

How to a Write Course Descriptions that will Amaze, Engage and Sell, in just 13 Steps.

Welcome and Thank You!

The formula to fast copy writing, that will leave your Competitors fuming!

See what I did there?

The Course Description is your Key Sales Document to persuade Potential Students to purchase your course and is therefore critical to your Sales success.

Key Points to Address

Social Proof: testimonials

Benefits: Ask "so that..."

Objections: 5 key objections

Assurance: guarantees

Deadlines: urgency sells

Instant Gratification: make it easy, multiple steps or complexity create friction to the sale Sincerity - don't offer fluff, mislead or lie. Tell them the truth. It can help to admit a weakness or a fault. If so be fascinating about it.

Call To Action: Ask for the sale at the end!

Two types of readers: word by word and scanners, you need to appeal to both at the same time.

Be passionate and up beat in your writing - enthusiasms sells

Test and re-write. Keep A/B testing headlines, sub headers and copy. Ask your self, would I buy this product? Have I said everything to make the sale?

Work through the 13 Sentence structure for a first draft, then work through the remainder of this tutorial to improve the copy, content and appearance of your Course Description.

Structure

1. Outline 13 Sentence Description
2. News Update if relevant
3. Key Social Proof Statement
4. Urgency Statement
5. Assurance Statement
6. Overcome Objections
7. Assurance and Urgency Statement combined
8. Call to Action
9. Tags
10. What's in the Course Section
11. Course Requirements Section
12. Who Should Attend Section

Outline 13 Sentence Description

1ST SENTENCE - GET ATTENTION

Start with major social proof point that *** students are already taking the course and then add a line of ++++++++ across page.

"Attention all Struggling [your target audience]: Here is how to [address the problem YOUR specific audience is having]

+++++++ Put after each sentence across the whole page in bold, then at the end come back and take half out, unevenly.

2ND SENTENCE - IDENTIFY THE PROBLEM THEY ARE HAVING

"Do you struggle with? Have you been trying endlessly to....., but haven't had any luck? The big problem is that everyone has bad/no information"

1. Build the need for your product by identifying with your market
2. Let them know you understand their pain, you know how they feel, you have been in their shoes
3. This builds trust and gives them hope
4. What they are about to buy (and read) is meant for them
5. Close sentence by removing the blame from them - they have been misled or had the wrong information.

SENTENCE 3 - REVEAL THE SOLUTION - YOUR PRODUCT

"Well, I have been where you are now. This is why I created this brand new programme called [insert name]

SENTENCE 4 - PRESENT YOUR CREDENTIALS (IF APPROPRIATE)

"I have been for **** years and have done....."

SENTENCE 5 - SHOW THE BENEFITS

"Imagine [what things will be like once they use your product]. This programme will help you.....SO THAT.... You will finally have the answers you have been looking for. You won't feel [negative feeling], you won't feel overwhelmed"

Note: emphasis on emotion.

Create 3 to 5 bullet points which are the key features of your programme, product or service. Add SO THAT at the end of each, complete the sentences. Then go back and delete the features and the SO THATs.

SENTENCE 6 - SOCIAL PROOF

Case studies

Testimonials

Comments from previous students

Emails

Facebook comments

Text messages

Audio or video testimonials can be inserted here too.

If anyone else is saying your solution works, set it out here.

If they are not, don't worry, move on to the next sections. Do not make them up. Do solicit them if you can and add them later.

SENTENCE 7 - MAKE YOUR OFFER

Reveal your price and what they get for it.

Consider adding a "why" your price is what it is and "why" it is such good value.

Explain what they would normally pay for something as good as what you are about to give them, then give them a killer deal to sweeten the offer.

SENTENCE 8 - ADD BONUSES

Not essential. If you can sweeten the deal, do it here in the form of a bonus.

An extra PDF, free download, free resource, video etc.

SENTENCE 9 - GIVE A GUARANTEE

Add a money back guarantee. Minimum 30 days.

Remove ALL the risk for them.

Guarantee will help more people say yes than it will encourage people to refund.

SENTENCE 10 - INJECT SCARCITY

Must be credible and believable

Limited number of copies - but not for a digital product

Time limit

Price limit

Remove certain bonuses after a certain time.

You must give people a reason to take action NOW.

SENTENCE 11 - CALL TO ACTION

"Here is what you need to do Now!"

"Click the orange Add to Cart Button"

"Enter your Name and Credit Card information on the next page"

"After that you will be taken to the registration page where you will..."

