

5P COPYWRITING STRATEGY

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Save yourself countless hours of frustration with this extremely effective and proven copy sequence. Address the problems and pains your clients are experiencing now, and the promise of a better life or business your solution provides. Next, you'll demonstrate specific proof (results), foster interaction and make them an "offer they can't refuse."

MIJN MARKETING METHODE



PROBLEM



PROMISE



PROOF



PING



PROMOTION

MAKE THEM THINK

Describe the pains and frustrations of their current situation and the cost of not tacking action

Reveal what life will be like once they utilize your Transformation Framework (Point B): desires and aspirations

Real story of yourself or your clients with specific and tangible results. Make it real!

Create an interactive discussion by requesting feedback or asking a question

Foster a sense of urgency and fear of loss by compelling them to act now. Make a personal challenge to them!

MAKE THEM FEEL

- ▶ Empathy: "That's me"
- ▶ Increased need to change
- ▶ Community

- ▶ Sigh of relief
- ▶ Clear path to their goals
- ▶ Confidence
- ▶ "Not too difficult"

- ▶ Trust
- ▶ Social proof
- ▶ Authority

- ▶ 1:1 personal communication
- ▶ Opinion matters
- ▶ Reciprocity

- ▶ Fear of loss
- ▶ Urgency
- ▶ Risk reversal
- ▶ Scarcity

MAKE THEM ACT



What should they click, watch, share, download, call, purchase? And WHY SHOULD THEY?

