The background features a collage of various elements. At the top left, there's a book cover for 'THE COPYWRITER'S HANDBOOK' with a pencil graphic. To its right, there's a snippet of text: 'The reason writers claim "An Indirect Headline takes a... It uses curiosity to raise a... mind, which the body copy...'. On the right side, there's an orange book cover titled 'OBVIOUSLY SOME' by April Dunford, with subtext 'Oil Product Customers Love It'. At the bottom left, there's a book cover for 'THIS MARKET' by Seth Godin, with the tagline 'You Can't Be Seen Until...'. The bottom of the image is dominated by the text 'my original copywriting' in a large, light grey font, with 'my' and 'copywriting' being smaller than 'original'.

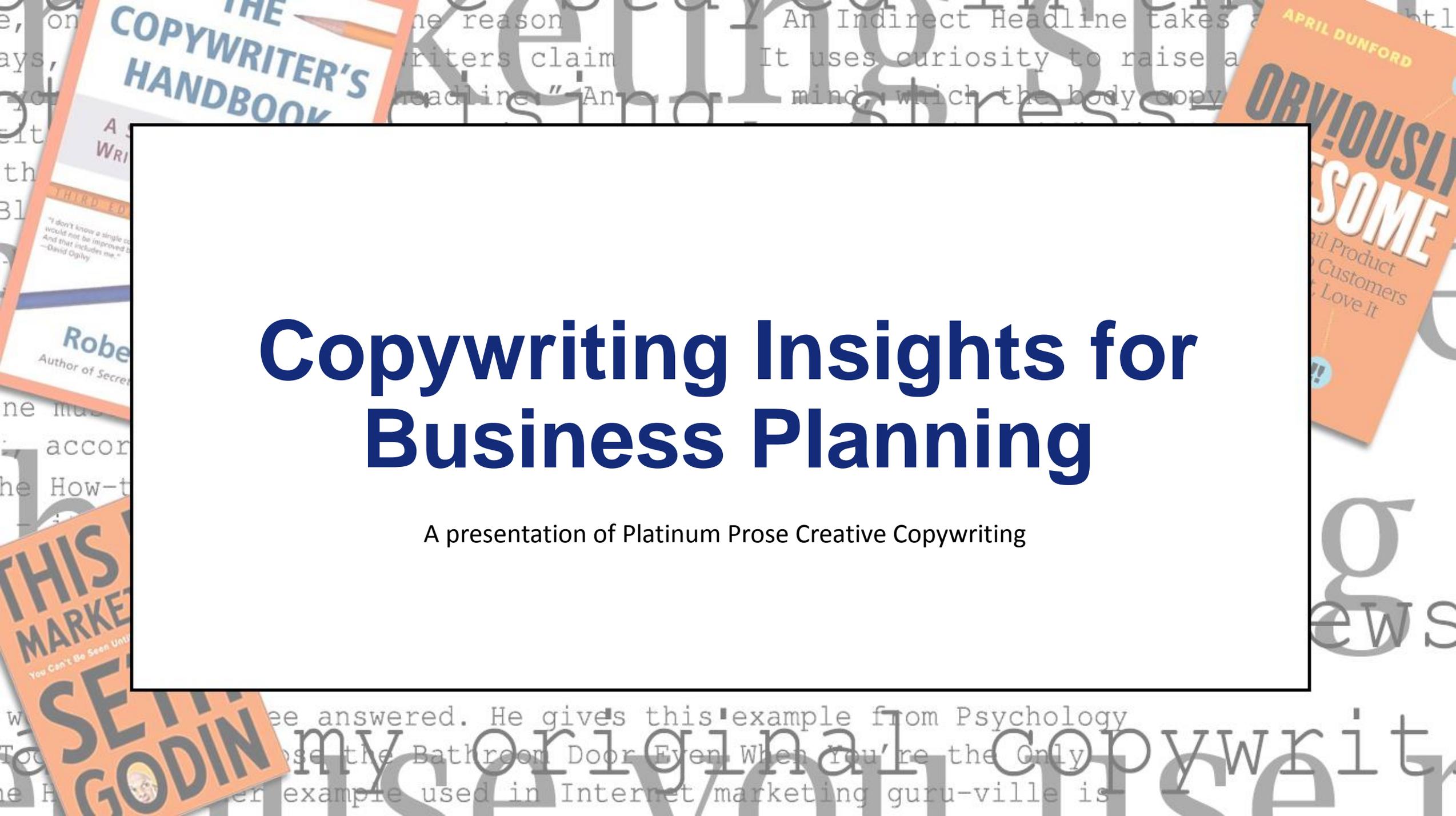
# Copywriting Insights for Business Planning

