

The Simple Writing System Express Course Webinar

John Carlton here.

In this ***Simple Writing System Express Course*** I'm going to show you a couple of *very simple and easy-to-implement shortcuts* that will instantly empower you to bring in more money more confidently... while making your customers really, really happy.

Just like the full ***Simple Writing System***, this Express Course is a step-by-step process you can follow *every time* you need to create an ad. Or a video. Or an email. Or anything else required to make your business hum with action.

Once you've learned these steps, you will use them over and over again.

Why did I create this mini version of The Simple Writing System?

Easy answer. I want to make it *obvious* that this thing called “the sales process” really is something you can do *simply and with integrity*... and still generate results that will explode your bottom line.

Selling is not magic. It is a set of skills that you simply haven't learned yet, while successful marketers and advertisers already use these skills every day. They are very good at persuading people to take out their wallet and buy. And if you stick with me, you soon will be, too.

I want to *prove* to you that I know *exactly* how to remove the mystery surrounding advertising that works.

Thousands of students (from *every* level of business experience and success) have been through my Simple Writing System program and versions of this Express Course.

I've proven I can teach *anyone* how to quickly and easily create *all* the writing you need done, including all your ads, your video scripts, your websites, your social media, your emails, product launches, and *everything else* necessary to put your life and your business on the fast track to big-time success.

Plus, I know how to make the entire process fun.

Read each of the 3 short lessons, below, and do each of the exercises. (This is important.) You'll be on the road to creating your best ad ever. And you'll get a glimpse of the one-on-one coaching that happens every day in the official ***Simple Writing System Coaching Program***.

Stay frosty... and I'll see you on the webinar Tuesday.

John

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Step 1: What Do *They* Say?

This is the coolest shortcut I've ever used to help you quickly and clearly understand what's going on in the mind of your hottest potential prospect, so you can begin to bring him into your sales funnel.

This works whether you're creating a webpage, a video, a social media campaign, an e-mail auto-responder, a postcard or anything else you use to generate sales.

It's the first step to take whenever you're ready to start pumping massive numbers of leads and sales into your business. It's the best kind of basic research easily done.

I want you to do a little visualization exercise.

Imagine you're in a bar or coffee shop minding your own business. Reading. Flipping through emails. Whatever. You're not paying much attention to anyone or anything in the room.

The bartender or person behind the counter is doing what they do... Polishing a glass or wiping down the other end of the bar or counter top...

When someone sits down next to you.

This person says – to the bartender or person behind the counter, not to you – something like, “Hey, Joe. Pour me a double, will ya? I'm having a truly rough day.”

The bartender / barista stops what they are doing and says, “What's wrong, Bob?”

And Bob answers very precisely...

Now, here's where the secret behind this shortcut kicks in. Imagine in this scenario that what Bob says next describes the exact problem or need that what you offer fixes.

Great marketers are forever going over this type of virtual conversation with their target audience. This stranger is your perfect prospect. He's in some level of trauma with a problem or a need that he cannot handle. He needs exactly what you offer.

What does Bob say?

Write down what your perfect prospect might say in this situation. How would he or she describe their problem or need in a real-life situation like this?

Any marketer who cannot voice this out will never truly understand how to persuade prospects to buy what he offers.

However, if you can get into the head of your prospect and clearly say out loud what's bugging him,

you have just solved one of the most important steps in pulling down the big bucks, because unlike most marketers out there -- who are pretty clueless about what motivates their audience and what's going on in their heads -- you now know exactly what's going on.

This is the critical step to all great sales messages. Without this simple street-level bit of psychology, you cannot nail your prospect in his "tender sweet spot of need". It's *the* fundamental step for creating a persuasive message.

Let's do this.

Consider what your perfect prospect would say in this situation, and write it down.

If you'd like me to give you some suggestions or tips during the upcoming webinar, hop over to www.SimpleWritingSystem.com/webinar-exercise/, and type it in the clearly designated box.

Important: You can complete this step first, then move to Step 2, and go back and forth between this PDF and www.SimpleWritingSystem.com/webinar-exercise/ to type in your personal answers. Or you can hand-write your answers down, and put your answers to all 3 steps into the website boxes at the same time. Your choice. My staff and I will read every submission.

I'll pick the best ones (the ones that best illustrate the lesson, even if they need the most work) and we'll talk about them in the webinar.

