

How to Win With Copywriting

Simple strategies to sign more (higher paying) clients through your social media, emails and website, without being aggressive, pushy or 'sales-y.'

What We'll Cover Today ...

- Why you DON'T need to be a great writer to craft compelling copy, and how to easily tap into the power of words to boost your income.
- Storytelling: Why you need to be using it, not just giving tips or selling sessions.
- Easy-to-use templates so you can engage your audience, build your authority and boost your income in literally minutes.

What We'll Cover Today ...

- Actually ENJOYING writing. Why it can be fun and fulfilling. (Honest!)
- The 'best' mediums to use for your copy, and how to sign more higher-paying clients without needing to 'be everywhere.'
- Big mistakes most fitness pros make with their copy and content ... And how to avoid these to become 'competitionless.'

Who Is This Guy?



- Known as 'The Coffee Shop Copywriter.'
- Former fit-pro, both in-person and online.
- \$170 Million-ish (about £138 Million) made for clients.
- Written for some big(ish) names in the fitness and supplement niches.

Who Is This Guy?



- Now coach other copywriters and would-be copywriters how to run a 'business-less business' where they do work once, and get paid multiple times over.

-Still take an active role in fitness through powerlifting and ultra running.

What is Copywriting?

Any form of writing that asks people to take an action.

It could be making a sale, signing up to a list, sending a DM, completing an enquiry form, or paying for something.

It applies to ANY form of written media.

What Copywriting is Really All About

“People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.”

- Blair Warren

Value vs. Selling

Don't think of them as separate entities. You can do BOTH at the same time.

People actually LIKE to buy things, especially if they're solving a problem/ providing an outcome, and if they get to work with someone they like and admire.

Content vs. Copy

They're also (almost) interchangeable.

And what works for one medium works for others -
Email, social media, your website, Facebook ads, Google
ads - It's all 90% the same.

The best thing to do from a marketing standpoint is pick
1 or 2 mediums and be **CONSISTENT** with them.

The #1 Thing to Remember ...



Be
Conversational.
People buy from
PEOPLE

As Much as Possible, You Want to Write How You Speak

The biggest mistake I see fitness pros make is trying to be too formal or write an essay.

Or worse ... Try to please other industry pros.

Keep things SIMPLE. Short words. Short sentences. Simple language. If in doubt, run it through Hemingway.

Can Writing Really Be Fun?

Yes and no :)

I can't convince everyone it can be flat out fun, but it can be "funner."

Write about what interests YOU, then link it back to fitness.

Don't be afraid to showcase your views, tell stories, speak about your clients, and show your interests OUTSIDE of fitness.

Can Writing Really Be Fun?

Like anything, it's a skill, and the better you get at said skill, the more enjoyable it is.

Plus, as you see yourself progress, it's pretty enjoyable. Same as lifting - A barbell back squat is awkward, uncomfortable, and feels like hell for most people starting out ... But as you get stronger, and perfect the movement, you start to enjoy squatting. (Well, kind of.)

You Probably Know This, But ...

Focus on the process, not the outcome.

If you write a post thinking "I MUST get a client from this," that's a lot of pressure. Copywriting and content creation is a long game.

Its purpose is to build bonds, cement your positioning, and differentiate you from your competition.