Let them know exactly what the next steps are. Leave nothing out.

SENTENCE 12 - GIVE A WARNING

Remind them if they continue on their current path they will end up right back where they are now.

They need your product to get there. Tell them.

SENTENCE 13 - CLOSE WITH A REMINDER

Remind them of the amazing benefits they are about to receive

Remind them how they will FEEL once they start seeing the benefits

Remind them of the great price, the great guarantee and the reason they should buy today

SIGN OFF AND PS

Always add a PS repeating the Call to Action.

Header 1 Bold: latest news update

Coming Price increase

"This complete course - including all future updates and additions - has an introductory price of just \$***...however it will increase to \$*** next [date]

Start your course off at a reasonable price and increase by a regular fixed margin every week or two weeks after launch

Latest Update to the Course

"This course now includes....enabling you to...."

"NEW FEATURE!"

Say what the update is and state the key benefit of the update to the student Use CAPITALS and **Bold** to make it stand out

Key Social Proof Statement

1. "OVER ***** DELIGHTED STUDENTS IN THE FIRST ***** WEEKS"
2. "OVER ***** STUDENTS HAVE ENROLLED IN THIS COURSE IN JUST ** WEEKS"
3. "OVER ***** SUCCESSFUL STUDENTS HAVE ALREADY TAKEN THIS COURSE" Capitals and bold

Use similar in this order

"Use my experience, my knowledge from *** years of ***** (example proof statement), follow by videos and written lecture notes and be as successfully as me (or even more so!)"

Drafting Tips

Use You form:

Is this for you?

You can...

Your....

"This Course reveals exactly how you..."

"You area shown..."

"As a student of this course you will even get..."

"Who else wants to massively....

And do it...
And do it...
And do it..."

Get the prospective student to picture themselves taking the course.

Tell a story about existing students taking the course

"Imagine you are..."

Create intrigue with a question?

Highlight three KEY benefits of taking the course

"You will learn...

1. Benefit
2. Benefit
3. Benefit

and much, much more!

Use phrases like

"The right way..."

"How to..."

" The Top Secret Way to..."

"How to vastly increase..."

"Why I..."

"A Secret to..."

Use "So that..." in your copy, expresses the benefits of what precedes it. Ask this question to derive benefits from features.

Use EMOTION - people buy for emotional reasons but justify on facts.

Activate your writing

Avoid: "is" "was" "are" "to be" " get"

Replace these where ever they occur in your text by more precise and active words

Urgency Statement

"This course will continue to grow and grow with new ideas, new lectures, new secrets...but the price will also grow too!

However, ***join today and you are "locked in" - you will get all the new lectures and materials at no extra cost, ever!***

Call to action combined with scarcity

"As with all my courses:

*The initial low price will increase shortly - the course is currently \$*** but the next increase will be to \$****"*

You have unlimited lifetime access at no extra cost, ever

All future additional lectures, bonuses etc. in this course are always free

There is an unconditional, never ask any questions full 30 day money- back-in- full guarantee

My help is always available to you if you get stuck or have a question"

This combines urgency with assurance and can be used separately at the end

Assurance Statement

"With my help and support at all stages, you can...."

"And one very important point.

You have a totally unconditional guarantee from.... Study the course. Test the waters. If you are in anyway unhappy (I can't imagine why, but nevertheless!) you will get a full 100% absolutely no conditions attached, refund. Cheerfully! You have 30 days to study and see the results and potential"

"That is our personal assurance of your success!"

"My help and support to students is very a very important part of my courses"

.

1. I don't have enough time
2. I don't have enough money
3. It won't work for me
4. I don't believe you
5. I don't need it

"You do not need to be..."

"You do not need expensive...."

"But Is a nightmare, Yes?" Pose question eliciting positive response

"This course is NOT for you if you don't want to" Succeed? Inverted psychology

Call to Action

"Take this course today...." Plus key benefit

"Please don't get left behind"

@ I

"Click the **"Take This Course"** button top right (or wherever it is) NOW...every hour you delay is costing you money..."

Or happiness or time, whatever the key benefit of taking the

course is "Today you can start to...."

Category

Look to see which categories your competitors are using

Consider using a separate one - this may be a good idea in the minority of occasions, better to come up alongside competing courses and look better!

What's in the Course Section

"Get more..."

"Make more..."

