



15 Proven Copy Keys



To Unlock More Sales



Dawn Apuan



DAWN APUAN LLC



There's a sneaky little problem you may not even know is there when it comes to selling your most expensive offers.....because high ticket isn't the same as tossing out your goods like a hollering street vendor.

High ticket has class. There's a certain lingo, a feeling, an aura you must create with your words...And if you don't, you're leaving money on the table and people unserved who need you.

On the following pages, you'll find 15 copy keys you must include when creating your high ticket offer sales page, and how to speak about your offer so that your potential client feels understood and trusts that you are the right guide for their journey. Each one even includes a bonus tip!

1 Use & Create Emotion

Your copy must speak with emotion and evoke emotion. How do you want your ideal client to FEEL when reading your copy? (Inspired, fear, love, joy, hope, security, etc) You help them feel these emotions with the words you use to paint pictures.

People buy on emotion and then justify it with logic, so you must tap into how you want them to feel. The art of good copy is crafting your words in such a way that people do what you want them to do for their reasons. It's not manipulative, but it is powerful. People buy what they want, not what they need, so this is why we talk a lot about benefits versus features of how you get them their desired results. Tap into the feeling they'll have after the transformation.

Bonus Tip: You can Google examples of high emotion words; some include easily, naturally, unlimited, amazing, remarkable, beyond, freely, expand, powerful, suddenly, sensational.

Testimonial



"Working with Dawn was a massive game changer in my business. I always knew good copy was important...but until watching her work her magic, I had no idea just how MASSIVELY important it was! She was able to capture my voice and make the necessary changes and edits that instantly changed the conversion rates on my opt-ins!!!"



-Megan Sumrell



2 Keep it High Energy.

You want to woo and seduce your ideal clients with your *energy*. Your energy is magnetic, and it can definitely shine through your writing. Do this by making sure your copy is high energy (short, excited sentences) and embodies your own energy. This goes deeper than just choosing active rather than passive words in your sales copy. Henry Ford said, “whether you *think you can* or *think you can’t*, you’re right.” Set your desired intention for your copy, then make sure you infuse your copy with high energy!

Bonus Tip: Before you write anything (blog, social media post, email, etc) I recommend having a high-vibe ritual that raises your energy, such as listening to a fun song or dancing.

Testimonial

“ Working with Dawn has been absolutely incredible! She not only embodied my voice so clearly in my copy, but she also provided such amazing customer service along the way. I have LOVED every second working with you, Dawn. Thank you!!! ”

-Mickaela McNatt



3 What's your ONE Big Promise?

What is the underlying major desired result of your potential clients? As entrepreneurs, we solve problems, so you need to clearly present your offer as the solution to their problem that promises XYZ that they really want.



- Alexandria

Bonus Tip: Name your offer the actual benefit that your client wants, ie “Clients Anytime Academy” or “Cashflow Copy Academy.”

4 Have a Strong headline

Your headline needs to either be believable at face value or has proof equal to the claim. One of the biggest mistakes people make when it comes to headlines is not including the desired result in the headline. Make sure that your headline is benefit-driven, meaning that the main desired result or benefit is super, super clear. If your headline is really hard to believe, you've got to include proof immediately. You never want your headline to get the “yeah right” dismissal off the bat. What you really want is for your headline to immediately evoke that strong emotion/feeling that your ideal client wants.

Bonus Tip: One of the biggest mistakes with headlines is using the course or program title rather than the desired result or benefit. If your offer isn't well known, lead with the benefit, then include the name in the sub-headline or following few sentences.

Testimonial

“Working with Dawn has been so so incredible. When I started working with her I actually came from a bad experience with another company, so I was really hesitant. She really communicated that she would take care of me and she really, really has. My funnel started converting within 24 hours and even converted 3 high-ticket clients. She's so sweet and cares so much about her clients; she treats their business like hers.”

-Meg Gelmaney



5 Keep them hooked with your sub-headline

The sub-headline, or the first sentence after the headline, needs to be short and high-energy. Blast them with their deep desire for something they already know is possible, they just need that extra boost of your confidence in them.

Bonus Tip: Your sub-headline shouldn't claim anything your potential client doesn't already believe. You don't want them questioning or over-thinking your offer from the beginning.

Testimonial



"DAWWWWNNNNNNNN. I AM LITERALLY CRYING because THAT IS SOO ME! What you wrote is 100% what I've been trying to say AND you captured my freaking personality. I AM BLOWN AWAY like literal tears are coming out of my eyeballs right now. I don't want to change anything about it because that's exactly what I want to say, but so much better."



