Elmo EC Copy

**ELMOCOPY
FREE FIVERR TEMPLATE**

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Brainstorm Session

Step 1: List all of the benefits of your service or digital product. You don't have to think of 10 benefits, but it's good to think of all the benefits that you can.

Note: Benefits are what you or your product can do for your prospects.

Benefits:
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Step 2: List all of the features of your service or digital product.

Note: Features are surface items associated with your product. Like the color of the car you are selling (feature) versus a benefit like providing safe transportation to work (benefit).

In the land of sales, benefits are far more important than features.
Features:
1.
2.
3.

4.
5.
6.
7.
8.
9.

Step 3: Since Fiverr only lets you write 1200 words in your description copy, you will only need to use about 5 or so benefits and features each.

So think about the ones that you think will be the most important and list them here.

Top Benefits:
1.
2.
3.
4.
5.

Top Features:
1.
2.
3.
4.
5.

Step 4: Write the body copy.

A good way of starting the body copy is by describing the <u>main problem your prospect is having</u> or the <u>main reason why your prospect should hire you</u>.

Here's a bit I wrote from a recent gig I posted for writing blog posts. (I highlighted the main reasons or problems):

"If you're going to <mark>build a serious presence online</mark> and <mark>generate a massive email list</mark>, you need compelling content. Without consistent, well written posts your site is dead in the water.

If you write the content yourself <mark>you'll spend frustrating hours trying to do research, editing, and rewriting your content</mark>. Precious time that could have been better spent in the pursuit of your business goals."

As you can see, you can easily start your body copy out by writing what problems your prospects are experiencing and/or what their main challenge is.

 Here's a space for you to do that:

[ ]

Step 5: Show your prospects how you'll solve their problems.

(I want to remind you at this point that you only have 1200 characters to use)

Here's a how I presented the solution to the prospect's problem:

"That's where I come in!

I'm a professional copywriter that can deliver content that your blog needs - removing the hassle and agony of creating fresh material that your blog desperately needs.

If you hire me, I'll create professionally written and researched copy that's 100% original and guaranteed."

See how I did that?

I showed the prospect how I can easily help them solve their problem. After that I added a guarantee.

In this next space you can write your own solution section, wherein you tell your prospect how you can solve their problem. Here's a space to do that:

Step 6: Use Bullet Statements.

Next, you can write short bullet statements. Bullet statements are very short, statements accented by a small graphic at the beginning of each bullet.

Here's how I crafted mine:

"When you hire me -- you'll get:
  - ➤ ***Keyword targeted posts that will draw readers to your blog***
  - ➤ ***Researched subjects that will unveil content that will keep your readers enegaged***
  - ➤ ***Daily updates of the progress of your post so you won't feel like you're outside the loop***
  - ➤ ***Satisfaction of your post is guaranteed"***

In this case I combined features with the benefits that they derive.

Just to make sure you understand this, I'll show you how I did the first one. The feature is highlighted in **blue**, and the benefits are highlighted in **green**.

·   ***Keyword targeted posts*** *that will draw readers to your blog*

When you write these statements, bear in mind that they will have far more impact if you can present a benefit in them. Here's a space for you to write your own:

> ·
> ·
> ·
> ·

Step 7: Write Your Call to Action

The last thing you'll need to do is have a call to action. Since we're dealing with very limited space, you need to make it short and sweet.

I think the best way to do that is to tell your audience exactly what to do. Here's what I wrote on mine:

"To hire me to write your incredible content click on the green Proceed to Order button now."

Write your call to action in the space below:

After you have this done, you can pat yourself on the back because you're finished!

Congrats!