"No..." - overcome objections

"Do this with no experience...cost...equipment - Everything you need is supplied for free"

"You can even get..."

"Increase..."

State the benefits of taking the course, not just a summary of lectures

Course Requirements Section

"A willingness to spend a little time learning the best way to..."

"A desire to follow simple videos and increase/improve your..." - state key benefit for the student

"A few minutes a day to..."

"No... experience of any kind is required"

"Absolutely NO experience is required. The course shows you exactly how to..."

"Only an internet connected computer..."

"There is nothing to buy or pay for - every thing is included for free"

"A note book and pen!"

Who Should Attend Section

"Anyone who ...and is considering..." State

benefit "Anyone with a..."

"Anyone, any age, anywhere in the world" "Anyone who loves..." Aim at someone's passion

"Anyone wishing to be successful at....you will still learn to " - key benefit

"Yes, anyone at all"

"People of any age or ability"

"People from any country"

Key benefits are better job, better life, more money, more happiness, more success, personal recognition.

Key Phrases to Use

"You can start today..." - ease of you, covers objection or fear that student could not succeed

"Simple insider secrets..." - intrigue and suggests information is scarce and valuable

"You can be anywhere in the world ..." - appeal to a broader audience

"You can be a part of that success - don't, please, get left behind" "Who else wants to massively..."

"You are failing at... By missing the number 1 secret... and yet you probably don't know you are failing" - suggests that instructor has expertise not the student

"Yet over **% of....fail.

They **fail** to....

They **fail** to....

They **fail** to....

They **fail** to....

Unless you do.... 100% correctly, you will be failing too!" Note use of bold and italics, repetition to make an impact

"How do you do Quickly, cheaply, above all effectively - and preferably for free?"

"It's the only distinguishing feature...."

"If you want more...."

If you want more....

If you want more....

Then this course is for you"

"It doesn't matter if you are you must.....before anything else happens! And I show you how to do.... and it only takes minutes."

"Real Opportunities like this.... are exceptionally rare!"

"How do you get started?.... "

- free
- free gift
- limited time
- right now
- surprise
- hot
- first time offered
- not sold in stores
- good only until [DATE]
- Don't miss out
- I'll look for your order
- Try it at our risk

Consider the connotations of the words you use: workshop sounds like hard word, seminar doesn't

Read sounds hard, look over doesn't

Write sounds hard, jot down doesn't

Think about the Psychological implications of the words and phrases you use

Powerful Action Words

Magic Words - Short List

Announcing, astonishing, exciting, exclusive, fantastic, fascinating, first, free, guaranteed, incredible, initial, improved, love, limited offer, powerful phenomenal, revealing, revolutionary, special, super, time sensitive, unique, urgent, wonderful, you, breakthrough, introducing, new, how-to.

Fear, Positive, Lust, Anger, Greed, Trust

Fear Words

Agony

Apocalypse

Armageddon
Assault
Backlash
Beating
Beware
Blinded
Blood
Bloodbath
Bloodcurdling
Bloody
Bomb
Buffoon
Bumbling
Cadaver
Catastrophe
Caution
Collapse
Corpse
Crazy
Cripple
Crisis
Danger
Deadly
Death
Destroy
Devastating
Disastrous
Drowning
Dumb
Embarrass
Fail
Feeble
Fired
Fool/Fooled
Frantic
Frightening
Gambling
Gullible
Hack
Hazardous
Hoax
Holocaust
Horrific
Hurricane
Insidious
Invasion
IRS
Jail

Jeopardy
Lawsuit
Looming
Lunatic
Lurking
Meltdown
Mired

Mistake
Murder
Nightmare
Painful
Pale
Panic
Peril
Piranha
Pitfall
Plague
Played
Plummet
Plunge
Poison
Pummel
Poor
Prison
Pus
Reckoning
Refugee
Revenge
Risky
Scary
Scream
Searing
Shatter
Shellacking
Silly
Slaughter
Slave
Smash
Strangle
Stupid
Suck
Tailspin
Tank
Targeted
Teetering
Terror
Terrorist
Toxic
Trap
Vaporize
Victim
Volatile
Vulnerable
Warning
Worry

Wounded

Positive Words

Amazing

Audacity

Backbone

Belief
Blissful
Bravery
Breathtaking
Cheer
Conquer
Courage
Daring
Defiance
Delight
Devoted
Excited
Eye-opening
Faith
Fearless
Fulfill
Grateful
Grit
Guts
Happy
Heart
Hero
Hope
Jaw-dropping
Jubilant
Magic
Mind-blowingMiracle
Pluck
Sensational
Spectacular
Spine
Spirit
Staggering
Stunning
Surprising
Triumph
Uplifting
Valor
Victory
Wonderful
Wondrous

