you're gonna sell, break it down to its most bare parts. Just continue, continue, continue to break down the product. If it's a physical product, I mean, think about everything that went into that product, how was it designer? Who designed it? When was it created? What was the story behind that creation? What are the specs of that product, the size, the color, the weight? Just everything. Think about the tangible pieces of that product.

The more proof you have, the more people will believe it. Okay? That's such a key here and you can also talk about the industry. So the industry, to me, refers more towards the other people, the other companies, I guess I should say that are in your niche. Okay? The more that you can learn about that and the way that things go so every industry has rules and it kind of has an ebb and a flow to it. There's the government that perhaps may be involved and they may regulate certain things you can or cannot say. The more that you know about the industry that you're gonna be selling to and the more that you

can come up with stats and things like that, again, it's just gonna lend more proof to those people. And then third of my PIMP acronym is the market.

And the market is again more or less who you're selling to. All right? Who is it that you're gonna sell to again. This speaks to the prospect and you're gonna come up with all the stats about those people, all the things that they're going through, all the things that they may need help with as to who they are. So the more that you can break down the audience, where are they from, what do they do, what are they like? All those kind of things. For example, if you were gonna write ea piece and it was going to farmers, the more you knew about who farmers are and the way they live, the more you'd be able, especially if you pull out stats about that, this is all just off the top of my head so it's not real but 85 percent of farmers wake up at 6:00 am. That's just, it'd be a cool stat.

And if that were true, most of those people would go, "Hey, that's me." Because one kind of little secret trick is the more things you can state that are true, the more likely they'll believe the things that maybe they don't necessarily accept so easily. So you definitely should come out with some strong proof statements early on, things that they know to be true because they'll go, "Oh, well, this is guy is obviously telling the truth," so when you get to the part where you have to convince them of a big shift or big way of changing the way they think, well, that's fine because you've already proven to them that you're someone they can trust.

And then that final P from the PIMP is going back to the problem, okay? And the problem is again going over the whole issue that they're gonna face. And you can come up with stats about that problem. The whole key of this proof section is to look for stats, articles, experts, all those kind of people that can actually prove stuff that you're gonna say. Okay? Because here's a thing that I want you to think about. Whenever you write something down, whenever you make a claim or a promise, in your sales copy, quickly figure out and follow up with proving that statement. How can you prove that statement? Okay.

So the more you can dive into the product, to the industry, to the market, and to the problem, and develop stats and develop charts and find all those things, that just gives you so much more power and a few other ways that you can prove things. One is that most everyone thinks of but it still works because it's just the way people are. We love seeing testimonials. Okay? Especially from the regular people, right? Regular people that have had success following your program, your product, your system, your course, whatever it is that you're trying to sell, this is a way to prove that you know what you're talking about and that you can be trusted.

Even more cool is if you can get some famous people to talk about you or your product or your service. When you do that, their credibility is passed onto you. That's an important thing because again, if you think back to what we spoke on, that's going back to ethos, that you're the authority and you can be trusted. So one other thing that I have found now that is very, very cool and it can help you a lot is look for articles, look for stories, blog posts, anything that you can reference, especially when it comes to financial stuff, that you can say, "According to Forbes.com, this thing, or according to Business Insider, one third of all companies will shut down within their first year."

Instantly, again, you've taken the credibility from those other companies and it's being added to your offer. So suddenly now people will tend to believe you even more, all right? So that's the talk of the proof section.

And then going to part four which is the product. So we kind of started on this when we go over the proof side. But I felt like it's so important that it needs to be its own section. So we'll run through it again but the big key here is when it comes to the product, you really need to know everything you could possibly know about the product. So like we talked about, if it's a physical product, what's the size? What's the color? What's the type? What are all the things that it can do? This is a big one. What can the product do for the prospects?

Okay, because see so many times when you're trying to write copy, you get stuck on what the product is and that's a function. And that's great. It's important to know what the product does but what's more important is to know what does it do for the prospect? What's the outcome? And this is where you could start to write out bullet points. And we don't have time to go over those all right now but bullet points are just quick one or two line statements that give a direct benefit that your product does. It just says, "You'll discover the three step system for burning fat even as you eat bacon and eggs for breakfast."

Okay, so it's a quick, cool, fun kind of like auditory stimulant. It just sounds cool. You want to come up with those bullet points as you break down what happens for your prospects. So what does the product do is part of this. But then what does it for the prospect is part two, because you really always want to come back to the prospect. It's always about who you're selling to. You also can over here the benefits again. What are the benefits of the product? Continue to break it down and take it beyond just a cursory look at benefits but dive in even more and what are the emotional benefits behind the you can almost call it the physical benefit?