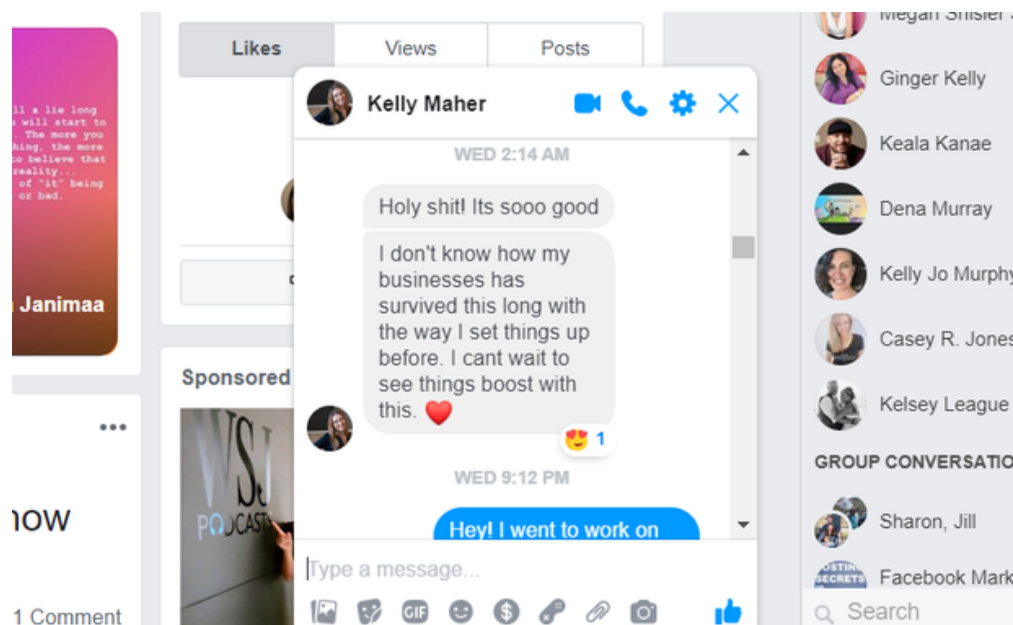
-Danielle Welch



6 Define the problem

Your ideal client wants to feel seen, heard, and understood. When you talk about their problem and their pain, make sure that you're using their words, not what you think they'd say (*especially if you were your ideal client about two years ago*). Amplify the problem a bit by painting a clear picture of their pain before you offer a solution. The more images you can create in their minds using emotional words or analogies they can easily relate to, the better.

Bonus Tip: Keep a “copy bank” of quotes from ideal clients in a Google sheet, Evernote, Trello - whatever you use! You can gather these from the questions you ask people joining your FB group, from asking questions in other groups, from Reddit forums, etc. So many ways to find their exact words so they're thinking, “Dang, is she in my head or something?”



7 Tell a story

Weave story throughout your page because stories evoke emotions. This can be your own story, stories of clients, or stories that illustrate your point. Facts tell, stories sell. Be sure to use action and imagery, not passive language. Action and energy keep the momentum on the page and get them excited about investing in your offer. Stories also make it much easier for your ideal clients to imagine it in their minds and to visualize what you're talking about.

Bonus Tip: Remember how I said people buy on emotion? Make sure that your stories paint pictures in their minds that evoke emotion. Then you're not only entertaining, but getting micro-yeses as they're reading the page.



Testimonial

“I hired Dawn to work on a funnel that was converting but I knew could be more profitable. When I saw the results she was getting for some of her clients I was like, 'Girl, I need your help, can you take a look at my funnel and see what you can do?' It's already proven to be profitable in less than 48 hours and I know that's just the beginning. Dawn is definitely your girl; you need to hire her.”

-Rachel Ngom

A thumbs-up icon is located in the bottom left corner of the testimonial graphic. The graphic itself has a blue background with a red and white striped tab at the top and a grey tab on the right side.

8 Make sure your message is readable

High ticket doesn't mean use fancy words. Remember, your ideal client doesn't want to feel stupid. He/she wants to feel understood above anything else. Make sure that your sales page is 8th grade reading level or below so it's easy to read and skim! High ticket clients often have a lot on their plate already; don't make it harder for them.

Bonus Tip: Run your copy through a readability tool to check the grade level (I recommend the Hemmingway app). Or, better yet, read it out loud to a 5th or 6th grader and see if they understand!

Testimonial

“

“Dawn designed a sales page for my course that I was launching and the sales page had fantastic copy. It really reflected the heart of my brand and what I'm trying to help my readers with. My investment with her to design that made everything super simple and was worth every penny.”

