Carl Olson

Thought...not fluff.

Chapter One Copywriting

Market Research • Strategy • Copy

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copywriting

Good marketing and copy doesn't just happen. It is crafted from market research and fits into a well developed and purposeful strategy. It then provides thought…not fluff.

It's end result should also be something more tangible than "views" and "likes". It's purpose is higher; to provide leads, sales, brand enhancement, thought leadership and a positive ROI.
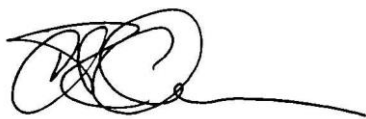
Because of that, marketing and content should work in unison towards a clearly defined goal with a logical flow that benefits your business immediately. Marketing's job is to clear the way for sales. Content's job is to inform the buyer so they can make a favorable decision. I always bring the two together so our joint efforts don't take mountains of time to see results.

I could try to guess what you want to see in terms of specific examples, and provide them, but with 20 years of experience working with every type of industry in almost every conceivable niche around the world I think it's more important that you know my thoughts on what I can bring to your project. At the same time a good copywriter can match the tone and style of a client, so to show blogs is pointless as any example will probably be a mismatch. I'd rather write you a short, 500-word blog as an example.

This document will therefore give you insight into what drives me as we work together. It's about your goal, not mine, and with 20 years under my belt I know how to get you there.

Take a look, then let's talk.

Sincerely,

Carl Olson
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Web Copy

Your website is more than a static business card. It should be alive with logical chains of thought taking readers ever deeper into more of your story. It must:

- Clearly outline why anyone should do business with you - your value proposition.
    - ✓ In all my years of doing competitive analyses I've found that 96% of your competitors will not include this important element...so imagine how far your message would stand out if this element was front and center on your website.

- Lead readers by the hand and take them step by step to a purposeful call to action.
    - ✓ Readers shouldn't have to hunt and peck for information. *Show them* what to do next.

- Display your products or services in ways that solve a problem for your readers with language that makes sense to decision makers - not necessarily you.
    - ✓ Remember that the decision maker who writes you a check may not have or need the expertise that you have...but they may not need it to make a decision.

I am passionate about web copy that makes you stand out from the crowd, leads visitors to your desired end result and shortens that sales cycle.

Blogs

Blogging works if…
1. You have a complete sales message elsewhere blogs can be linked to.
2. There is a developed content map that gives their copy direction.
3. A promotion strategy is used to drive traffic to them.
4. You have the stamina to realize they are not over-night sensations, but build an audience over time.

Beyond that, good blogs use a formula to keep a reader's attention:
- They must draw the reader in with a hot-button question or issue.
- Introduce a story or example that resonates with the reader and makes them want to know the solution.
- Include facts and citations to boost your credibility.
- Use readership breaks (such as sub-headlines, bullet points or lists) that cause skim readers to stop skimming and start reading.
- Are broken up with graphics every 250 words, m/l.
- Offer multiple links to more information.
- End with a question or thought that causes the reader to think and/or take action.
- Offer thought leadership which helps the reader but are not a constant flow of sales messages. In the 10% that are sales oriented, make the message extremely engaging and relevant.

Poor, meaningless blogs are easy. Anyone can write them. Good blogs are hard work. They take thought…not fluff.

Mix Them Up!
Not all blogs need to be text. Use a mix of text, infographics, tables or charts and interesting graphics to draw more readers into your thought leadership.

White Papers, Guides, Ebooks

I'll let you in on a secret…
> *Most white papers, guides and ebooks are written and used for the wrong purpose.*

The world will not beat a path to your door if you write papers soley to provide snippets of information to your audience or make a sales pitch.

Most downloads sit on the electronic bookshelves gathering dust, and so to use them with the expectation that they'll lead to a sale is usually misplaced hope.

I enjoy writing white papers and guides and I dig deep into the research to deliver the best possible results. They are insightful, fully formatted and, like a good novel, readers go through them cover to cover. But to get them downloaded in the first place I always try to work with clients to write them for a specific purpose…
> *…as part of a necessary step that culls out "tire-kickers" and delivers qualified sales leads.*

This is a process, and I can't overstate its effectiveness.
1. Develop web copy - instead of an ebook - that explains the benefits of buying from or working with you which has prospects drooling over your solution.
2. Use the guide to help prospects go through a task or project - something you probably need to know about a prospect before the sale - which makes them invest time in finding out if your solution is right for them. (But, of course, the obvious solution will be, "Yes!")
3. Promote the web page, not the ebook. Let getting the guide be a natural extension of the web copy.
4. Enhance your position with a short burst of emails which takes the reader through the guide and steps so that…
> ***…prospects will actually apply to work with or buy from you***.

White papers, guides and ebooks are powerful tools if developed correctly and used as part of a larger purpose. **Talk to me about what I call the Fast Funnel Sales Channel.** It's an interactive sales channel that gives new meaning to "ebook". It'll turn your guides and white papers into sales magnets.

Making Connections With Other Collateral

Email

Why do my emails consistently outperform industry averages - by a lot?

