



Phase 2: Marketing Skills

Drafting Copy part 1: Titles and Headlines

Drafting effective copy can take many hours, just like we take many hours to perfect a piece or passage of music.

We must also test how effective our copy is and be comfortable with changing, tweaking and optimizing it.

- If your copy is getting little to no results, then it must change dramatically.
- If your copy is getting some results, then you should assess how it could yield greater results.
- If your copy is getting great results, then you should assess what is producing those results and why.

Now that you have an idea for a product/service, it's time to start drafting copy relating to it. There will be a few categories for this:

1) Name or title of your product/service

- This can have a dramatic effect on how people perceive what you and your product are all about
- Try to include the overall outcome or benefit in the name of your product/service

2) Headline

- This is the first thing people will see when you pitch or promote your product/service
- Try to summarize the benefits/advantages of your product

3) Body

- Demonstrate in detail how and why your product/service adds value to the client
- Feel free to use other media (images, audio, etc.) to reinforce your written copy
- Include testimonials. Try to be strategic and specific about their use.

Name or Title

The name or title of your product and service can either be dull and not speak at all to the hearts of your readers, or it can powerfully convey the overall impact and outcome that your product/service delivers.

For example, my online composition course could have simply been called that: Online Composition Course.

But instead, I spent some time forming a name that encapsulated the outcome of the course: A Piece to Call Your Own

Concerts

If you're going to organize a concert, think of some titles that evoke what the experience will be for the listener. Don't just call it "Daniel Nistico in concert" or "Classical Guitar Recital"!

Teaching

If you aim to increase your student numbers, don't just use the title "guitar lessons". What are *your* guitar lessons all about? What is the biggest advantage that guitar lessons with you will bring?

Products

Creating an album or book? Again, try to use a title that conveys the outcome of using your product.

My first book was called 'Fundamental Harmony' and that title has some problems. It doesn't convey any advantages or outcomes. It's very vague and general, so people don't have an idea of what it's specifically about.

Fast forward to a later book: 'Tremolo Exercises That Will Make Your Playing Flow Like Water'. This is a little better - maybe a bit too lengthy though?!

Here are some examples of courses by Ramit Sethi.

Notice how they clearly convey what the outcome and main benefit of taking the course is.



Headline

“No matter how good the rest of your ad is, your audience won’t ever see it if they don’t get past the headline. Your headline must instantly telegraph to your prospects the biggest, most appealing, specific benefit or payoff they can expect to receive from contacting your company or availing themselves of your product. It must be catching, and it must contain key words or phrases that will pop from the page...” Jay Abraham

Here are Ramit’s headlines for the courses above:

Your Step-by-step and Word-for-Word Guide to Boosting Your Salary by Thousands of Dollars



Find a Profitable Idea...and Turn it Into a Reliable Side Income of \$1000/month — with 5 hours a week



Points to consider:

- Try to encapsulate the benefits of your product/service in one sentence
- Make it appealing and catchy
- Use simple language that doesn't overcomplicate things
- Be specific about timeframes, duration, commitment hours required (as relevant)

Here is my headline for Fundamental Harmony:

Tip: this was based on something a person using the book told me. Listen very carefully to things your clients tell you, especially when related to problems, fears and dreams they face.

Wouldn't it be amazing to read music by 'seeing' chord structures rather than having to read each individual note?



Task 1

Draft names/titles and headlines
for your product or service.

Think carefully about every word!

Share your drafts with other CGU
members for feedback.