”

-Sharon McCoskill



YOUR TEXT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

YOUR TEXT HERE

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YOUR TEXT HERE

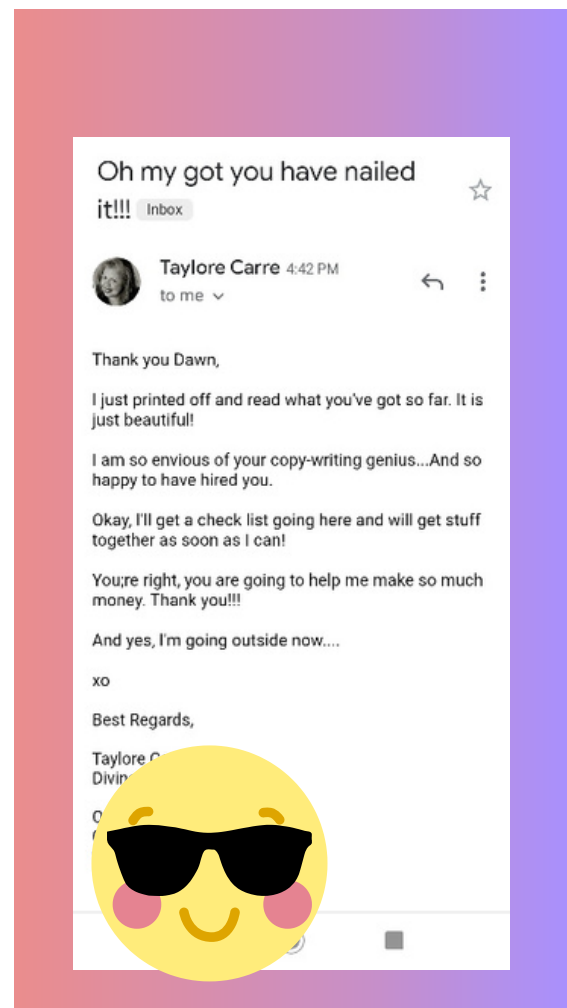
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9 What's the transformation your offer gives?

People buy transformation. Whatever your offer is, you want to think about the internal/external benefits and transformations. For example, if you're a health coach, you'll want to speak to the external transformation of losing weight, fitting clothes, having more energy, etc...but you'll also want to speak to the internal transformation of having more confidence, feeling sexy, etc. Your ideal clients are tuned on the radio to WIIFM - What's In It For Me? - so make sure you're very clear in communicating the internal and external transformation they'll experience with your offer.

designed by freepik

Bonus Tip: Make sure that you communicate that you GET what's at stake for them. You understand the cost of NOT investing in themselves. Help them see that you're really buying into their bigger vision with your offer.



10 Provide tons of testimonials

Make sure that you scatter testimonials throughout your sales page. I don't think you can have too many. If possible, include video testimonials and quotes with images. Social proof is vital. Think about when you look up a recipe or a product on Amazon - do you look at the reviews to decide which one to buy? I do! Our buying decisions are often based first on desire, then on social proof. Make sure you have tons of it.

Bonus Tip: Screenshots of FB messages or texts/Voxer messages are incredible to include! If you can use a mixture of these, quotes, and video it can really boost your credibility and authority.

Testimonial

“I hired Dawn to do sales copy and to set up our Facebook ads account. She's been nothing short of amazing and wonderful to work with. She's super communicative and gives tons of tips and tricks along the way beyond what we hired her for. She's worth every penny. If you're looking for someone to help you with your funnel or Facebook ads, definitely hire Dawn.”

-Jada Glover

TESTIMONIALS

“Do not try to become a woman of success but a woman of value.”

@YOURINSTAHANDLE
WWW.YOURWEBSITE.COM

“Do not try to become a woman of success but a woman of value.”

@YOURINSTAHANDLE
WWW.YOURWEBSITE.COM

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11 Address all objections

Anticipate objections and answer them right on the sales page with an FAQ section or a “reasons you may still be on the fence” section. Time, money, and ability should always be covered, as well as any objections specific to your offer.

Bonus Tip: Weave in as many objections as you can within your testimonials. For example, if you have a testimonial from someone that built their business on the side to 6 figures who says that they didn’t think they’d have the time or energy to do it, make sure you highlight how someone was able to make time for the program. Since money is almost always an objection, if your offer makes money, you’ll definitely want to highlight success stories of people making money so that your prospect feels like they can relate and do it too.

Testimonial



"I hired Dawn to build out my sales funnel and write copy on that page and do my Facebook ads. Knowing to invest in the right person has made the biggest difference in my business so far. In one day I already had a sale. It's so worth it. Invest in someone who is an expert and doesn't just kinda know what they're doing."



