

Copywriting Cheat Sheet

How to use Copywriting and Keywords for Business Growth

How to implement and grow with the prepared copywriting by Matthew Bulat.
Below are the titles of the copywriting that can be prepared for your use.

About Me (~100 words)

Education, Work History, Awards, Titles, Designations, Personal Info in bullet form, background, call to action.
This information creates authority for your product or service.

Announce product to affiliate list email (~600 words)

13 Email Subject Line choices, paragraph introduction, space for link, product introduction, how you help, 21 sales bullets to select from, option to sample digital or physical product, PS call to action.
Affiliates can work like salespeople on a commission. This format could work with distributors.

Announce product to your email list (~600 words)

12 Email Subject Line choices, product announcement, link, product details, 21 sales bullets to select from, link, option to buy digital or physical product, PS call to action.
This can be sent to your existing email list, existing customers...

Blog and social media posts (~800 words)

15 short blog or social media posts with URL at the finish.
The first line is often a question confirming a problem that your ideal customer needs to solve. Tease the solution and a call to action.

Facebook and social media ads (~3000 words)

Pick a Headline, Body and Call to Action.

Product Ads: 15 Headlines. 16 Body text. 18 Call to actions. 4,320 combinations.

Solutions Ads: 16 Headlines. 40 Body text. 33 Call to actions. 21,120 combinations.

Problem Ads: 33 Headlines. 23 Body text. 33 Call to actions. 25,047 combinations.

Run multiple ad combinations and keep the winners. Include keywords if possible. Change on a regular basis. If ads use images, test images and compare click through rates. Eyes see the image first, then headline.

Great big promise sales letter ecommerce product description (~300 words)

Headline, introduction paragraph, sub headline, sales bullets, Core offer headline, core offer parts, price, bonus headline, 3 bonuses, promise headline, problem/solution sentence, benefits bullets, call to action, button.

This can be used for physical or digital product sales. E.g. Shopify, eBay, Amazon, WooCommerce...

Great big promise sales letter full length (~1000 words)

Attention {customer segment}, headline, sub headline, from line, subject line, Dear..., introducing (product/service), Product/Service, sales bullets, About Us section, social proof / testimonials, core offer headline, core offer, offer parts, offer price, bonus headline, 3 bonuses, guarantee, special price, promise headline, promise introduction, benefits, act now scarcity, order now, offer title, core parts, bonuses, price, order button, from..., PS call to action PPS summary.

The longer for sales letter is for mid to high ticket products.

Great big promise video sales letter (~250 words)

Identify customer segment, identify self, problem description, solution description, benefits list, meaning for them, benefits reminder, call to action, button.

This is about a 2 minute video script. It can be used as an ad, YouTube video, embedded in a sales page...

Headlines cold traffic (~2800 words)

Customers who are aware they have a problem.

Get rid of the problem: 12 headlines. **Stop A and Start B:** 60 headlines. **Mistakes:** 11 headlines.

See How Easily You Can... : 5 headlines. **Solutions and Answer:** 5 headlines.

Struggling with: 5 headlines. **Almost Always:** 5 headlines.

What Every (customer) Needs To Know: 5 headlines. **Now You Can:** 5 headlines.

You Can Laugh At: 6 headlines. **Little known ways to avoid:** 5 headlines.

Here's A Quick Way To Avoid: 5 headlines. **How To Stop Headlines:** 8 headlines.

Secrets Headlines: 8 headlines. **Never Suffer Headlines:** 6 headlines.

When Pro Headlines: 7 headlines. **Answered Headlines:** 7 headlines.

Do You Recognize Headlines: 8 headlines. **Signs and Lies Headlines:** 8 headlines.

Never Deal Headlines: 5 headlines. **How To Eliminate Headlines:** 5 headlines.

How Every Teacher Can Headlines: 7 headlines. **Mistakes Headlines:** 8 headlines.

Ugly Truth Headlines: 8 headlines. **Common Problems Headlines:** 6 headlines.

Don't Let Headlines: 10 headlines.

230 headlines that can be used with problem aware prospects.

Headlines hot traffic (~2000 words)

Customers who are aware of you / your products & services.

Basic Headlines: 17 headlines. **Stop Headlines:** 10 headlines.

New Solution Headlines: 9 headlines. **Now You Can Headlines:** 7 headlines.

How To Headlines: 16 headlines. **Steps, Discover Headlines:** 17 headlines.

Simplest Way / Path Headlines: 24 headlines. **Want To Headlines:** 14 headlines.