So if it's weight loss, of course you could say a benefit is you're gonna feel healthier and you'll look better, right? But those are just kind of surface benefits, right? Now we need to go behind that and talk about how is that going to play out emotionally? So you could talk about fear. The fear is now gone. You wake up every day feeling refreshed and knowing that your body is at an all time peak. So we can dive in and look at the emotional benefit behind the external benefit. So think about that. Try to write down four or five, at least, benefits. And then tie that to the emotional benefit behind that.

You also can look at comparisons. So comparisons are a very good thing. They allow you to sort of compare what your product is like or how your product can help the prospect just like this other thing helped someone else. It's about looking for a way to explain your product or service in a way that the prospect can understand it. So it's hard to come up with one just off the top of my head, but I'll try and probably fail at it, but here we go.

When you think about starting an internet business, many times it's tough because you don't really know all of the components of it. So you want to start an eCommerce store, which that's gonna be an example that I'll go over here at the end of this audio. But if

you're trying to start an eCommerce store, there's a lot of things you have to know, a lot. So one of the ways that I often sell that concept is comparing it to a car. So you think about when it comes to driving a car, you don't really have to know how the engine works, right? You just got to be able to know the basics, how to use the gas, how to use the brake, how to use the steering wheel, and most importantly, how to put the key in and start the car up.

Of course, these days, now we don't even have keys. We have little fobs, but you get the idea is. The whole key is we're comparing. So instead of talking about this business can be run even if you don't understand it which is okay, it makes a lot more sense to say, "We're gonna show you how this is like a car and the car operates whether you understand its internal workings or not." So it's just like a way to give people an idea on something that perhaps they couldn't quite visualize it. So that's the other piece there, really think about how to visualize your product or your service or the results or how it works, really think about the visuals and write down visuals about your product and comparisons.

And I had already gone over this but again, you really want that product creation story. You want to know how it came to be. People love stories and that is such an important part that the product creation story. Where did it come from? Why? Interview people that were involved, anyone that was creating it, interview them. If it was you, have someone interview you, because I'm telling you, you'll say stuff you haven't thought about perhaps in years. It will come out during an interview. And of course when you're doing the product section, as always, you want to collect testimonials, as many as you possibly can.

All right. We're coming here towards the end, we're in part five now which is the proposition, okay. This is basically the offer, the proposition is a fancy way of just saying the offer, what do you get? I think of the word proposal, it's the same type of thing. So the biggest question here is at the end of any successful sales piece, the whole goal is to get the prospect to take an action. So you're going to choose what action you want them to take and you're gonna just explicitly tell them to take that action. It sounds simple but if you look online, especially, you'll see most people don't even do this. They just kind of, they might put something on there but it's not very strong and it might even have three or four things on there like try this or do this or do this, you can call me, you can email me, you can text me, you can do all these things.

Okay, people, because we're busy, we just don't want to make time to make choices. We just want to be told do this thing and then get this thing. Just straight up. So the big key here first is ask yourself, what action do you want the prospect to take when they're prepared to take an action? What's the one action you want them to take? What's that one thing? And a different way to think about that is what would be a win for you? What's a win for this sales piece that you're gonna write? What's a win?

So if it's to get someone's name and their email, then that's it. You want to write the piece and you want a clear call to action. We call it a CTA or a call to action. You want a clear call to action. If it's their name and their email, it can just be something like, "Enter your name and email in the form below and click submit." Boom that's it. You want it to

be clear, clear, clear. This is not the time to be fancy, to be cute, to win an award. No this is just the time to tell people exactly what you want them to do. And studies has also shown that if you can future pace them, what that means is showing them what will happen in the future, so for this example, you could actually say what will happen after they do the thing that you want them to do. So after you enter your name and email, I will email you a copy of my best selling book absolutely free. You'll be able to read it right now and put it to action and whatever, right? That's the big key there.

So this part five you want to really, really think about this, about what do you want? And you may want to even do this first, because then if you kind of know what you want as they say, Steven Covey always said, "Begin with the end in mind." So you want to really think about what it is you want that piece to do and begin every piece that you write with this is what I want to accomplish, okay? If it's a sale, great. Make sure there's enough info to justify that sale in the copy that you write. All right? So that is a quick run down of sort of the five pieces and as you go through the book, you'll be able to see more of those things.