Lascivious Words:

Brazen

Crave
Depraved
Dirty
Exposed
Forbidden
Hypnotic

Lascivious
Lick
Lonely
Lust
Naked
Naughty
Provocative
Scandalous
Sensual
Sex
Shameless
Sinful
Sleazy
Sleeping
Spank
Steamy
Sweaty
Tantalizing
Tawdry
Thrilling
Uncensored
Wanton
Whip

Anger Words

Abuse
Arrogant
Ass kicking
Backstabbing
Beat down
Bullshit
Bully
Coward
Crooked
Crush
Disgusting
Evil
Force-fed
Foul
Hate
Know it all
Lies
Loathsome
Loser
Lying
Maul

Money-grubbing

Nazi

No Good

Obnoxious

Payback

Pound

Preposterous
Punish
Revolting
Ruthless
Sick and Tired
Smug
Sniveling
Snob
Snooty
Snotty
Stuck up
Underhanded

Greed Words

Bargain
Best
Billion
Bonanza
Cash
Cheap
Discount
Dollar
Double
Explode
Extra
Feast
Fortune
Free
Freebie
Frenzy
Frugal
Gift
Greatest
Inexpensive
Jackpot
Luxurious
Marked down
Massive
Money
Nest egg
Pay zero
Prize
Profit
Quadruple
Reduced
Rich

Savings
Six-figure
Skyrocket
Soaring
Surge
Treasure

Triple
Whopping

Trust Words

Anonymous
Authentic
Backed
Best-selling
Cancel Anytime
Certified
Endorsed
Guaranteed
Ironclad
Lifetime
Moneyback
No Obligation
No Questions Asked
No Risk
No Strings Attached
Official
Privacy
Protected
Proven
Recession-proof
Refund
Research
Results
Secure
Tested
Try before You Buy
Verify
Unconditional

Intrigue Words

Backdoor
Banned
Behind the Scenes
Black Market
Blacklisted
Bootleg
Censored
Concealed

Confessions
Confidential
Controversial
Covert
Cover-up
Forbidden

Forgotten
Hidden
Illegal
Insider
Lost
Off-limits
Outlawed
Private
Secrets
Smuggled
Strange
Unauthorized
Withheld

Top Tip

Use specific numbers they have added credibility

Copy Appearance

Keep your reader reading with the structure of your copy

Questions, unfinished sentences, involving statements, sub headers, bullet points, quizzes,

Short sentences

Short paragraphs

Use italics

Use bold

Use bold and italics

Use ++++++++ across the page to break up the text! make it bold if necessary

As an initial test put a row of ++++++++ between each of the 12 sections as you write and then go back and take half of them out at the end, unevenly

Make the copy easily scannable

Use strong header statements to command attention

"IMPORTANT 1:"

"IMPORTANT 2:"

"IMPORTANT 3:"

"UPDATE"

"NEW! Now includes..."

"NOTE 1:"

"NOTE 2"

"SEE HOW I GET:"

"ANYONE CAN DO THIS!"

BONUS 1

Use the free lecture in the course as a further hook to draw students in

"The ***** video in this course can be seen by everyone and shows" Then state a benefit from this video

Sub Headers and Why They Matter

Most visitors decide within 10 to 20 seconds whether to stay on your page

Sub Header - under the headline, really important tool to keep visitors on your page

Headlines: hook, shock, entertain, engage, create intrigue

Sub Headers - Mistakes

Not a label

Avoid a Spoiler - tells readers what is coming next

Cryptic - more confusing than compelling

Curiosity

Surprise

Personality

Emotion

Power Words for Titles and Sub Headers

Improve

Trust

Immediately

Discover

Profit

Learn

Know

Understand

Powerful

Best

Win

Hot Special

More

Bonus

Exclusive

Extra

You

Free
Health
Guarantee
New
Proven
Safety

Money
Now
Today
Results
Protect
Help
Easy
Amazing
Latest
Extraordinary
How to
Worst
Ultimate
Hot
First
Big
Anniversary
Premiere
Basic
Complete
Save
Plus!
Create

KEY TIP

Use the Google keyword tool to find popular phrases related to your topic