

Lauren Forest, The Word Perfectionist, presents...

the Word Perfectionist

LIST-BUILDING CONTENT GUIDE

Use This Four-Step Formula to Create
Sincere Connections with Your Audience
(And Get Them to Say “Yes! – Sign Me UP!”)

How to Use This Guide

The *Word Perfectionist List-Building Content Guide* gives you a simple and effective outline for your list-building copy, based on a proven professional copywriting model.

Print and use this guide to walk you through the writing process. Follow each step to create a powerful campaign.

Let's get started...

The Professional Four-Step Formula

This professional copywriting formula is the cornerstone of *billions* of dollars' worth of successful campaigns and is used by some of the most successful, money-making copywriters.

It's called the AIDA model. Which stands for Attention, Interest, Desire, Action.

The key is to take your reader through the sequence in this order: Attention, Interest, Desire, Action.

STEP ONE: ATTENTION

Your first goal is to get your reader's attention. The four most important places to grab attention are your headline, your sub-headline, your image (if you have one), and the caption that describes your image (if you're using an image).

YOUR HEADLINE

More people read headlines than anything else. A powerful headline is worth the investment of time and effort it takes to create.

Use your headline to help your reader see why your opt-in offer is important to them. To do this, answer at least one of the following questions for your reader:

- What *is* your offer and how will it help them?
- What does your opt-in offer *do*, and how does that play out in their life?
- What do readers *learn* from your opt-in offer?
- What strategic *information* do readers get from your offer and how can they use it to their advantage?

Use these questions to spark ideas for your headline. The more of these questions you can answer, the better.

Write as many “starting point” headlines as you can think of.

List them here:

.....

.....

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.....

Next, edit your draft headlines, making sure every word counts.

Clarify your headlines here:

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Remember, your top priority is to give your reader what he or she needs to solve a problem or achieve a goal.

YOUR SUB-HEADLINE

A sub-headline isn't mandatory, but it can add momentum. Use the sub-heading to add more detail and clarity to your headline, or describe the beneficial outcome readers get when they use what you're offering. This makes your message stronger and more appealing.

Go back to the headlines you wrote above.

Now develop them further. Describe what your offer "looks like" in your reader's life. What will they get from your opt-in? How will their life be changed for the better?

Describe that here:

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Remember, your words will have greatest impact when you use language and imagery that speaks to your reader's mind, heart, and physical senses.

YOUR IMAGE AND CAPTION

More people typically read image captions than the articles they're part of. This means your caption will serve you best if it contains a mini version of your opt-in offer. Include the name of the item you're offering, what it is and / or does, the positive impact it makes, and who it serves. A call to action can also be effective here.

Time for more writing.

If you're using an image with caption, experiment with the following patterns to help create something strong and concise.

Pattern One – highlights goal and target client

..... to / for

(Op-in name) (creates / does) (goal or positive result) (target client)

Example: The *Word Perfectionist Content Guide* teaches copywriting to business owners.

Pattern Two – highlights target client and end result

..... helps get
(Opt-in name) (target client) (positive result)

Example: The *Word Perfectionist Content Guide* helps business owners get a bigger email list.

Pattern Three – call to action with highlight on end result

..... and
(Call to action – get, sign up, etc.) (opt-in name) (positive result)

Example: Get the *Word Perfectionist Content Guide* and grow your list by leaps and bounds.

Remember, keep the language simple and direct.

STEP TWO: INTEREST

Now that you’ve captured your reader’s attention, it’s time to get them interested in your list-building offer.

A classic way to build interest is to describe your reader’s problem, need, or goal. Next, offer your opt-in as the solution to that problem, need, or goal.

First, identify the problem your readers are trying to fix or the goal they’re aiming for.

Describe that here:

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.....

Remember, use personal, experience-based details. Avoid vague generalities, over-used clichés, or gimmicks.

Second, explain how your product or service fixes that problem or helps get to that goal.

Explain that here:

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Remember, keep the emphasis on your reader's personal self-interest.

STEP THREE: DESIRE

Now it's time to paint a picture of life after your reader has used your opt-in – after they've actually put it to use in their daily life.

Write down what your readers get from using what you're offering. How will things be different? How will their life or business be better?

Describe that here:

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Remember, stick with personal, experience-based details rather than vague generalities, clever wit, or over-used clichés. You want your readers to see, smell, taste, touch, hear, or feel the emotions around getting great results from your offer.

STEP FOUR: ACTION

If you've structured your message based on the three previous steps, your readers will be ready for more. Which means it's time to tell them what to do next. And when to do it. (Now!)

Give your readers clear directions. Spell out the specific action they must take to get your opt-in offer.

Get specific here:

.....

.....

*Remember, use "action words" like **get**, **download**, or **sign up**.*

BE THE EXPERT AND THE TOUR GUIDE

Remember, your reader came to you with a problem or goal. You're the expert who can help them, and the leader who can guide them along the way.

Take readers through this four-step cycle and you'll have made a sincere, client-centric connection while filling your list with eager prospects.

YOUR NEXT STEP

Go back and finish any sections not yet complete. Use your finished work as the foundation of your list-building copy.

Use the copy with confidence (and excitement for what's next!) because you've now written something based on a proven, professional, four-step formula.

*Special Note to **MARKETERS, COACHES, CONSULTANTS, and BUSINESS OWNERS:***

Want to share this Word Perfectionist guide with your clients and colleagues *for free?*

Send me a direct email and I'll tell you how.