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Instant Copy Templates

Bonus:

The 12 Beliefs



THE 12 BELIEFS YOUR PROSPECT MUST HAVE IN ORDER TO BUY

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The 12 Beliefs Your Prospect Must Have In Order To Buy

When you think about it, it makes sense that there are certain beliefs your prospect must have, before they'll ever buy the product they're looking at. What's not always so obvious is what they are.

This list is a steadily built combination of things I've discovered from Agora, from other top copywriters, and from my own testing in a bunch of different markets.

Here's the full list:

1. It is even possible to _____
2. _____ is a good thing to do
3. Other people regularly _____
4. It is possible for me to _____
5. If I try, it's highly likely that I'll succeed in _____
6. Every other time I've failed at _____, it hasn't been my fault
7. I have enough education/experience/time to be successful at _____
8. _____ conditions are perfect for this opportunity today
9. Today is the right time for me to start _____
10. This is the right opportunity for my _____ goals
11. I'll be a hero to my family and friends when I succeed in _____
12. This is more interesting and exciting than all the other media I have access to in the field of _____

Instructions for use:

Keep this list handy whenever you're writing any piece of copy. Ads, sales pages, emails, webinars, whatever - each one has to convince the prospect of certain beliefs.

As you write, ask yourself these questions at different points through the copy, where your prospect might be asking this question. This takes practice and as you gain experience, you'll spot more and more places where your prospect is asking themselves these questions.

Then, answer this question in your copy so they can sigh in relief and move on with certainty.

Here's the trick to it: Once you have the place, and the copy to go there - go back 1 or 2 paragraphs and put the copy there instead. You want to bring an objection up before the prospect even thinks of it themselves. That's how you appear as the all-knowing expert. When you can describe their problems better than they can, they'll automatically assume you have the answer to them.

Please note: Not all 12 beliefs will be applicable to everything - for example if you're selling a business opportunity to people who are brand new to this market, the first belief is one you've got to knock out of the park right off the bat.

However if you're selling to a prospect with a higher sophistication level, in general they'll know that the thing you're selling them is quite possible, they're just looking for the right one to buy.

Pro tip: For more information on levels of sophistication, read Breakthrough Advertising by Eugene Schwartz.

Pro tip 2: Just because your highly sophisticated market doesn't need to be convinced that your general idea works, they might need convincing that it works in the specific way you say it does, or with the specific methodology, if these things are cornerstones of your pitch.

E.g. A high level prospect for an advanced copywriting course shouldn't have any trouble believing that copy works. But they might think that old-school long copy doesn't work anymore, and they should be writing short copy only. If your course teaches long copy, you need to bust that myth asap.

Worksheet

Required belief	Proof/Argument
It is possible to _____	
_____ is a <i>good</i> thing to do	
Other people regularly _____	
It is possible for me to _____	
If I try, it's highly likely that I'll succeed in _____	
Every other time I've failed at _____, it hasn't been my fault	
I have enough education or experience or time to be successful at _____	
_____ conditions are <i>perfect</i> for this opportunity today	
<i>Today</i> is the right time for me to start _____	
This is the right opportunity for my _____ goals	
I'll be a hero to my family and friends when I succeed in _____	
This is more interesting and exciting than all the other media I have access to in the field of _____	

How to use the worksheet:

Step 1: Before you write a word, choose the Required Beliefs in the first column that will apply to your audience. Most will be required in most campaigns or promos - and if you're not sure, use them all. It'll be the one you skip, that could be the one which costs you a lot of sales.

Step 2: Fill in the relevant Required Belief. E.g. If you need your prospect to believe that it's possible to lose 10 pounds in 10 weeks with your fitness program, the Required Belief Sentence would be: "It is possible to lose 10 pounds in 10 weeks".

Step 3: In the 2nd column, note the Proof or Argument you must provide in your campaign, to ensure your prospects adopts this Required Belief. There are many types of Proof such as testimonials, charts, screenshots etc.

Step 4: See the above Instructions For Use to insert each Required Belief into your sales copy.

Step 5: Get a bunch of sales and tell me all about it!

To your success,

Brian Cassingena