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*A Free Newsletter to Marlon's Customers With 1 or More Purchases In  
The Past 12 Months and 1 or None Refunds9*

## **SALES COPY FILL-IN-THE-BLANKS**

### **A TO Z BLUEPRINT**



What you'll learn today: A to Z fill-in-the-blanks blueprint for creating your sales copy

What's the big benefit: Just fill this out next time you need to create sales copy.

Hello,

Marlon here.

A couple quick updates:

Point Click Coaching – Last Wednesday's training is posted in the comments in the Q & A area. It was a breakdown of how to assemble your funnel. Next week is traffic.

I drop KNOWLEDGE BOMBS daily in my Facebook group. It's free. When you join use the code word MMM, so I know to approve you.

I do live streams and other stuff. If you aren't in my FB group, man, you are missing out.

If you want some inspiration, [join my Instagram](#).

## **1. What is the temperature of the audience?**

It's important to

Cold – Don't know the problem, opportunity or you

Warm – Know the problem or opportunity but not your solution

Hot – Know the problem or opportunity and your solution

## **2. What is the ideal customer avatar?**

Your ideal customer avatar is a fictional description of who the ideal customer is spelled out in good detail including financial condition, buying motivations and demographics.

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**3. What is the state of their existing desire for your solution?**

- a. Extremely strong desire
- b. Average
- c. Really need to fan the flame

**3. What is the state of sophistication of the market?**

- a. Simple promise will work
- b. Need a bigger or wider promise
- c. Need a mechanism
- d. Need to escalate mechanism
- e. Need an identity picture

**4. What are your Doug Hall essentials?**

**Overt Benefit:** \_\_\_\_\_

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**Dramatic Difference:** \_\_\_\_\_

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**Reason to Believe:** \_\_\_\_\_

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**5. What approach should sales copy take?**

- a. Offer
- b. Problem solution
- c. Big promise
- d. Instant result
- e. Juxtaposition
- f. Case study
- g. Heavy proof
- h. Prediction
- i. Story

**6. What are your most compelling elements of proof or what proof do you need to collect or create?**

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**7. What unique features do you have?**

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**8. What is your value proposition?**

Your value proposition is a statement of the experience you'll provide to the customer vs. the other alternatives available.

(Benefits – Costs) vs. alternatives

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**9. What key sub-promises will you make?**

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**10. What are they key psychological motivations of your audience?**

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**11. What are the bonuses for your offer?**

You normally create bonuses to answer key objections your prospective buyers likely have. You also create bonuses for instant benefits.

Bonus 1: \_\_\_\_\_

Bonus 2: \_\_\_\_\_

Bonus 3: \_\_\_\_\_

**12. What is your bargain appeal?**

What is your price comparison or strategy to make your price a bargain?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**13. What are your elements of fast adoption?**

Reference Point and Click Coaching for details.

Relative advantage \_\_\_\_\_

\_\_\_\_\_

Complexity \_\_\_\_\_

\_\_\_\_\_

Compatibility \_\_\_\_\_

\_\_\_\_\_

Trialability \_\_\_\_\_

\_\_\_\_\_

Observability\_\_\_\_\_

\_\_\_\_\_

**14. What is your scarcity?**

Time limited\_\_\_\_\_

Numerical\_\_\_\_\_

**15. What key benefits do competitive sales copies hammer on?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**16. Vs. all the competitors and alternatives, why is your solution the best overall value for the buyer?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Best wishes,

Marlon

PS: To quote Hill: "In parting, I would remind you that "Life is a checkerboard, and the player opposite you is time. If you hesitate before moving, or neglect to move promptly, your men will be wiped off the board by time. You are playing against a partner who will not tolerate indecision."

If you want to apply for potential acceptance into coaching, go here:

<http://marlonsandbiz.com/schedule>



## **The Road Not Taken**

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim  
Because it was grassy and wanted wear,  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I marked the first for another day!  
Yet knowing how way leads on to way  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,



I took the one less traveled by,  
And that has made all the difference.

**Robert Frost**