This is the end of Step 1. Give it a minute or two of thought, then write your answer down. Do this before moving on to Step 2 below. Write your answer into the appropriate box at www.SimpleWritingSystem.com/webinar-exercise/ when you're ready to do so. It's just as easy to toggle back and forth for each step, as to write in all three of your answers at the same time.

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Step 2: What Do You Say?

We're going to continue the same visualization exercise. We're still sitting next to Bob, the guy who walked up and stated his reason for being totally bummed out.

You, of course, have perked up because he has just identified himself as a **perfect prospect** for what you offer.

What you do next is critical. You must be able to handle this situation well. And I'll help you out here because most marketers – not just some, but *most* – screw it up, and they ruin the opportunity to sell to even their *perfect* prospect.

Think about this for a moment. What you say now determines the success or failure of this interaction. If you cannot sell to a perfect prospect, someone who *openly needs what you offer* and who is right there next to you, then you sure as heck aren't going to be able to sell to someone else

either, especially through an ad or a website or a video or anything less personal than this hypothetical face-to-face situation.

Luckily, I've got a nice little shortcut for you here, which *instantly connects* you to your prospect in the best possible way. And it works like crazy whether you're standing next to him or communicating through that ad, video, website or any other media.

Let me set this up for you: It's important to remember that this perfect prospect is a *stranger*.

He doesn't know you, doesn't trust you, and he's not in the mood to be sold or pitched or even talked to nicely.

He's in some level of *trauma* because he has a problem or a need that is interfering with his life. He may be building a playhouse for his kids out back and can't complete it until he finds the right kind of nail. That's a minor problem, but it stopped him cold in his task.

Or, he may have serious health troubles that came on suddenly and his entire life is on hold until he finds a solution. That's a major problem.

Or, it may be something in between those extremes. The thing is, he has a *problem* and you have a *solution*, and now it's your job to help him become aware of this fact without scaring him off or making him suspicious or -- if you really were in a bar -- getting in a fight.

What do you say?

You at most have a couple of seconds to get on his radar and deliver enough relevant information that will sneak past his natural tendency to ignore you or walk away. Or online, to simply lower his finger to his mouse and click you out of his world.

OK, let's get down to it. In *real life*, you might excuse yourself by saying something like, "Excuse me, but I couldn't help overhearing."

In an ad or a video, you don't need to do that. However, the *attitude* you present here is the same.

You must be very respectful of your prospect's time and especially respectful of his *attention span* – again, because you have *mere seconds*.

Most marketers can't clearly explain this in half an hour. They don't have a clear idea in their head about what they do and how to best present it to even their most perfect prospect.

So, here's the shortcut formula for getting right to the point:

"We help [*this group of people*] do [*this benefit*] [*better, cheaper, faster or easier*],
even if [*worst-case believable scenario*]."

Or, more simply:

“We help (blank) do (blank) even if (blank).”

Now, go back to the bar.

Let’s say Bob said he was bummed out because his business wasn’t making any sales. This happens to be right up my alley, by the way. So, after excusing myself for interrupting, I would say:

“I help small business owners and entrepreneurs create their first killer conversations that bring in the big bucks, even if they flunked English or are scared to death of writing.” And because it’s me, I might also add, *“And I’ve been doing it for over 30 years.”*

Let’s do another example. Let’s say Bob complained that his golf game sucked and he was tired of being humiliated by his buddies every time they played. If you had a product that addressed this problem, you might come back with:

“We help golfers with huge handicaps to immediately start hitting long, straight, gorgeous tee shots and score so low they win all the money from their buddies, even if you’ve been slicing, hooking, skulling, hacking and putting like a baboon your entire life.”

Here’s another example. Bob is depressed because his tax bill is outrageous and he thinks he’s paying too much. If you had a service that addressed tax accounting for certain sized businesses, you might say this:

“We help understaffed business owners grossing \$1-10 million a year to pay the least amount of taxes legally owed each year without adding a minute of extra work to your day, even if your bookkeeping is a total disaster area right now.”

Are you getting the idea? Here’s another example.

“We help broke people buried in debt to get out of debt within a short time and have more money in your pocket, without taking on another job or borrowing. Works even if you have no understanding of finances or economics whatsoever.”

Here’s another.

