

By Jim Edwards



WRITE GAME- CHANGING COPY



WITH THESE
COPYWRITING
QUESTIONS



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WHAT IS COPYWRITING

Copywriting is the **art of selling** through writing.

In order to sell anything, you need to communicate **why your prospects need** what you have to sell



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PEOPLE
DON'T BUY
WITHOUT A
STRONG
WHY



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10 REASONS WHY PEOPLE BUY

- Make money
- Save money
- Save time
- Avoid effort
- Escape pain
- Get comfort/ pleasure
- Achieve hygiene and health
- Gain praise
- Feel more loved
- Increase popularity/ social status



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10 QUESTIONS
TO ASK THAT
WILL HELP YOU
WRITE GREAT
COPY FOR YOUR
PRODUCT



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**NOTE: NOT ALL
QUESTIONS WILL
BE RELEVANT TO
YOUR PRODUCT
OR SERVICE**

SKIP THE ONES THAT ARE NOT!



**WHAT ARE THE
WAYS MY
PRODUCT CAN
HELP CUSTOMERS
MAKE MONEY?**



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HOW MUCH TIME
CAN MY PRODUCT
SAVE THEM AND
WHAT ELSE COULD
THEY DO WITH
THAT TIME?



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WHAT IS
SOMETHING THEY
WON'T HAVE TO DO
ANYMORE ONCE
THEY **GET** MY
PRODUCT?



WHAT PHYSICAL
PAIN DO I **ELIMINATE**
FOR THEM AND WHAT
DOES THAT MEAN FOR
THEIR LIFE AND
BUSINESS?



HOW CAN MY
PRODUCT HELP
CUSTOMERS **SAVE**
MONEY OVER THE
NEXT WEEK, MONTH,
OR YEAR?



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HOW DOES MY
PRODUCT OR
SERVICE **ELIMINATE**
MENTAL PAIN OR
WORRY FOR MY
CUSTOMERS?



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WHAT ARE **THREE**
WAYS MY
PRODUCT HELPS
MY CUSTOMERS
FEEL MORE
COMFORTABLE?





**HOW DOES MY
PRODUCT HELP
MY CUSTOMERS
ACHIEVE
HYGIENE?**



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HOW DOES MY
PRODUCT **HELP**
CUSTOMERS BE
HEALTHY?



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HOW WILL BUYING
MY PRODUCT MAKE
THEM **FEEL** MORE
POPULAR AND
INCREASE THEIR
SOCIAL STATUS?





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WAS THIS HELPFUL?