A presentation of Platinum Prose Creative Copywriting

# My Industries and Experience

- Culinary
- Creative fields (music, photography, graphics)
- Finance and Enterprise Resource Planning
- IT businesses
- Startups and new business



The background features a collage of various elements. At the top left, there's a book cover for 'THE COPYWRITER'S HANDBOOK' with an orange pencil graphic. To its right, there's a book cover for 'OBVIOUSLY SOME' by April Dunford. At the bottom left, there's a book cover for 'THIS MARKET' by Seth Godin. The background is filled with faint, overlapping text, including 'The reason writers claim', 'An Indirect Headline takes a', 'It uses curiosity to raise a', 'headline.' 'An', 'mind, which the body copy', 'I don't know a single co', 'would not be improved i', 'And that includes me.', '-David Ogilvy', 'Robe', 'Author of Secret', 'ne ma', 'accor', 'he How-t', 'g', 'ews', 'ee answered. He gives this example from Psychology', 'ose the Bathroom Door Even When You're the Only', 'er example used in Internet marketing guru-ville is', and 'my original copywrit'.

# Copywriting Insights for Business Planning

A presentation of Platinum Prose Creative Copywriting

# Lesson Plan

## Lesson 4: How to Sell Ice to Someone who Needs Ice

- Lesson 1: The Headline
- Lesson 2: How Not to Write Copy
- Lesson 3: When a Marketing Plan is not a Marketing Plan (a.k.a. “let’s get on Instagram, twitter...”)
- Lesson 5: Voice of Customer Research
- Lesson 6: Review and Conversation Mining
- Lesson 7: Explain Benefits, not just Features
- Lesson 8: Putting the customer First
- Lesson 9: Using Tension and Storytelling
- Lesson 10: Understand the Motivating Sequence
- Lesson 11: Planning a Business for Success and Failure

# Lesson 1: The Headline

Headlines can do the following:

1. Select the Audience
2. Get Attention
3. State a Complete Message
4. Motivate the reader to read more

(Bly, 16)

# Lesson 1: The Headline

Headlines can be the following:

1. Urgent
2. Unique
3. Ultra-specific
4. Useful

(Bly, 31)