“We help overweight people to lose 20 to 30 pounds of body fat within one month without ever feeling hungry or deprived or sweaty from exercise. Works faster than any diet you’ve ever tried.”

Now, do you see how simple this system is, this formula?

“We help this group of people do this benefit better, cheaper, faster, easier even if. . .” and then give the worst-case believable scenario.

Great marketers love to work within a system and that’s what this formula is – something that *lays out each step like a checklist, systematically.*

So, you just plug in your info and you're on your way.

I've used this shortcut to *eliminate the mumbling and incoherence* of business owners and entrepreneurs who come to me desperate for a clear way to tell prospects what they have. It's a simple little tactic that packs the power to deliver the attention of prospects directly to you.

Many of the best and most profitable ads ever created, by the way, did little more than use this shortcut to get attention and then close the sale with another simple shortcut.

And we'll get to *that* simple shortcut in the next lesson. You'll like it.

Closing the sale is where Mr. Prospect becomes Mr. Customer and gives you money, because as fun as it is to get the attention of your target audience, *you aren't successful until you've closed the sale.*

But first, why don't you give this shortcut a try, yourself?

Write out what you would say to Bob.

If you've already been over to www.SimpleWritingSystem.com/webinar-exercise/, you saw there was a place for you to enter this exercise, too.

We'll read every exercise and give feedback on the ones that present the best example of a learning situation in the webinar.

Spend a few moments thinking about this scenario and what you would say. Remember, this is your perfect prospect – a guy who has the specific problem that what you offer, fixes.

Write down your response. Then move on to Step 3, below.

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Step 3: Close The Sale

In Step 1, we looked into the mind of your perfect prospect.

Most marketers *never* figure out how to do this and end up *talking to themselves* in their ads. Finally understanding this simple tactic to *joining the conversation already in his head* can put you light years ahead of your competition.

However, you still need to start *your* end of the conversation. That was Step 2.

Again, most business owners mumble and obscure the essence of who they are and what they offer... because they've never thought about it.

By nailing down a pitch like this – which you can make in just a few seconds -- you rise above the white noise of your market and actually engage your best prospects in a meaningful way.

The final lesson of the ***Simple Writing System Express Course*** is called Close The Sale.

This is where almost *all* marketers trip over themselves and ruin any connection you may have created with your prospect.

Most people are so terrified of closing the deal that they do something I call “*selling from your heels.*”

This is where you have one foot already behind you, ready to bolt at the first sign your prospect isn't happy with being “sold.”

Just get over your bad self. You're in business. It's your *job* to let your prospect know you have a good, ethical, well-valued product or service that directly helps his problem... and it's your job to *close the deal.*

So, money exchanges hands. A prospect becomes a paying customer, and you are on your way to success, wealth and happiness.

There are many ways to persuade a prospect to buy. Here are three of the most powerful.

In many cases, these are *all* you need...

... and as you will see, these shortcuts actually make the concept of selling *painless* for your prospect.

The deeper you engage these simple strategies, the more the deal becomes a true bargain, impossible to pass up. And all you're doing really is just applying a little honest salesmanship.

Let's get started.

Simple persuasion tactic number one: *Reverse the risk.*

Instead of asking your prospect to trust you, or even to just take a leap of faith, *you* take on all the risk.

For example, like this:

“Mr. Hardy, you don't risk a penny by trying it out. Take six months to decide. If you're not happy, you can get a fast refund with no questions asked just by returning it to me.”

In that quote, there is a ton of street-level psychology and brain-pleasing persuasion. As simple as it sounds, you are delivering *guaranteed satisfaction* in a way that is powerful and easily understood.

Rookie business owners get all twisted up trying to close the sale. They want the prospect to trust them, but they aren't willing to trust the prospect. A rookie's idea of a guarantee has no teeth in it.

Here's how to look at it: If you really have a good product or service, don't balk at your guarantee.

One of the main obstacles to closing a sale is *trust*. However, *you're* the only one in a position to swing the sale by embracing trust and absorbing all the risk, so that your prospect is both soothed by the guarantee and *deprived of a major reason to walk away*.

How can he refuse with such generosity being offered?

Persuasion shortcut number two: *Tell him exactly what to do next.*

Be specific and precise. *"To get your copy, just click the yellow button below and fill out the order page it takes you to. You can use your credit card or PayPal, if you like,"* etc., etc.

