



GRASPED AI Search

Copywriting

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Copywriting Questionnaire

...[player id='11175'] What do you want people to do when they read your copy? Examples include: buy a product, pick up the phone and call you, fill out a form, etc. Please provide access to your product. Be sure to include links and passwords if applicable. What is your product's name? Is there any particular reason you chose this name? What does your product do for your customers? Describe what it does in one sentence, two sentences tops. List all the features and benefits of your product here. Take note...

GRASPED Effective Copywriting

Module 3. GRASPED Promotional Email Subject Lines.

...Who else wants to [save \$]?Example: Who else wants to save \$25 on this productivity app?24. The big [type of] sale starts now...Example: The big copywriting training sale starts now...25. Buy one [item], get one 50% off...Example: Buy one month of prepackaged meals, get one month for 50% off...26. Buy one [item], get one free - sale starts now...Example: Buy one meal-planning app, get one free - sales start now...27. A good deal for the first [number] who open this email...Example: Here's a good deal for the first 150 people who open this email...28....

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Swipe File: 27 Ideas for Membership Sites

...other marketers. Then there are marketers who want to learn the art and science of copywriting so they can improve their conversion rates. If you focus on those who want to start copywriting businesses, then you'll want to add in lessons such as business licensing, where to get clients and other marketing topics. For both groups, you can offer copywriting lessons such as: And so on. In addition, you can offer weekly or monthly critiques of your members' sales letters. The best way to do this is by offering video critiques, so that members...

GRASPED Effective Copywriting

Module 4. GRASPED Miscellaneous Email Subject Lines.

...one email...30. New copy and paste ads for [product/person] affiliates...Example: New copy and paste ads for Grasp Copywriting Concepts affiliates...31. Join the affiliate contest and win up to [amount]! Open for details...Example: Join this affiliate contest and win up to \$2000! Open for details... Subject Line Templates: 31 Miscellaneous Subject Lines. These subject lines cover a variety of miscellaneous email topics not covered elsewhere, including emails for your affiliates, emails about contests, webinar emails and more. Take a look... 1. Free webinar: [describe topic/benefit]Example: Free webinar: How to earn \$100k per year within your...

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Overview of Templates 'N Tools

...Bullet Points into Info Product Ideas Have you ever struggled to come up with an idea for a new product? Just read this case study and you'll discover a clever trick for generating dozens or even hundreds of new product ideas - you'll lose this! 19. Case Study: Copywriting Questionnaire Whether you're creating a sales letter for your own product or one for a client, you can use this questionnaire to better understand the product and the audience so you can write a letter which really connects with your readers! 20. Case Study: 20...

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7 Writing Helps for Every Content Creator

...to a source. Tip: In order to create truly original content, it's best if you find your own fresh angle for the topic. For example, many copywriting books and articles refer to the AIDA (attention, interest, desire, action) formula. And so, this is what you'll find when you start researching how to write a sales letter. Want to be unique? You could present a fresh angle on copywriting by talking about how writing a sales letter is a lot like writing a love letter. Credit Your Sources If you're using multiple sources to do...

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Ebook Directory

...for Sales Writing Swipe File: 52 Kinds of Blog Posts Swipe File: 50 Blog Post Titles Understand the Truth About Virtual Assistants Swipe File: 15

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Ideas and Examples For Small Report Writing Swipe File: 15 Ideas and Examples For Small Report Writing Swipe File: 15 Ways to Promote Offers in Content Swipe File: 20 Opening Paragraphs Swipe File: 20 Closing Paragraphs How to Turn Bullet Points into Infoproduct Ideas Copywriting Questionnaire 20 Article Openings with Examples Using Your Virtual Assistant to Manage Your Blog Checklist: How to Write a Sales letter Checklist: How to...

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46 Email Subject Lines When Sending Promos to Your List

...at 40% off... 21. Black Friday savings – [describe] Example: Black Friday savings – get personal nutrition coaching at 50% off... 22. [Season/holiday] sale – get [percent off] Example: Valentine’s sale: get 25% of any wedding-planning guide... 23. Who else wants to [save \$]? Example: Who else wants to save \$25 on this productivity app? 24. The big [type of] sale starts now... Example: The big copywriting training sale starts now... 25. Buy one [item], get one 50% off... Example: Buy one month of prepackaged meals, get one month for 50% off... 26. Buy...

GRASPED Copywriting Challenge

Module 01 Pre-Primary-Post-headline

...of Your Whole Neighborhood!” Tip: Be sure to put your main headline in quotes. That’s because it tends to attract attention better. I’m not just guessing here – this has been proven time and again by countless copywriting and marketing experts! Key #3: Create an Itch While your headlines need to get your prospect’s attention, they also need to compel your prospect to keep reading. And one way to do that is by arousing curiosity (“creating an itch”) in your headline. You can do this either in your main headline or in your post-headline....

GRASPED Copywriting Challenge

Module 03 Product

...it was developed by a team of scientists... [tell the story] Here’s what makes this software so amazing: We tested it across 127 sales letters and 99.3% of the time it boosted the conversion rate by at least 25%. Go ahead and look around – you won’t find another copywriting product that’s been tested so thoroughly! You’ve probably read a ton of sales letters that tell you they have the secrets of getting ripped. But you know who’s putting those products out? Fat marketers. And that’s why this product is different. I’m a certified...