# Lesson 1: The Headline

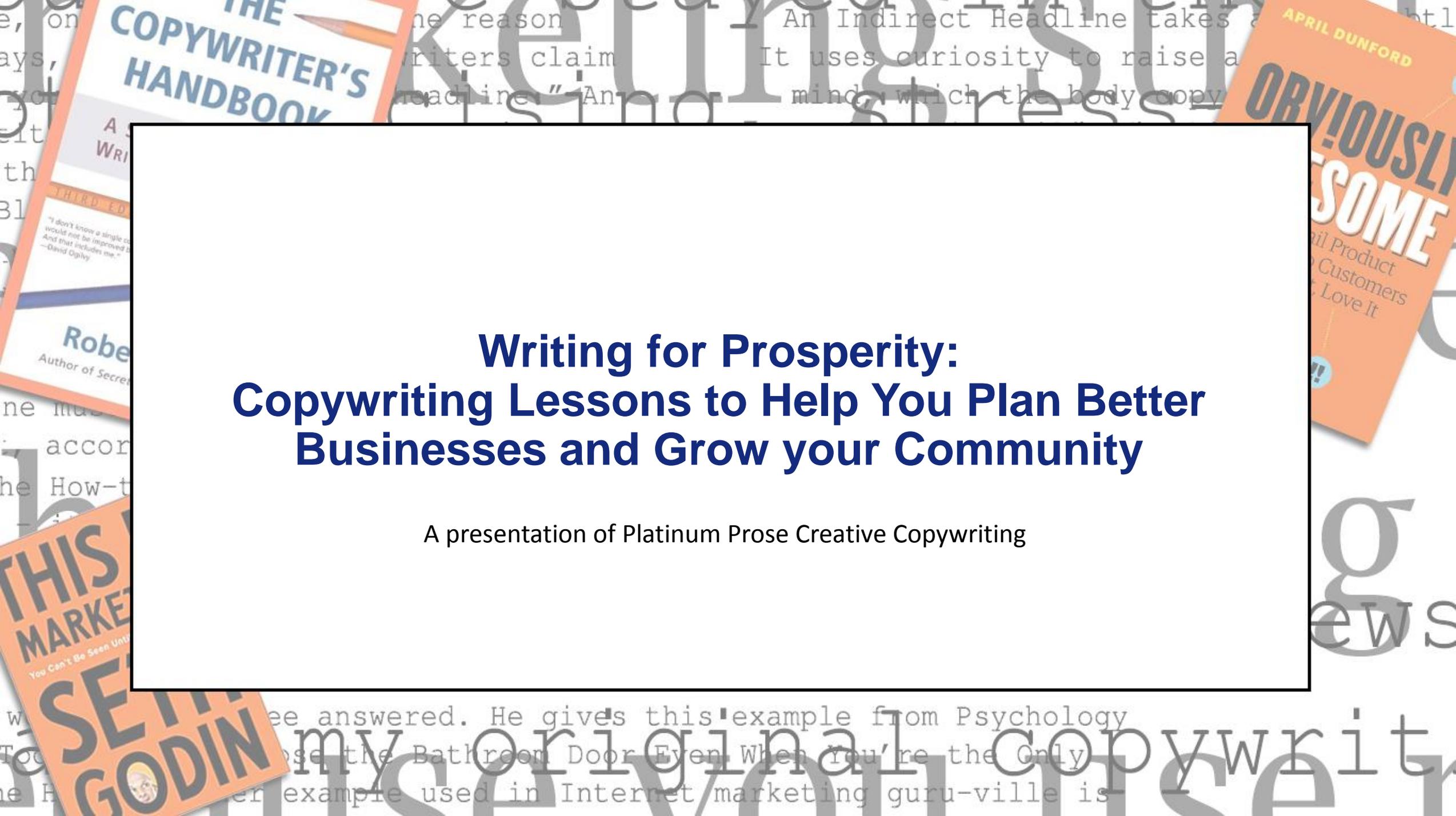
Questions to answer when writing a headline:

1. Who is my customer?
2. What are the important features of the product?
3. Why will the customer want to buy the product? (Bly, 33)

There are a number of things to do in Okotoks.



OkotoksTourism.ca

The background features a collage of various elements. At the top left, there's a book cover for 'THE COPYWRITER'S HANDBOOK' by Robert Rothenberg, with a pencil graphic. To its right, there's a book cover for 'OBVIOUSLY SOME' by April Dunford. At the bottom left, there's a book cover for 'THIS MARKET' by Seth Godin. The background is filled with faint, overlapping text, including 'The reason writers claim', 'An Indirect Headline takes a', 'It uses curiosity to raise a', 'headline.' 'An', 'mind, which the body copy', 'I don't know a single co', 'would not be improved I', '—David Ogilvy', 'Author of Secret', 'You Can't Be Seen Unt', 'SEE THE', 'GODIN', 'my original copywrit', and 'er example used in Internet marketing guru-ville is'.

# Writing for Prosperity: Copywriting Lessons to Help You Plan Better Businesses and Grow your Community

A presentation of Platinum Prose Creative Copywriting

# Lesson 2: How Not to Write Copy

“You’ll wonder how you ever managed without it.”