Now, the big key here is to be simple and easy in your explanation. Remove all complexities, all obstacles to getting the order created and processed quickly, and all side issues that might cause delay eliminated.

Street-savvy salesman know that once you've got your prospect in the mood to take out his wallet and give you money, *you must allow him to do so without interruption*. Even the slightest hitch or distraction can sour the transaction, no matter how hot you believe he is for what you offer.

The human mind has a shocking ability to change suddenly and without warning, or even without a good explanation. You must close *now*, simply and easily.

Persuasion shortcut number three: *Lastly, add a free bonus or two or three just to sweeten the deal.*

Add something that boosts the value of what you offer and put it *completely over the top*. It can be as old school as a coupon that gets him a ridiculously special bargain the next time he buys, or as modern media-savvy as a free report revealing even more information that you know he is interested in... because, again, you took the time to get into his head with Step 1 earlier.

Or, you could offer a free webinar or direct consultation with you because you have all the answers to his *other* most dire questions... and you are in a unique position to help him leap over other problems that are now freezing him up.

The thing is to give him something of *tremendous perceived value*.

You must get his mouth watering for the freebies. You must make him *want* them.

It's the idea of juicing up the deal so it's *more* than a bargain, more than an opportunity, and more than obvious *he should jump on it right freaking now*.

It's an *irresistible offer* – something that so effectively smothers the problem, the situation surrounding the problem, and every other aspect of the problem that he simply *cannot refuse*.

He's also not risking anything if he's not happy. It's easy and simple to get involved, too.

Makes sense, right?

These three simple persuasion tactics are what we call "**first choice tools**" in any good salesman's kit.

There are many other tools in that kit. However, *these* three will take you a long way, especially if you've been ignoring salesmanship up to now.

Him just *wanting* what you offer isn't enough to close the deal with a prospect. You must also *eliminate all the conscious and unconscious arguments inside his head* that are preventing him from pulling the trigger.

Give him the opportunity to convince himself and the doubting people around him that he got the best possible solution at the best possible deal, and he scored a pile of valuable free stuff in the bargain.

That's how to get him from saying, "*Well, maybe*" to, "*Done. Here's my money.*"

All right. Now it's your turn.

Consider what you really can do with your product or service to reverse the sense of risk, to make the deal go down as smoothly and simply as possible, and to load him up with a perceived cornucopia of free goodies.

Be honest. If you really can stand behind your offer, then do it with a guarantee with teeth. Take all the risk and allow your prospect to relax.

Invent some freebies if you don't have them yet. You *know* what tickles your perfect prospect's fancy and what gets him excited. So, consider how you can add stuff to sweeten the deal – free reports, for example, are something you can write in an evening... revealing stuff that you know *he* doesn't know yet, but that he *needs* to know, and is something he would be thrilled to discover...

... and here you are are, willing to share this info for *free*.

Extra Credit: Go through your ordering process yourself and really be critical of how easy or difficult it is. *Never lose touch with what it's like to be one of your customers.* You can murder results that way.

Closing the deal is where a business thrives or struggles and dies. This peek into the process couldn't present a more simple, easy-to-implement three-pronged shortcut strategy to make it work.

If you've already been over to www.SimpleWritingSystem.com/webinar-exercise/, you saw there was a place for you to enter this exercise, too.

We'll read every exercise and give feedback on the ones that present the best example of a learning situation in the webinar Tuesday.

This is a tremendous opportunity to be *allowed to screw this up* and still get directed back to the right path by a professional who knows how to teach. There is zero downside to participating in these 3 exercises.

Come on. Here's your chance to try out your new chops in a safe environment where everyone knows we're here to teach and learn.

And, as you probably figured out...

... what we're doing here is demonstrating just a *small part* of the tremendous value I've got for you and your business in the full ***Simple Writing System Coaching Program***.

At the end of the webinar, after I've given feedback on as many of the exercises posted as I can get to, I'll tell you all about the Simple Writing System opportunity available, including what we provide and what else we can do to help you grow your business and make a lot of money as soon as possible.

It's about to get real fun here, folks. You know all those testimonials you saw on SimpleWritingSystem.com (if you took the time to look)? You could be the next one. In just a few days, you'll have that opportunity.

Now get busy with your three exercises and hop over to www.SimpleWritingSystem.com/webinar-exercise/, so I can help you refine your pitch.