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Swipe File: 15 Ways to Promote Offers in Content

...where you can share a handful of the tips and direct the prospect to order the product to get the rest. Example: You could write an article covering five copywriting tips as a way to pre-sell a product that covers 101 tips for better sales letters. 5. Promoting Products in Interview Articles If you’re promoting affiliate products, then one way to impress your prospects is to interview the product creator (who presumably is the expert on the topic). Then you can include your affiliate link at the end of the article. When you think...

GRASPED Copywriting Challenge

Module 00 Introduction

...you can develop. Once you know how to create your own cash-pulling copy, you can virtually write your own ticket in life! Whether you sell your own products, sell affiliate products or you want to write for someone else, this course will help boost your income. But here’s the thing... There’s a world of difference between copywriting and other forms of writing (such as article writing). The other forms are used to educate and perhaps entertain. Copywriting is different because it’s used to persuade, motivate, and sell. To do this, you need to tap...

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Swipe File: 101 Writing Idea Generators

...what they’ve just learned. You can offer “multiple choice” questions, “true or false” questions or even open-ended (essay style) questions. Example: A quiz question for a copywriting discussion might be: “What does AIDA stand for?” (Answer = Attention, Interest, Desire, Action.) 21. Survey Your Readers A survey is where you ask your readers questions, such as what their problems are or what they like most about certain products in your niche. You might even ask fun questions, such as “what is your favorite dog?” The bonus is that later on you can share your...

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Swipe File: 50 Blog Post Titles

...Good Reasons to NOT Use Diet Supplements 22. Are You Tired of [Bad Thing]? Then You’ll Love This Example: Are You Tired of the Unreliable,

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Slow-Cranking 6-Volt System in Your Classic Chevy? Then You'll Love This... 23. How to Quickly and Easily Improve Your [Niche Skill] Example: How to Quickly and Easily Improve Your Copywriting Skills 24. Save Time and Money With These [Niche Topic] Tips Example: Save Time and Money With These Do-It-Yourself Kitchen Remodeling Tips 25. Have You Jumped on the [Topic/Product] Bandwagon Yet? Example: Have You Jumped on the Fiverr Bandwagon...

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Module 10 Pulling It All Together

...your headline is the most important part of your sales letter. That's why you shouldn't take its creation lightly. Indeed, some of the top copywriting masters brainstorm dozens or even hundreds of headlines before deciding on the best one. If you want to write like these pros, then you too should brainstorm dozens of headlines. Which brings us to the last point... Key #5: Let Your Prospects Vote With Their Wallets You can create what you think is the perfect sales letter: an attention-getting headline an emotion-pulling opener great bullet points and all the...

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• Email Template 2. The Free Trial Email

...Ever sat down at your computer to write an email, but you ended up just staring at a blank screen for far too long? That's pretty common - but it doesn't have to be that way! That's because you now have access to: The Free Trial Email Claim your free [type of trial] trial inside... Get [product/membership] for [timeframe] - free! [Timeframe] of [product name] for free? Hi [Name], You asked for it, and I'm delivering... If you act now, you can get [timeframe, such as "one week"] [of the...

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15 Ways to Introduce an Offer

...1. Introduce the offer directly (especially if your product name conveys a benefit). For example: 2. State your USP. For example: 3. State the main benefits. For example: 4. Share a discovery. For example: 5. Educate the prospect. For example: 6. Let the prospect know what they're NOT getting. (Introducing ____, This isn't about ____,...) For example: 7. Get the reader to imagine the benefits. (Imagine ____. Now you can ____!) For example: 8. Refer to tips, secrets and strategies shared inside your product. For example: 9. Compare the product...

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15 Ways to Offer Proof

...1. Post a screenshot. Examples: 2. Show a video that offers proof beyond that of a simple screenshot. Examples: 3. Show a "results" video. Examples: 4. Show "before" and "after" videos. (These are more compelling than static pictures.) Examples: 5. Get an endorsement from an authority figure or expert. Examples: 6. Post "before" and "after" pictures. Examples: 7. Post testimonials that offer compelling proof of whatever claim you're making. Examples: 8. Get video testimonials. Examples: 9. Support your claims with statistics. Examples: 10. Offer social proof using numbers. Examples: 11....

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50 Fill-In-The-Blank Bullet Points

...1. See page [page #] to discover a little-known way to [get benefit]! For example: 2. At last! Find out what thousands of other successful [niche group members] know about [benefit]! For example: 3. Revealed: Why [common activity] will NEVER [get benefit] - and what you need to do instead! For example: 4. Here's how the professional [group] [benefit]! For example: 5. You'll find out [number] surprisingly easy ways to [benefit]! For example: 6. Here's how to get [benefit] - for free! For example: 7. The real secret to [Topic]...

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15 Ways to Call the Prospect to Action

...1. Justify the price. If you act now, you get everything you see on this page for the price of a medium pizza - just \$14.97! You won't find a better deal around. So, take out your credit card and click the buy now button to get started... 2. Reverse risk by offering a free trial. Click the "join" button below right now to get started... Click the join button to get started... Click the order button to get started now... 3. Reverse risk by offering a low-cost trial (\$1)....