Twitter Thread by cj



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If you're new to copywriting and can't imagine how you'd bang out a 5k word sales letter *that converts* on cold traffic

This 20-point outline has inspired $1M sales letters
for some copy g's who charge 5 figs to bless your landing page

Let's take a look

(download at the end)

Clayton Makepeace's "Pretty Darned Good Outline"

I've done a write up of each point before, but that's not really so helpful.

I view this mostly as a "spiritual guide" to think of while I write, which can give you a boost if you're coming up blank

#1-5

Breaking down how to write a "lead" - how we hook the reader in

You need to quickly catch their attention and emotions while they ask themselves:

- wtf is this
- who's writing it
- why should I read it

You're getting attention, invoking curiosity, and priming emotionally

The challenging ones are 4 & 5, "Bribe him to read this" and "Deliver value"

Remember,

If u can explain a problem to someone very precisely, they subconsciously assume you have an answer

If you can nail down their issue, they'll feel like a solution is on it's way (dopamine)

Doing all of this via story is a great way to put this into a palatable package:

- it's entertaining (critical)
- story can be about someone with the problem, illustrates issue
- Story can be about you, proving credibility

The whole thing needs to be fluid

6-10 get us into not the offer, but the exact problem that this offer will solve

This is where a "unique mechanism" comes in - for example, tons of weight loss offers, but this one has xyz tech, etc

This is how the lead goes from who he is... to who he wants to be, via ur offer

11-20

Tbh the first 10 are the most broadly helpful

At the end here we're adding urgency, guarantees, future outcomes, etc.

But all of that is very depend on the situation.

Trivialize Your Price & Relieve Risk (11, 13) covers most of it

Basically,

- don't be needy
- don't use bs urgency/scarcity
- ideally have a hard deadline
- qualify the lead yet again

Okay here's the whole outline

https://t.co/hK23xylWPX

Many details within each step, but it's a good roadmap to internalize

If you want more good shit like this, hit the link in my bio, and sign up for my email list.

Guarantee it beats 99% of the other ones you're on.