—Advertising Age

REVISED & EXPANDED EDITION

# WORDS — THAT — SELL

More than 6,000 Entries to Help You Promote  
Your Products, Services, and Ideas

Richard Bayan

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Music Production Hit Reports | Music Production Tips | Music Industry News | Song Submit Top 20

### Kush - Learn Drums, Music, & Mix

Download the Full Hit Report:  
Get Full Production Article!  
Get All Music Production Maps!  
Get Bonus VIP Samples/Loops!

This latest hit report covers Dr. Dre's "Kush" produced by DJ Khalil - Featuring interview audio directly from DJ Khalil himself! The many audio production examples and step-by-step illustrations in the full hit report (download only) make this one of Learn song's music production »

Like 2 people like this. Be the first of your friends.

### Morning After Dark - Learn Drums, Mix

Download the Full Hit Report:  
Get Full Production Article!  
Get All Music Production Maps!  
Get Bonus VIP Samples/Loops!

One of the most creative music producers of all time is, without question, Tim "Timbaland" Mosely. Timbaland quickly garnered a devoted following by constructing masterpiece beats so stylistically unique, he revolutionized urban music production. Learn song's music production »

Like 2 people like this. Be the first of your friends.

### Single Ladies - Learn Music Production

### Music Production Tips

**Drums Used in "Single Ladies"**  
ModernBeats.com's "Neptunian" drum samples as heard in Beyonce & Timbaland hit songs...

**Pro One-Shot Sample Editing**  
Rap and Hip Hop music is full of chopping and sampling. Many Hip Hop producers - like Chuck D, J Dilla, and DJ Premier just to name a few - construct mixes by slicing out one-shot samples from existing third-party loops and songs, extracting brief sections of audio, and re-combining them into a remixed collage of sound. [...]

**Timbaland & Madonna Claps**  
Learn clap pattern techniques as used by Timbaland, Britney Spears, Madonna, and Flo Rida...

**Create Catchy Keyboard Riffs**  
Create catchy R&B keyboard riffs, hooks, & melodies fast w/ RnB Key Chopez one-shot samples...

### Music Industry News

**A&R Seeks T-Pain/Trump/Sparks Beats**



New York Record Label A&R Team Genius Republic (Credits: Bad Boy, Interscope, T-Pain, Tone Trump, Jordin Sparks) has hooked up w/ Song Submit to find great hip-hop, r&b, pop beats Upload your music »

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**Publisher Seeks Masspike/Ross Beats**



**Get 10 Free Music Production Tips! Sign-up Now & Get 10 Free Music Tips!**

**BONUS: GET 20% OFF COUPON INSTANTLY W/ SIGN-UP!**  
Enter Email (Get Tips & Coupon)  
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### Song Submit Top 20

**Song Submit Artists November 2014**  
Here's November 2014's top 10 musicians & music producers getting discovered by Record...

**HOT TALENT:** Check Out Hot Artists & Music Producers discovered through Song Submit!

### ModernBeats Loops

Download 350 Loops 640 MB  
**POP ANTHEMZ MUSIC LOOPS 1**  
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Turn what you're into, into a business.  
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### Submit to Record Labels

MODERNBEATS  
SONG SUBMIT

# Lesson 2: How Not to Write Copy

**AN ADVENTURE FOR YOUR TASTEBUDS**

**Bold and luxuriant tikka masala combines the flavours of roasted chicken with a dynamic mixture of Indian spices for an extraordinarily pleasing dish.**

**This modern restaurant version of the extremely rich chicken korma is a nutty and sweet combination of almonds, coconut milk and delicious Indian spices.**

**Savour the lively flavours of turmeric accompanied by coriander, chilies and our house-blended garam masala, braised with a tender, marinated chicken.**

**Sweet, sour, salty, spicy – the flavours of Madras thrill the palate. Revel in this celebrated curry, cherished all over the world for its marvellous taste.**

**A delicious, savoury dish from northern India, bringing together a captivating combination of roasted potatoes and cauliflower with a heavenly semi-dry sauce.**

**TRY OUR RUSTIC ROGAN JOSH**

Lamb or your choice of red meat cooked in its own juices with spices until tender and flavourful. A dish that will make your mouth water!