It's a Lot Like Golf



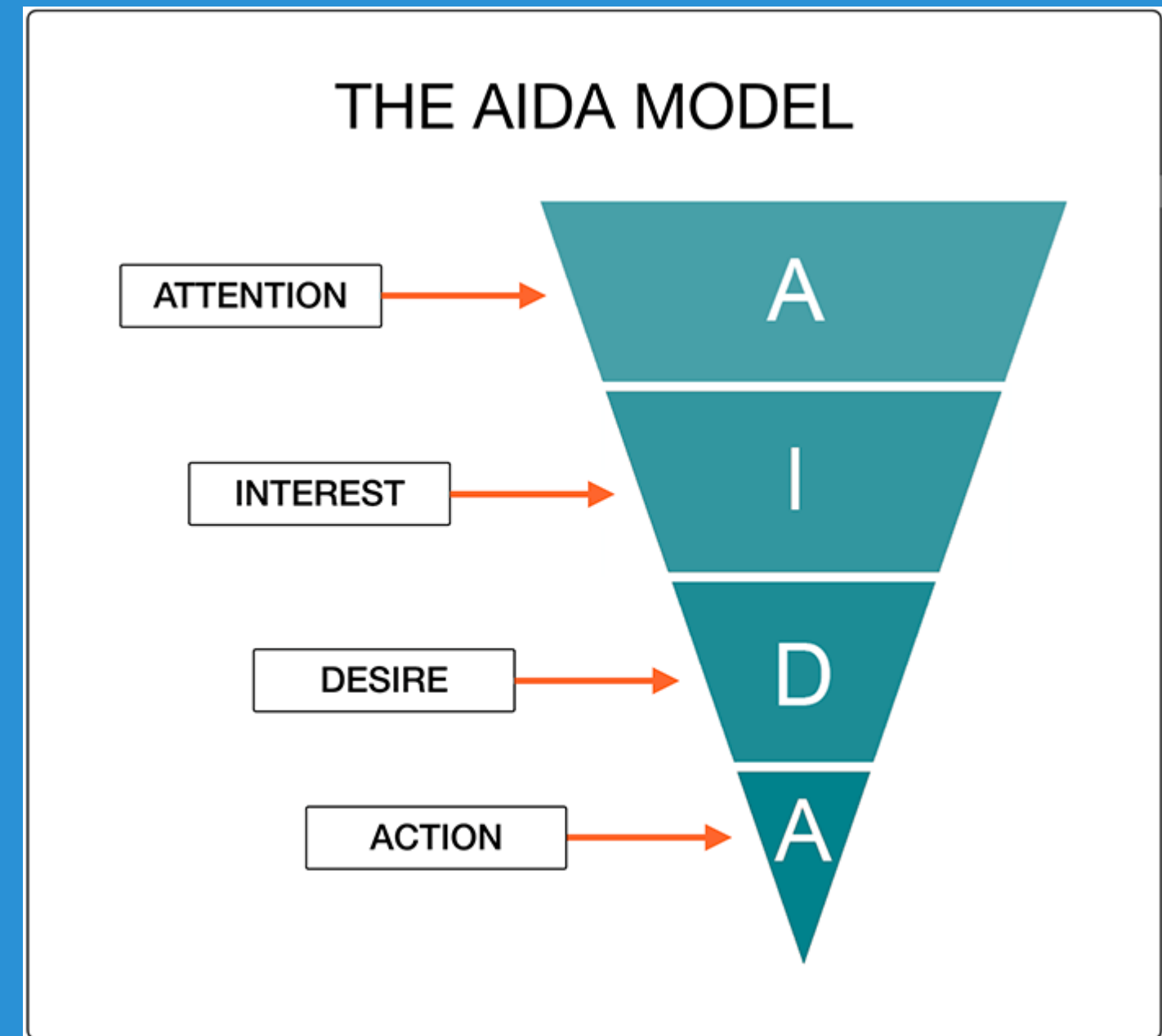
General Copywriting Structures

PAS: Problem, Agitate, Solve.

The 4 Ps: Promise, Picture, Proof, Push

Stories.

Before-After-Bridge



Each Piece Should Contain at Least One Of:

- Lists of objections
- Lists of outcomes
- Lists of problems
- Lists of unique specialties

Direct vs. Indirect Fitness Copy

Direct = Solely talking about fitness. (ie. Something that happened to you in the gym, something you were reading, a client story, something fitness-related you saw, etc.

Indirect = Linking something seemingly abstract back to fitness.

Indirect Linking Is a Skill You Should Master



Storytelling



Storytelling

People LOVE stories.

They're engaging, interesting, and fun to write. Plus, they're an easy way to kick off a piece of copy/content.

Plus, most trainers DON'T do this. They ONLY talk about fitness, so you'll make yourself stand out.

Storytelling

- Personal stories (How Clean Eating Made Me Fat.)
 - "Overheard in Starbucks."
 - Things clients have said to you.
 - Mistakes you made.
- EVERYTHING can be a story if you make it.

What Makes a Good CTA?

I like to mix up CTAs.

Sometimes, it's very direct.

Other times, it's EX-clusive. (ie. Deliberately off-putting.)

Sometimes there's no direct CTA at all. It can be just some 'food for thought.'

What Makes a Good CTA?

You can include scarcity and urgency but it MUST be done right, and not over-used.

People only buy the "I have 5 spots left" or "Prices are going up soon" so many times.

If you want to use these, they can be highly effective, but only use them when you can do so ethically.

What Makes a Good CTA?

People DO react to a deadline, but only if it's a genuine deadline.

If you can't ethically add scarcity or urgency, you can use the 'crossroads' position.

EMOTIONAL scarcity/ urgency can be just as powerful as physical/ tangible scarcity/ urgency.