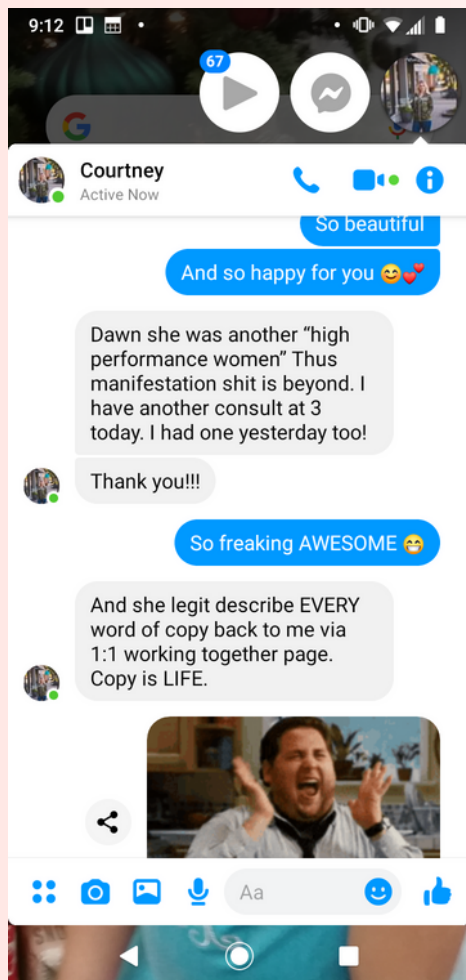
-Taryn Souza



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12 Describe the offer in detail

Make sure that your offer is unique & ultra specific for your ideal client. Remember, you must always be answering the question “why choose you?” With a million other people doing similar things, what makes you and your offer unique? Don't be afraid to showcase yourself, especially with amazing testimonials!



Bonus Tip: How are you over-delivering on value and bonuses? When people invest high ticket, you want to give them the “white glove treatment,” so how does your offer pull out all the stops and WOW your clients? Think surprise & delight ;)

13 Have a very clear opportunity to respond

Invite people to respond to your invitation to join the course or program now. Your offer must have urgency and scarcity. Many times people want what you're offering but need the extra nudge to make the commitment.

Bonus Tip: Give a timed deadline and/or only offer limited capacity.



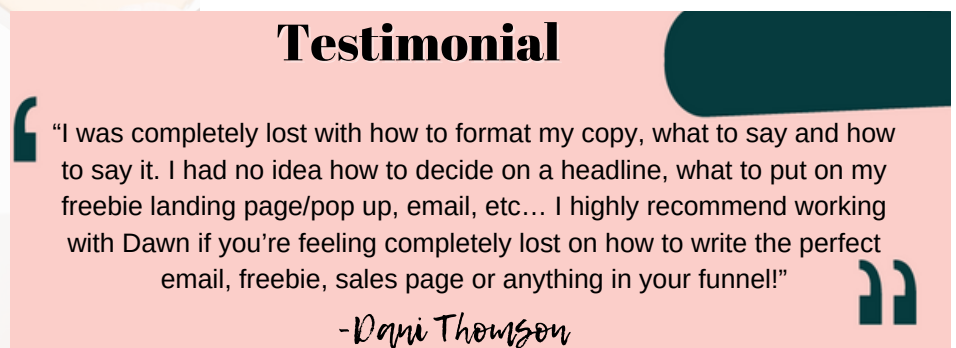
Testimonial

“Dawn helped with my landing page and sales page. My opt-in conversions went from 5% to 54% overnight. It was amazing! Her copy was so good. Better than anything I'd ever done and I've been in business a long time. If you're on the fence, hire Dawn.” *-Jen Rohlen*

14 Provide some kind of money-back guarantee

Above all, people want to feel safe with you and safe with their investment with you. Investing high ticket means they want the fastest and the best, so that's what you give them. And back it up with a money-back guarantee. Be outlandish if you need to. James Wedmore offers a full year to request your money back for his high ticket course, Business By Design. If you're selling a course, give at least 30-60-90 days, as long as you can. Be as generous as you can be.

Bonus Tip: You must remember that the biggest thing holding people back is fear. People fear losing/wasting money, they fear looking foolish or making a financial mistake, and they fear whether or not they have what it takes to be successful. Make sure that you reiterate the benefits of your course or program and take all the risk on YOU if possible. Make it very clear that refunds are quick, easy, and hassle-free.



