

## **Sean Mize 60 Day Coaching**

### **Day 20:1**

#### **Initial Core Conversational Copywriting Training**

**Audio Length: 108 Minutes**

Sean has someone on the call (Chad) to ask him questions. Sean hopes that this will have more of an impact.

He wanted to put this training program together because it's a different angle from what's already out there.

He didn't want to just repeat or rehash the training that's out there. When you use training from Sean, he wanted to create something different.

Sean isn't going to give you a straight formula—this is taking things to the next level. It's taking the conversational style to create a great sales letter.

Chad notes that Sean has a great style and rhythm. It's very conversational—a no B.S. approach.

Chad notes that things that worked 5-10 years ago don't necessarily work today.

### **Is There A Perfect Formula?**

Sean doesn't believe so. Copywriting is simply helping people decide whether to make a purchase. A formula doesn't always fit that.

A certain kind of copywriting can really hurt you on the backend. Gimmicky things that trick people into buying can damage your business and don't help people and fulfill your mission.

You want people to buy because it resonates with them and they'll really benefit from it.

Sean would much rather have a smaller number of people who love his training, have a relationship with him, and come back time and time again. He'd rather have this than more people who only buy from him once.

Sean's writing is focused on developing a relationship with people. He frees himself from a formula. He gets people on an emotional level.

## **Conversational Copywriting**

He doesn't write flashy copy. He uses conversational copywriting.

When he sits down to write, he goes into his gut. Why do people really need this? He starts to think about where that person is and what they're frustrated with.

Why do you go to the dentist? You have a tooth that hurts. You're not there for any other reason but that you have a need.

Are you feeling frustrated with XYZ?

The purpose of the sales letter isn't to get everyone who visits to buy. The purpose is to get qualified prospects who really need what you have to sell, to buy.

## **Why Do Some People Succeed And Others Don't?**

Why do some people get rich online? What's different about those people? If you could study person B and A... one person will have made a ton of money and the other nothing, on the same program. When you're writing that sales letter, think about those people or one person and what's going to help. Your training is going to resonate with a particular type of person.

You have to find that correct teacher and mentor who will be able to move you through.

Conversational copy helps you connect with those you'll help the most.

How many people go to the next level with their writing?

## **Do The Work Yourself**

You need to do the work yourself. There aren't any shortcuts. You want to get to the point where you are successful and writing your own copy.

Sean notes that most steps in business are simple and anyone can do it. But copy is different in that it requires special skills.

Sean is big on simplifying absolutely everything in business... but not copywriting. You don't want to have sales letters that look different from everything else out there.

Your copy has to stand out. Sean doesn't even want to call it copywriting anymore because he really wants you to break out of your mold.

If you have something that no one else on earth has, you have to convey that in your sales letters. Sean gives an example of short copy that would convert, based on that idea.

### **Copywriting Training**

You don't need to just study copywriting stuff... you'll get more value out of studying persuasion material as well. Selling, communication, persuasion, and more. These can all be helpful.

Not everything in these books will apply to you, but a lot of it will.

Let people know what worked for you and what didn't work for you.

Have people imagine what it will feel like with their newfound freedom.

### **Price**

Sean hates talking about price. He talks through how he comes to a pricing decision. Have people consider how long they've been dealing with their problem. Are you ready to change your life? Then take action now.

This allows people to really dig into the conversation.

### **Example**

Sean then does a top to bottom example of writing a sales letter. He mentions that this is not a formula, rather an example.

Chad notes that he's a skimmer. He points out that Sean's conversational copy is effective for people like him.

This is connecting with people. You catch them where other sales letters writers can't.

Chad notes that people's subconscious will pick things up when you write sales letters this way.

You have two versions of your copy, essentially. You have one for readers and one for skimmers. Your headline and subheads will tell a story, as will the copy.

Sean doesn't give advice on doing X,Y,Z... he helps people, like Chad, get into the right mindset so the copy is his words.

Don't copy anyone else. Get into the right mindset for writing exceptional conversational copy.

Talk about how people feel. Draw them in. Tell your own story. Help people feel deeply that they are about to change their lives.

Dig deep into yourself. Study this training in depth. Allow your voice to come through.