CTA Examples -

Non-direct CTAs:

Just some food for thought.

Have a think about that, and let me know how you get on.

I'd love to hear about your experience with [topic.]

Got questions? Post them below/ DM them and I'll get right back to you.

Direct CTA Examples -

If you want results like [name] simply [CTA.]

So if you're ready to [overcome problem]/ [achieve outcome],
[insert action.]

I've got a few hours spare this week to chat to anyone who wants to
[outcome.] Fancy talking it through? If so, here's a link to my
calendar.

Do you also struggle with [problem?] Click here and let's fix that.

CTA Examples -

(After a case study) -

The cool thing about [name] was, he/ she was nothing special. He/she didn't have amazing genetics, hours of free time to train every week, and he/ she had already tried a bunch of stuff that hadn't worked.

But what they DID have was [character trait.]

See, provided you have that, there's no reason why you too can't [outcome.]

Want to see how it's done? [Click here to book a call/ find out more/ send me a DM](#) telling me what you want to achieve.

CTA Examples -

Look, this is the part where I'm supposed to 'sell you' on working with me.

And in a way, I guess I AM doing that. But here's what I'd say -

I'm not like most coaches, who constantly chases new clients, and has 50, 100, even 150+ people on their books.

See, the way I work with clients [insert something unique.]

So if you want your regular, 'rep-counting' PT who can barely remember your name, let alone your macros, I'm not your guy/ girl.

But if you want someone who actually cares about you, and deliberately keeps their circle small, [insert CTA.]

CTA Examples -

Now, before I wrap this post up, I want to make one thing clear -

Working with me does NOT provide a 'secret formula' to [result.]

Any coach who tells you they can do that, is probably talking out of their backside.

But here's what working with me DOES do:

[Insert outcomes.]

Full disclosure: I'm not the cheapest coach out there. But then I work with people who value results over saving a few pennies.

If that's you, [click here](#), and let's chat further.

CTA Examples -

By the way, I know every trainer does the "HURRY! LIMITED SPOTS" nonsense ...

But I really DO have limited spots.

See, I only ever work with XX people at once. Any more than that, and I can't give my clients the care and attention they deserve.

Currently, I'm at YY folks, which means just Z spots left.

i don't do hard-sells, false scarcity, or fake numbers ... So if you want to grab one of those limited spots, [go here.]

CTA Examples -

Before I forget - At some point in the future, I'll be putting my prices up.

I'm not talking hundreds extra a month, but my fees will rise by at least £xx.

However, for anyone who's signed up before [date], you'll be able to stay on my current rate, for as long as we're working together.

So if you fancy grabbing a spot before that price rise, just [insert CTA.]

CTA Examples -

The avoidance angle can always be very powerful.

"How much would you pay to avoid never again having to hide your belly under a cushion when you sit down?"

"How much would you pay to avoid the embarrassment of putting your summer clothes back on, only to find they're way too tight?"

"How much would you pay to avoid the shame you feel as you walk past the mirror each morning?"

"How much would you pay to no longer feel inferior to all the slim, toned, fit people in the gym?"

Well, if you're anything like most people, the answer would be 'priceless.'

CTA Examples -

In fact, many pay out thousands of pounds on expensive detoxes, or go on high-end bootcamps in the hope of achieving this.

The good news is, there's no need to spend crazy amounts of cash like that.

Because working with me doesn't cost anywhere near that. In fact, packages start from just [price.]

I think you'll agree, that's a small price to pay for -

- outcome

- outcome

- outcome

So to finally take charge of your weight loss, your body and your confidence, all for [price comparison,] just go here.

CTA Examples -

CTAs also work really well in a PS.

(Social posts as well as email.)

One extra thing I'd recommend - Don't force a CTA. If it feels natural, go for it.

If not, stick with something more indirect, and let your long-term content strategy make it so people buy into you *without* you selling.

Also, ask yourself - How would I position this if I was asking a friend? The 'By the way ...' or 'One last thing ...' angle works well, as it's very low-key, and makes you look like you're not bothered. (In a good way.)

AOB.

- If in doubt, keep it simple.
- Speak to ONE person.
- Aim to entertain, don't teach.
- Write to your audience, not your peers.
- Don't stress too much over platforms or minor details.

Simply get consistent.

- Grab 3 free copywriting templates here -

<https://thefreedomkickstarter.com/500templates/>

Any Questions?

The_Coffeeshop_Copywriter

Mike@thebusiness-ofwords.com