**Master Indian SPICE**

Fredericton YMCA... Sanity resources PLATINUMPROSE stuff to make techn... Hullo

## Master Indian Spice

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FREE SHIPPING IN CANADA ON ALL ORDERS 100% SATISFACTION GUARANTEED EFFORTLESS REFUND

SHOP NOW SEE ALL

VINDALOO CHICKEN CURRY SPICY PUNCH 30 MINUTE RECIPE AVAILABLE IN 3 LEVELS

ORIGINAL 1950'S BUTTER CHICKEN CREAMY AND RICH 30 MINUTE RECIPE AVAILABLE IN 3 LEVELS

KORMA CHICKEN CURRY NUTTY AND AROMATIC 40 MINUTE RECIPE AVAILABLE IN 3 LEVELS

**30 minutes** is all you need to cook a world-famous classic!

What Makes Master Indian Spice Kits the Best?

Traditional Methodology

Choose your Spiciness

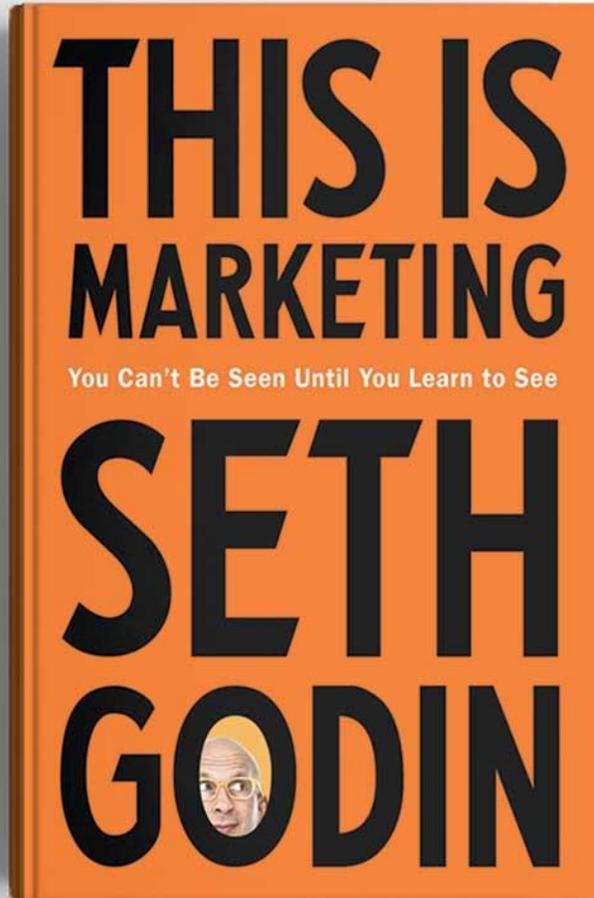
Message Us Email Us

# Lesson 2: How Not to Write Copy

How to write copy Writing  
How to right copy Wrogs



