Keys To Copywriting

Create copy that converts and eliminate “blank page anxiety” once and for all
In this workshop, you'll learn...

- What copywriting is and why it’s important
- Why people buy things
- Headline formulas and how to write your own
- Email subject line formulas and how to create your own
Copywriting Fundamentals

What Does **Copywriting** Mean?

Assembling words in an order intended to persuade the right reader, viewer, or listener to take a specific action.

Why is **Copywriting** Important?

It's the weapon we use to fight for attention, and people will buy if they first understand how it will solve their problem.
Psychographics Matter!

What’s going on inside a person’s head?

- What are they thinking?
- What’s motivating them?
- What’s their attitude?
- What’s their aspiration?
- What’s their specific problems?

What do they like or want?

- Interests?
- Desires?
- Goals?
Copywriting is crucial because it enables you to compete for attention amidst the constant stream of information bombarding your customers, and it helps you to connect with potential buyers by addressing their problem they are trying to solve.
Ten Reasons Why People Buy

People buy things because they want to:

- Make More Money
- Save More Money
- Save More Time
- Feel More Loved
- Gain More Praise
- Get More Comfort
- Avoid Effort
- Escape Mental or Physical Pain
- Higher Hygiene / Better Health
- Increase Their Popularity / Social Status
Purpose:

Get people to stop what they are doing, and start reading or watching

Bottom Line:

Target the emotions: Fear & Desire

Headlines that encapsulate both fear and desire work the best.

Fear = Problem
Desire = End Result
"How To" Headline

How To ___ In As Little As ___ ... Even If ___

1. The “end result” or the “desired outcome”
2. Specific "time frame"
3. The “current problem or situation” that your potential customer is experiencing
"Get What You Want" Headline

① Quick And Easy Ways To ② And Avoid ③

① Specific "number"

② The “end result” or the “desired outcome”

③ The “current problem or situation” that your potential customer is experiencing
Here’s The Perfect Solution If You Want ① (even if ②)

① The “end result” or the “desired outcome”

② The “current problem or situation” that your potential customer is experiencing
Activity: "How To" Headline

"How To" Headline Examples:

• **Example 1**: How To Boost Your Metabolism In As Little As One Week... Even If You're Over 50.

• **Example 2**: How To Write A Best-Selling Novel In As Little As Three Months... Even If You're Not An Author.

• **Example 3**: How To Double Your Website Traffic In As Little As Two Weeks... Even If You're Not Tech-Savvy.

• **Example 4**: How To Teach Your Dog To Stay In As Little As Thirty Minutes... Even If They Get Distracted Easily.

WRITE YOUR
HEADLINE IN
THE Q&A AREA
WHEN YOU'RE DONE
Subject: Want to get more views on TikTok?

Hey Steve,

Did you know the average person on TikTok only averages around 250 views on each video?

Yep. It’s true. The main reasons their videos fail is:

- They don’t know how to create engaging content that people love watching.
- They don’t use popular sounds that are trending.
- They don’t know how to respond to their comments.

Luckily, I created a quick video that shows you exactly how to do everything above - fast and easy.

Click here to watch it.

<<INSERT LINK HERE>>

Looking forward to your response!

Alex
Purpose:
The Click. Period.

Bottom Line:
Stand out in their inbox by building curiosity.
"Lessons Learned" Subject Line

1. Number
2. The subject: I, We, or your customer's name
3. Action you took

“3 Lessons I Learned From Going Viral on TikTok.”

“5 Lessons We Learned From Reading a Book Every Month For an Entire Year.”
"Something Remarkable" Subject Line

Here's Why/How ① ②

① The subject: I, We, or your customer's name
② Remarkable action you took

"Here’s How I got 4.3M Views and 28k Shares on My TikTok Video."

"Here’s Why We Will Use Kajabi For The Rest Of Our Lives."
"End Result" Subject Line

1. The subject: I, We, or your customer's name
2. End Result
3. Time frame

“How I Trained My Puppy To Sit In 30 Minutes.”
“How We Sold Our Home In less than 4 Days.”
The **subject line** you create must **build curiosity** because it's **competing for attention** in your potential customers' inbox against all of the other emails they receive that day.
Activity: Email Subject Line

Choose one of the following formats for your email subject line:

1. [Number] Lessons [I/We] Learned From [Action You Took]
2. Here’s Why/How [I/We] [Something Remarkable]
3. How [I/We] [Result] In [Timeframe]

Email Subject Line Examples:

- **Example 1:** “3 Lessons I Learned From Going Viral on TikTok.”
- **Example 2:** “Here’s Why We Will Use Kajabi For The Rest Of Our Lives.”
- **Example 3:** “How We Sold Our Home In less than 4 Days.”
In this workshop, we learned...

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- Why people buy things
- Headline formulas and how to write your own
- Email subject line formulas and how to create your own
“The written word is the strongest source of power in the entire universe.”

-Gary Halbert
Homework

- Finish any incomplete work in your Participant Guide

- Come prepared with an open mind about social media and try to reframe your brain into a "Content creator" mindset rather than a "consumer" mentality

- Continue creating more headlines and email subject lines based on the formulas we discussed

- After you’ve got the hang of it, post your headline or email subject line you’ve created into the Get Started Challenge Community group and ask your peers for advice
Congratulations! You did it!

Remember: In addition to these live workshops, we have created four On Demand Workshops to complete your journey.

- Know Your Worth
- The ABC’s of Kajabi
- Website Prep
- Settings For Success
Questions?

Please use the Q&A to submit your questions!
Kajabi Help Center
help.kajabi.com
You've got questions, we've got answers. Our Help Center’s guides and FAQs can answer your questions and walk you through every action you can take with Kajabi.
Live Workshops
learn.kajabi.com

Our workshops are a great way to understand Kajabi’s features and ask questions live with our very own team.
Contact Support
support@kajabi.com

Based on your Kajabi Plan, you can chat with Live Agents right from your Dashboard.

For additional technical and billing assistance, you can email us directly at support@kajabi.com.
Onboarding
Get the guidance you need to keep your business on track.

Welcome Call
Maximize your trial with a 1:1 call.

Activation Call
Get 1:1 help to set up your business.
Kajabi Hero Community
facebook.com/groups/newkajabi

Connect with fellow Kajabi Heroes - share wins, celebrate milestones, and support each other!
Kajabi University
university.kajabi.com

Kajabi University is your resource for guided content aimed to help you create and build your online business with Kajabi. Go at your own pace and master your skills. Be a proud KU Alumni.
THANK YOU FOR ATTENDING!

Homework

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