1. I put a lot of thought into the subject line…the only thing standing between the delete and open choice..
2. The body is well written, engaging and targeted to the audience's need for more information. This dedication pushes up the click-thru rate.
3. I write them in the tone generally used in the industry or niche, or one that matches the site where emails are captured.
4. I use short paragraphs and one-line questions. Most emails are looked at on smart phones. Don't lose your audience in long, hard-to-follow paragraphs.
5. There is always a call to action of some kind, and it is tied to something the audience knows will be worth the effort of seeing.

Tips

- Purge your lists frequently. Immediately eliminate any entry from info@Name.com or any other designation you know is a dead end. Running the lists through a scrubber also pulls out email spam traps.
- Avoid heavily formatted and HTML emails. Too many individual companies and email services block them.
- Segment your lists to deliver relevant emails to the right person at the right time.
- Watch your analytics closely. Fix problems.
- Use scoring tools on each email.
- Don't buy a cold list and expect reputable vendors to allow you to upload it. They won't.

Case Studies

For many decision makers, case studies prove you can deliver on expected outcomes. They also allow readers a chance to imagine their own success in their own situation when they use your solution. But to be effective they must include the following:

- ✓ An opening paragraph about the common situation and problem found in the applicable industry.
- ✓ A scenario which paints a mental picture of the past client's/customer's specific problem; the challenges involved with other solutions tried; your solution or product's "fit".
- ✓ How your solution was implemented, outcomes and, if possible, added benefits of using your solution.
- ✓ Truthful facts, such as cost savings or time saved, showing all considerations were covered favorably.
- ✓ A short testimonial(s), if possible.

You can't fix what you can't measure.

Wherever possible and whenever asked I always stress the importance of KPIs and tracking. Yes, I take my best educated guess for success based on research and proven copywriting elements, but rarely, if ever, will a marketing strategy and content reach its full potential right out of the gate. Through the use of tracking tools, KPIs and split-testing, however, results can be optimized, time can be saved and money can be made.

- Where are your visitors or readers coming from; what are they looking for; what creates a roadblock in visitor flow on the way to a conversion? Tracking will tell you.

- Throughout the content and sales funnel there are key points where success or failure rides on a single indicator. Can you pinpoint where a single percentage point up or down will have a huge impact on your revenues? That's what KPIs are for.

- Rarely after a good strategy is developed or good copy is written do you have to reinvent the entire wheel to boost results. Once you've pinpointed troublesome areas, often all that is needed is slight tweak, saving you time and money while bringing in greater rewards. Knowing how to conduct split-testing and interpret results will set you on a higher trajectory.

I can help you set up these important tools and suggest many, or I can set up and monitor results and report to you how things are progressing. Just remember a key point:
Your own experience is the only experience that matters. Industry standards are only averages. Don't settle for average! Measure everything - fix it - measure it again. It gives you a huge strategic and financial advantage.

Solution Example:
Leave Behinds

It's hard for an outside sales force to go out into the world and make an impression without something in hand.

In this case a medical device company was preparing to roll out a new mechanical massager to chiropractors, sports therapists and physical therapists. They needed sales collateral to not only explain the physiological issues in treatment, but the machine and the business opportunity.

"Exactly what I wanted…this is good!" was the CEO's immediate reaction - and he should know as he had already taken many well-known brands to market.

Aside from the removal of their name, logo and a few comp images their graphic artist said she would buy and insert, sheets were presented exactly as shown here, ready to hit the streets.

For this project I did the medical research, came up with the entire strategy for not just the pages but their ongoing marketing support to customers, wrote all of the copy, gathered testimonials and statistics and formatted the pages to match their brand while their graphic artist designed the company branded folder.