But what I wanted to go over, too, real quick is a breakdown of an eCommerce example that I did. So one of my companies, we partnered with an eCommerce expert who has done a lot of very, very cool things in that space. And he teaches people how to use Shopify to build a store to sell physical products and teaches people how to use Facebook and to run the ads. And it's a very, very popular thing.

So my whole goal here was, okay, I need to be able to sell a design service. So we teach people how to do it but then we found that a good chunk of people would rather just pay someone to design the stores for them, to build the whole store side and the internet side and all that technology stuff. So I had to really break it down into all of this different components. So I started with thinking about the prospect. I knew that we were attracting, the majority of our people tended to be a little bit older, they tended to be 40 and up. And because of that, I kind of knew that they would probably be a good audience to sell technical help to because I just know from experience that that audience is not as tech savvy as someone who is 20 or maybe even 30, 35 and under.

So that kind of helped me with creating what it was I was even gonna sell. When it comes to the problems that people face, I was just kind of thinking on that and jotted down ideas like, well I guess I should say this so you kind of understand this because I think it's important. We sell this for 2,000 bucks. So at this point, as of this recording, we're already at a point where we're selling probably 50 of these each month. So that's 100,000 a month in sales just from a webinar. And this is only part of that company's product line. So I just want you to know that this is the thought that went into it and this was and is a successful product.

So it's not like I'm just trying to give you some random thing, right? So I broke down the problem. So the problems that I thought people would say, the technical set up is too hard, perhaps they're not sure what products to choose, they don't know how to get traffic to their store, they don't know how to build a website, they don't know how to connect all the products to their site, they're unsure of how to fulfill all the products that they do sell, they don't know how to design a logo, they don't have time to learn

everything on their own, they don't want to guess at what works and what doesn't work. They're unsure of what niche to choose. They don't know how to create their first ad or really any ads. They don't really understand how do you build a brand, they don't understand branding. A big one, they don't want to go it alone. They don't want to be by themselves.

Okay, so those are the problems and what I did with those is I used those to one speak to the prospect to where they're at but also to come up with ideas for things that we would build into the product offering. So what I came up with was sort of the what you get which in a way is the break down of the product. So we came up we're gonna get a website built for you. We're gonna connect it to Shopify. We're gonna give you 50 products that we've already found for you and we're gonna place them onto the site for you. So they're already gonna be plugged in. We'll design a custom logo. We'll help you with the branding. So we'll do that for you so it will match. We will give you a choice to choose what niche you want and then we'll do the work of designing your site to fit that niche and helping you find products that you can sell in that niche. We'll help you with set up and implementation of all the stuff that it takes, all the how to take credit card payments and all that stuff that people sometimes don't even really think about.

We'll make sure that we install a custom theme with proven conversion elements that help the site sell more stuff. We'll actually have our team go and write product descriptions for you. Again, solving a big problem, a big fear that some people have. We'll connect it to a fulfillment site so you'll have true one click fulfillment. You won't have to even buy inventory, you won't have to hold anything. This company will actually fulfill for you. So you'll sell the product, you'll get paid, and then you'll just pay them after the fact. Which is cool, right? So those were big pieces there, breaking it down saying, "Okay, here's the problems and there's the product, right?" So I actually threw in a lot of bonuses, too, and I didn't really talk about that as much but when you're doing the product section, you also want to, sometimes to get kind of get that sale when they're right on the edge, look at the problems and a few of them that say your product doesn't solve that problem, you would say, well what can I do? I found this problem but my product is already done and it doesn't really solve that.

Well, that's fine. Make it into a bonus. Create it. It's just like me, I just grabbed a microphone and I just recorded this piece as an add on to my book, right? So you can do something similar. Just solve that one problem and make it into a bonus or let's say your product is so good it solves everything, right? Well you could actually strip out one little piece of the product and make it a bonus. That way, they feel like they're gonna get more. People love bonuses, okay?

That's a big, it's a very, very big thing. So when it comes to the proof section on this, I was able to actually show a bunch of stores that we've already built out. I was able to show the rising of the eCommerce industry, the growth of Amazon and how this gives you a chance to be kind of like your own Amazon, I was able to actually show all of the different pieces. I was able to show Shopify and how that works and how big they are and they're a publicly traded company. I talked about the problems, again, and I proved how getting someone else to build the store for you resolves that problem. We also had people that we built stores for who were able to come on and say, "Yes, they built a

store for me. It was awesome. Not only was it awesome, but I began to make sales right away in my store." Right? So you see how we're being able to show people and prove to them that these things work. That's, again, like I said before, you really want to be able to prove things.