Struggling Headlines: 15 headlines. **I'll Show You Headlines:** 10 headlines.

Help You Headlines: 14 headlines. **Check Out Headlines:** 7 headlines.

160 headlines that can be used with problem, solutions, and you aware prospects.

Headlines warm traffic (~3000 words)

Customers who are aware of the problem and are actively seeking a solution.

Benefit Headline: 16 headlines. **Benefit Without Negative Headline:** 13 headlines.

Blueprint Headline: 13 headlines. **Attention [avatar] Who Want Positive Headline:** 18 headlines.

New [product] Helps You: 10 headlines. **[creator] [topic] Secrets:** 9 headlines.

Who Else?: 10 headlines. **See How Easily You Can...:** 10 headlines.

What's New: 9 headlines. **[topic] Solutions and Answers:** 11 headlines.

Struggling With [topic]: 10 headlines. **Almost Always:** 12 headlines.

How To Quickly and Easily: 21 headlines. **What Every [avatar] Needs To Know:** 10 headlines.

Now You Can: 10 headlines. **New [topic] Method:** 12 headlines.

Little Known: 12 headlines. **[topic] Tips / Tools / Secrets:** 8 headlines.

Learn How: 4 headlines. **New [topic] Method:** 4 headlines.

Wrong Way: 3 headlines. **In Just 30/60/90 Minutes...:** 4 headlines.

Here's A Quick Way: 10 headlines. **MORE Warm Traffic Headlines:** 48 headlines.

287 headlines that can be used with problem aware prospects with your solution.

JV affiliate toolbox (~1500 words)

Content toolbox that can be used by affiliate salespeople.

Main Headline, Video Sales Letter, 11 Headlines to choose.

Affiliate Email: 5 Email subject lines, Dear [affiliate], introduction, link, background, 21 sales bullets to choose from, bonus, link, call to action digital or physical product, PS.

20 Tweets.

9 Social Media Ads: Headline, description, call to action.

3 Blog or Facebook Post: Question headline, solution, link.

Create a team of salespeople who work on commission. E.g. Joint Venture partners, influencers...

Products/services can also be listed on platforms like Clickbank that handle the sales/commission transactions.

JV recruiting video sales letter (~200 words)

Video script for affiliate partners. Can be on an affiliate web page.

Personal introduction, product introduction, benefits, promise, define the ideal audience, affiliate resources list, call to action (let's get selling).

Approximately 90 second video script. This can be used with affiliate salespersons and distributors.

Lots more sales copy bullets (~5000 words)

Highlight the benefits of the product / service in a short list. 365 Sales Bullets.

Mistake bullets, Beginner bullets, Critical skill bullets, Frequently Asked Question bullets, How did you get started bullets, New opportunity bullets, Rules of the road bullets, Step by step roadmap bullets, Tips / tricks / secrets bullets.

Some bullets also come with matching meanings. E.g. Benefit + Meaning.

Break up long copywriting with bullets for people scanning the page.

Problem agitate solve sales letter ecommerce product description (~600 words)

Headline, choice of 8 introductions, sub headline, benefits list, core offer headline, core offer parts, price, bonus headline, 3 bonuses, results headline, results description, results list, call to action.

Introductions include goal, roadblock and solution.

This can be used for physical or digital product sales. E.g. Shopify, eBay, Amazon, WooCommerce...

Problem agitate solve sales letter full length (~1000 words)

Attention:[avatar], Headline, sub headline, From: [you], Re: [topic], Dear [avatar], goal / roadblock, problem headline, problem description, solution headline, solution benefits list, Who is [you] headline, about you description, social proof headline, social proof / testimonials description, core offer headline, core offer description, price, bonus headline, 3 bonus descriptions, guarantee headline, guarantee description, special price headline, special price description, results headline, results description, get started headline, act now description, order now headline, core offer headline / description / bonus / price, order button, see you on the inside [you], PS summary, PPS call to action.

The longer for sales letter is for mid to high ticket services.

Problem agitate solve video sales letter (~250 words)

Attention:[avatar], goal, personal introduction, problem description, solution, benefits list, results list, call to action.

Approximately 2 minute video script that can work with the sale letter.

Tweets (~900 words)

79 One sentence + URL link for use on Twitter.

Advanced Next Steps

Content Implementation on Website

Add your new content to your website.

SEO Content Template prepared. Optimized headlines, Meta descriptions, keywords and synonyms included, images with Alt descriptions...

Supporting PDF documents and Forms.

Graphic Design

Web page images, social media images, logo, infographic, social media banner image, A4 report cover...