It doesn't matter what the industry is: I take great pride in offering exactly what my clients need to get the results they are looking for.
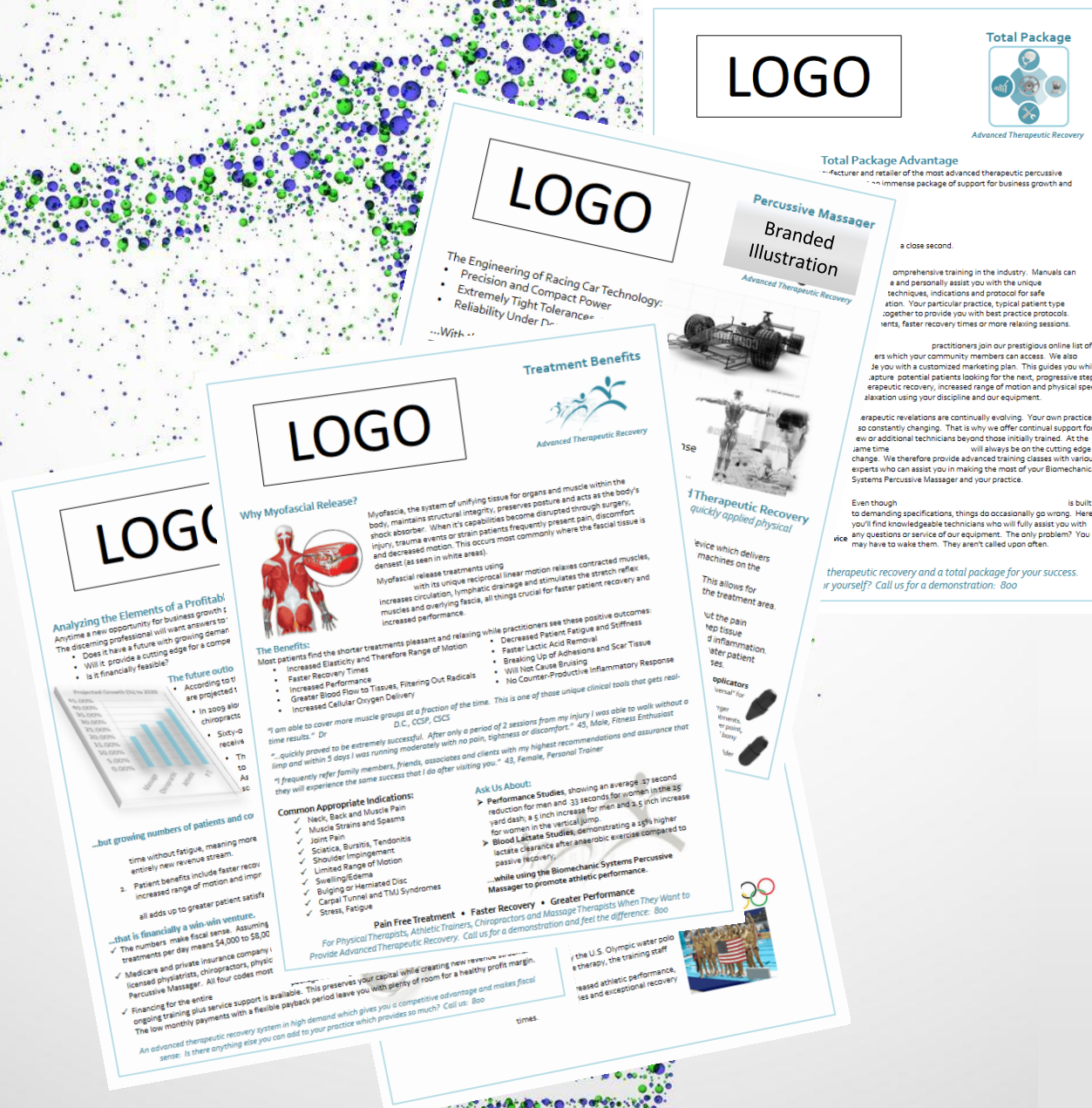
Solution Example: Complete Sales Collateral

1 — Raised Access Flooring Case Study
To Seal, Bond and Protect...When Performance Counts.

A High Rise Office Building Success Story
High rise buildings require careful and detailed building plans which incorporate not only current but future anticipated uses of the building. As tenants come and go it is often the building configuration which will determine suitability for the new tenant, and whether developers can keep the space occupied.

This does not just entail the placement of fixed construction such as walls and hallways. It also means water, HVAC, wiring and data cables need to be flexible in design.

The Scenario:

The Challenge:

The Solution:

Plays a Major Role in the Remodel Success

Are you ready for your Success Story?

2 — Affix and Seal Roof Membranes and Batten Bars to Side Walls
Eliminate "sharp" corners which cause cracks in roofing membranes over time. Our Elastomeric Technology will allow membranes, sidewalls and roofs to "flex" or "move" without seal failure.
Flashings and Other

3 — Deadening Sealant
Technical Data Sheet

Description:

SEAM SEALING

BONDING

COATING

Features: Physical Properties:

4 — To give you the best product possible...
...we incorporate our own blend of polymers in order to offer a broad range of product properties including:
• Primerless Adhesion
• Paintability
• ...and a balance of strength and flexibility.

A specialty manufacturer needed organization and a total overhaul of all of its sales materials for numerous skus. I suggested we batch and color code them according to the skus' industrial application. For each industry application a case study **(1)**, application sheet with cut-aways and/or diagrams **(2)** and technical data sheets for each sku were designed and written. **(3)** On top of this an overall PowerPoint presentation was developed to demonstrate (with hyperlinks) their technologies that went into each sku's formulation. **(4)**

This opened the door for larger amounts per sale, as opposed to singular products sold, as customers now saw the manufacturer's capabilities for providing total solutions for their particular industry applications.

Understanding the client and market, then developing a strategy before the copy is written, makes for favorable outcomes.

With vast experience in:
- **SaaS/Technology**
- **Manufacturing & Distribution**
- **Professional Services**
- **Insurance**
- **Financial and Investing**
- **Online Courses and Services**
- **Entrepreneurial, Affiliate and Online Marketing**
- **Health and Related Services**
- **B2B Services & Consulting**
- **Start-ups, Solopreneurs, SMEs and Large Corporations**

✓ Content - Better Than Expected
✓ Market Research - To Position You Ahead of Your Competition
✓ With a Dose of Strategy - to Drive, Optimize and Speed Results

Relax…I've got you covered. Don't you think we should talk?

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Worth the visit!

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