Testimonial

“I was completely lost with how to format my copy, what to say and how to say it. I had no idea how to decide on a headline, what to put on my freebie landing page/pop up, email, etc... I highly recommend working with Dawn if you're feeling completely lost on how to write the perfect email, freebie, sales page or anything in your funnel!” *-Dani Thomson*

15 Use a powerful close that spurs them to take ACTION

Your close is your opportunity to inform your potential clients that it's time to make a decision. And, that no decision is a decision to stay stuck. Make sure you communicate that you understand your client and that you get what's at stake for them if they pass on your offer. Don't be afraid to be very clear what it will COST them to not invest. In many cases people can't afford NOT to solve their problem. If we're not willing to do anything differently, then we can't expect different results. This is their opportunity to change the trajectory of their life.

Bonus Tip: You can use your close to again reiterate that you are the guide and they are the hero, and that as their guide, you'll be with them every step of the way.

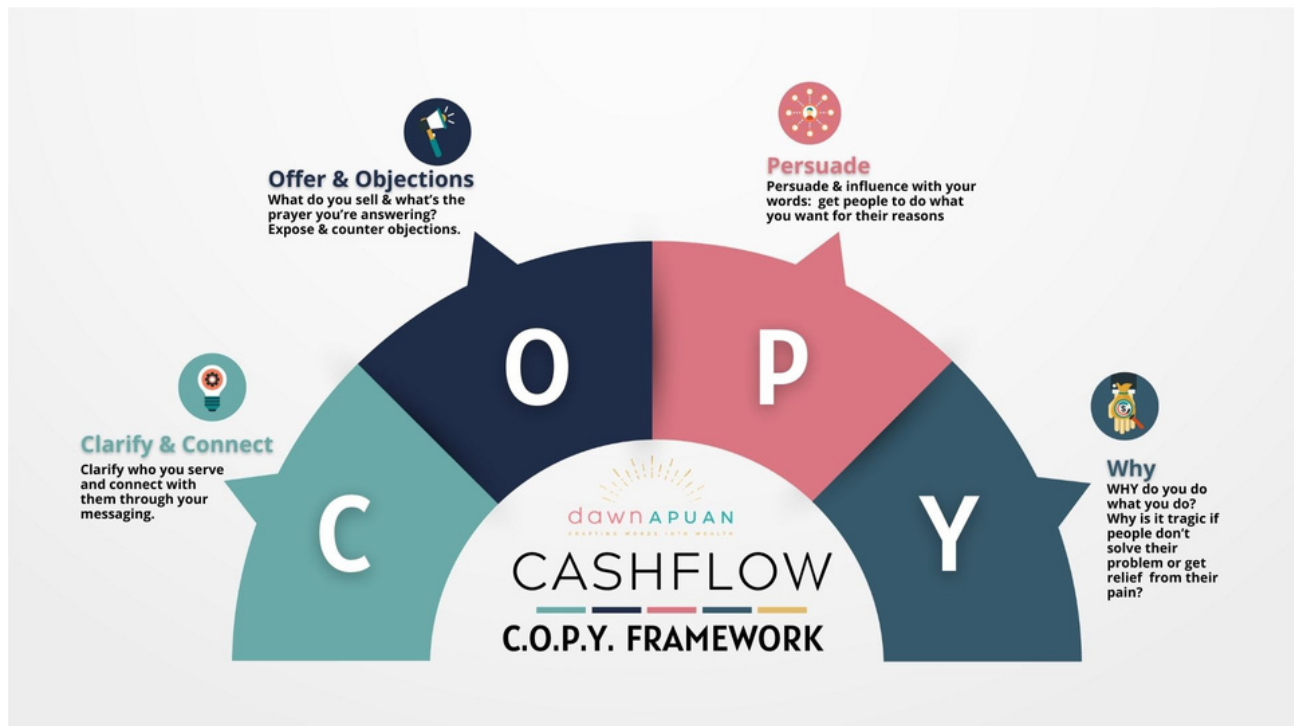


Testimonial

"It's rock-solid, amazing stuff. You definitely could have charged a LOT more for it." -

-Katie Ginter Goebel

The Cashflow C.O.P.Y. Framework



My signature framework for writing copy will help guide your message for all mediums - social media marketing, email marketing, landing pages, sales pages, and more!

Hey, I'm Dawn

I'm an expert copywriter and funnel strategist who helps coaches sell out even their most expensive offers with messaging that brilliantly captures their voice to attract dream clients without costing them time and energy creating it.

If you're looking for more **impact**, more **influence**, and more **income**, I invite you to book a marketing consultation call.*

Visit www.dawnapuan.com/book



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