Video Design

Video sales letter to video creation. PowerPoint to video creation. AI narration. 1-3 minutes. Low ticket sales.

Perfect Webinar PowerPoint to video. 5-60 minutes. High ticket sales.

Website Analytics

Add Google Analytics to your website.

Track visitors per day, web pages used count, country of origin, audience source e.g. Direct link, social media, Google organic, Social Media, ads...

Google Search Console

Confirm Google is aware of your website at a Domain level.

Confirm Google can see your sitemap.xml file listing your web pages.

See which keywords are being used to find your website.

See how Linking is used internally in your website and externally. This relates to your website authority.

Detecting some website errors.

Website Audit / Position Tracking

Have your website automatically audited weekly for errors, warnings and potential improvements.

Have all your top 100 keyword ranking positions known. See week to week changes.

This service has a monthly fee.

Competition Analysis

Know the websites that have similar keywords to yours.

Get an estimate of the organic and paid traffic to the website over time.

Learn the organic keywords they rank for now.

Learn the keywords they are paying for with Google. Pay Per Click ads.

See a list of web pages they have indexed by Google including backlink count to each web page.

See all the detected backlinks and domains linking to the website.

If they are running ads, see samples in text and graphics.

Sales Funnels

Lead generation - Landing page, Lead Magnet, Thank you page, core offer, upsell/downsell, email sequence.

Webinar - Landing registration page, emails, webinar broadcast / main offer, replay.

Launch - Pre launch videos/emails week, Launch open cart videos/emails week.

- **Seed Launch** - Beta, build deliverables based on user feedback.
- **Internal Launch** - Refined product. Email list exists. Marketing budget is larger.
- **Joint Venture Launch** - Organise several JV partners to promote your offer to their email lists.

Sales Funnels require specialist platforms to run on. Each funnel requires specialist content.

Ad Analysis

Review existing ad campaigns. Keywords, targeting, copywriting, images, quality scores...

Refine keyword selection, add negative keywords, landing page choices...

Ads require regular refreshes.

Ad Campaign Creation

Choose an ad platform where your ideal audience is located.

Test ad headlines, descriptions, images, keywords, landing pages. Keep the winners.

Ads require regular refreshes.

Copywriting Resources

Customer Segment Research Tool <https://www.matthewb.id.au/customer/>

Enter your niche, click the Perform Research button, 20+ custom links to research on your niche.

Google topic / questions / tools / mistakes, YouTube, Google Trends, Facebook, Pinterest, LinkedIn, Twitter, Medium, Quora, Buzz Sumo, Amazon, AliExpress, Google Books, Google Keyword Planner, Google Patent Search. Text area provided to save your Customer Segment summary.

Business Keywords Analysis <https://www.matthewb.id.au/keywords/>

Consider market size & trends, competition identified, search volumes, opportunities identified.

Customer Value Journey <https://www.matthewb.id.au/journey/>

Consider your ideal customer through the awareness, interest, consideration, evaluation and purchase phases.

Marketing Strategy Examples <https://www.matthewb.id.au/strategy/>

Keywords in websites, website image descriptions, Google My Business, Google Search & Display ads.

New Customer Secrets Framework Form - 9 page Guide with Fillable PDF parts.

<https://www.matthewb.id.au/New-Customer-Secrets-Framework-Workbook-Form.pdf>

This is a basic requirement to define your ideal customer, product market fit and customer channels.

It is also a prerequisite for keyword and copywriting services.

Types of Copywriting Decoded: How to Select Content for Business Growth

<https://www.matthewb.id.au/copywriting.pdf>

23 Insider Secrets Any business marketer Can Follow To Get grow the business

Business Planning Strategy Checklist - Rank your business strategy in 9 categories. High level.

<https://www.matthewb.id.au/strategy-planning-checklist.pdf>

Free and Paid Services <https://www.matthewb.id.au/services/>

FREE: Ace Google My Business Listing, Top 10000 Keywords for Australia, 9 Business Accelerators, The Acceleration Business Results System.

BOOK: IT Jobs Formula - The 1500 roles in IT (that could help you).

PAID: Create Product Market Fit Domination (Keyword services, competition, your niche keywords...)

Create Content For Sales (**This generates all the content listed in the first section**)

The Accelerating Business Results System - Course, Coaching, Consulting (templates, tools, keywords, copy)

OnlineTransformStar <https://onlinetransformstar.com/> 6 free Workshops for backlinks, email lists, affiliate sales, influencer marketing, sales funnels and Facebook ads mastery.

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