And again, as I said, with the product, we broke that down again and again and again through that whole section. When it came to, this is again more of a bonus for you, but I broke it down more with talking about benefits. What happens to the person after they buy? Right? That's a big thing. What happens after the buy? So we call this sort of life after the purchase. So what will they tangibly have? So their store will be set up, it will be online, it will be ready to make sales. They're gonna get access to a training where they're gonna learn all sorts of ways to drive traffic. They're gonna have a custom logo, a custom site, and the design, and they're gonna be a legitimately online store. They're gonna have all the products in the store. They won't have to mess with anything technical. That's already done.

They'll be able to take payments via PayPal or Stripe, all the products will be fulfilled with only one click and they won't have to store any products or buy inventory. So that is the tangible aspects of the product line. Okay, that's what they get. But then, I took it a step further and I thought about, okay, well how is that gonna make them feel? If you recalled, we talked about that, right? The benefit behind the benefit, more or less the emotional benefit. So these are the ones that I came up with is that you're gonna feel proud of yourself for getting a real business online. You're gonna be happy that you didn't waste time on stuff that could take you months to do. You're gonna skip all that and get right to the front. You're gonna feel smart, too, that you took a shortcut to getting your store online. And you're gonna feel superior for having such a high quality website and a great product line.

Now I'm not saying that I'm gonna actually say, "You're gonna feel superior." I'm not even saying that. I'm just saying this is stuff I thought about, that I was able to weave into some of the scripting. One other thing that I did was I broke down who is this not for which is an important piece because sometimes when you can kind of figure out who it isn't for, you'll find out who it is for. And sometimes when you tell people that they can't have something, that only makes them want it even more. Okay?

So who is this not for? You want to get rich quick. If you're in a get rich quick scheme, not for you. You will have to do some work. You believe that you will do not work whatsoever, same thing. That's not real life. This is not for you. You don't want to follow a proven system. So we have a working model and if you deviate from that, odds are your success won't be either there or won't be as good so we want people that trust us and will just do what we say.

This is one that I personally added because I just don't like to deal with these types of people, if you are extremely skeptical about everything. I just don't like having to prove to people over and over and over again. So I just said, "If that's you, I'd rather not have you which is fine." You don't take action. Again, those kind of people are tough, they're everywhere and in some ways, we're all those people in some aspects of our lives. Like I paid to go to the gym for probably 10 years of life where I didn't go.

So we all have that. I was just trying to weed out some of those people and then also people that suffer from analysis paralysis, they just overthink, overthink, overthink. I tried to weed out some of those people but at the same time, when you do that, some people go, "Well, that is me but I'm gonna change so I'm gonna buy this." Right? So that is sort of a recap of the different aspects of that product line.

Let me finish by talking about how I came up with the proposition. As I wrote that whole piece, I knew that at the end, I was going to come up with an offer for people to buy a web design service. And I knew the price point was gonna be around 2,000. So we actually 2,500 but we do a special where if they commit to buying the store within 72 hours, we give them a 500 dollar coupon that they can take off their order. So it goes from 2,497 to 1,997. And a big key there is we do that because it pushes people to take action faster because people will wait.

If you don't give them a reason, a deadline to act, sadly, they'll just find a way to not. So that was a big piece for us there, doing that, a way for them to save 500 bucks. So I had all that in my head and I had talked before about we want people that take action. We want people that take fast action. So this gave them a chance to demonstrate that that's who they are. Okay? And then I did go into what will occur after you buy, my team will take over, they're gonna build your store. They'll call you. If you need help with any pieces of it, you're gonna have to do A, B, C, and then we do everything else from that point.

So I was very, very detailed in what they'll get. All right. So I hope this was a helpful audio. I hope it goes along with the book quite well so you can kind of read the book for details and more samples. And this audio is just kind of me explaining it in my own way, too, so you can perhaps, like for me, if I hear things twice, if I read it and I hear it, then it kind of gets in my head more. So I hope this was a help and thank you so much.

If you want to learn more from me, hear from me, check out my site online onlyonemike.com, it's onlyonemike.com. I blog there. I keep everything there. So feel free to check it out. Thanks again for your time and I hope you have a fantastic day. Now get out there and obliterate the blank page, okay? You have all the tools. You know what to do. Get started. Write these things down. Write them down and go take action. All right. Have a great one. Bye, bye.