

What is your anchor term / anchor phrase
...clearest and most accepted definition of
what it is

(A Blog, A Community, A Website, A Podcast, A Webinar, An
Online Course, a Subscription)

Run a poll if need to be figure out the best anchor or
category description



Call them out
Be specific
They are real



What are the pains?

Write down 10 words and phrases that capture how your prospect is experiencing the problem right now.

What are the gains?

Write down 10 words and phrases that capture the change the prospect could experience

What are the recognisable triggers or events that could precede a purchase?

Write down 10 metaphors for either the pain or gain



Anchor term / anchor phrase ... essence of what it is

(A Blog, A Community, Software, A Workshop, An Online Course, a Subscription, Book keeping)

What delivers the results – feature, actions, knowledge or mechanism

(Free, Visual, Streamlined, Easy, Convenient, 24/7)



Exercise

Take each feature and “ladder out”
with the ... **“so that you can”** ... trick

Get / have / be / know this

Do / accomplish this {task}

Achieve this {result}

Beat / end this {struggle or condition}

Second copy writer’s trick

Even if ...

Without ...



Laddering Technique

Ask again where each benefit leads.

- Expressive Benefits (How You'll Be Seen / External / Status / Success)
- Emotional Benefits / Higher Order Benefits (How You Will Feel)



What does it mean?

What does it mean that you have this (from previous exercise)

What does it mean that you can do this

What does it mean that you achieved this

What does it mean that you have overcome this {bad thing}



Why is that good?

Why is it good you have this (from previous exercise)?

Why is it good that you can do this or you know this?

Why is it good that you achieved this?

Whys is it good that you have overcome this {bad thing}



The Ultimate From / To

You'll need the exercises you did for the before state plus all the work you've done on benefits.

Now write 10 variations of "from this" "to this".

You can use the metaphors too, think about vivid, language.



Justify Your Claim

- Why do they need you? Why should they trust you?
- How is this offer is unique or better than anyone else's?
- Why are you the best choice to deliver the solution?
- What social proof points can you add to "stiffen" your claim?
Do you have any numbers or endorsements



