



HumanTalk Customer Masterclass #2



Support@HumanTalk.io

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[Ponna.com/skype/](https://ponna.com/skype/)



Step #1: Your Ideal Avatar



Step #2: Market Research



Step #3: Avatar's Problem(s)



Step #4: Avatar's Solution (Transformation)



Step #5: Driving Away From Pain



Step #5: Moving Towards Pleasure

Key Points

- Have an outcome before you start your writing
- Copywriting = amplified & scaled advertising
- Rule #1: make your advertising itself valuable (so people sit and read).
Giveaway your major secrets in the copy
- Rule #2: Don't think like a fisherman – think like a FISH.
 - Think like your prospect!

Example Prompts

- Have TextWriter provide logical, emotional, and real-world objections your avatar might have when they read your sales copy
- Have TextWriter find the deepest desires of your avatar (is it moving towards pleasure or moving away from pain?)
- ASK TextWriter how your product/service can help avatar achieve total transformation (more than just achieving their goal)

Key Objections

1) No time

- Make your advertising itself valuable so that they stick around and pay attention

1) No interest

- The problem prospects are facing is not urgent enough to THEM

1) No perceived difference

- Create a unique promise that is different from the 15 other things they have tried before and failed

1) No belief

- Shatter their negative belief systems by showing unquestionable proof

1) No decision (let me think it over)

- Make your offer easy to understand and easy to take action on (guarantees, payment plans etc.)

- You need to ANTICIPATE these objections ahead of time and shut them down before they even come up with your copywriting. Using TextWriter, create bullets to solve these objections