# † Lesson 3: When a Marketing Plan Is Not a Marketing Plan, a.k.a.

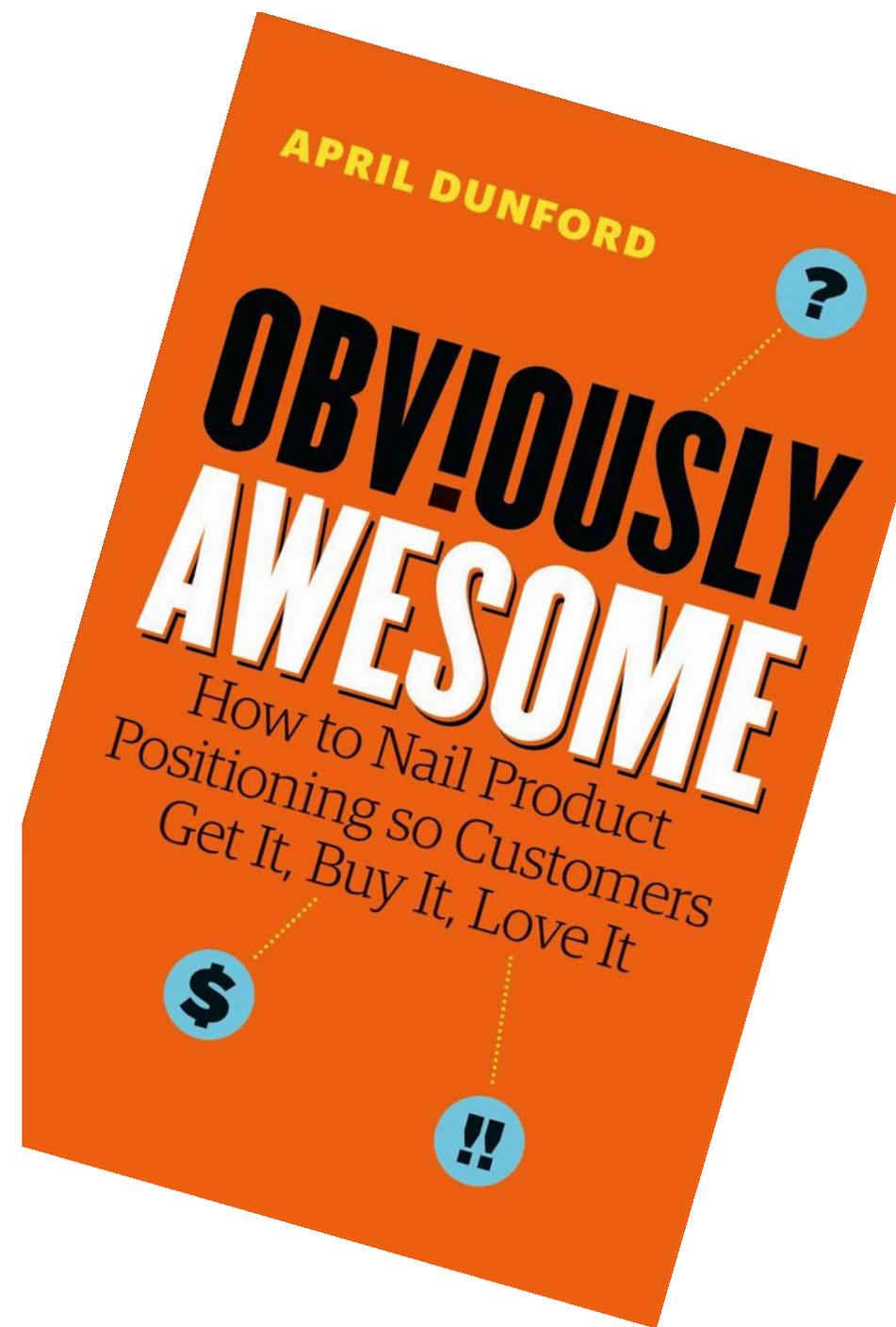


1. Invent a thing worth making.
2. Design and build it so a few people will particularly care about it.
3. Tell a story to match.
4. Spread the word.
5. Show up consistently.

## Lesson 4: How to Sell Ice to... Someone who Needs Ice

Five Steps to Product Positioning: My Copywriting Foundation

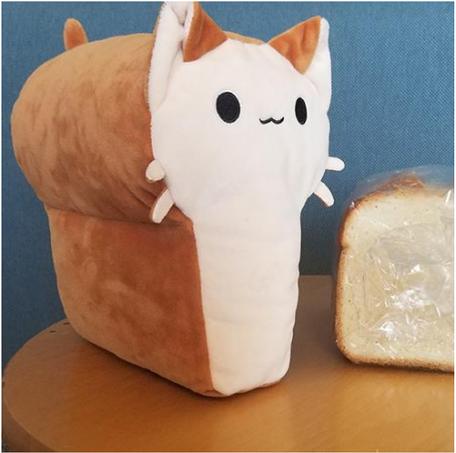
1. Get to know your best-fit customers
2. Forget about what you think your product is, forget your value proposition
3. List your competitive alternatives
4. Define your unique attributes
5. Map those unique attributes to benefits
6. Find a subsection of the market which (a) has a real problem you can solve better than anyone, and (b) which is big enough to support your short term business goals



## Lesson 4:



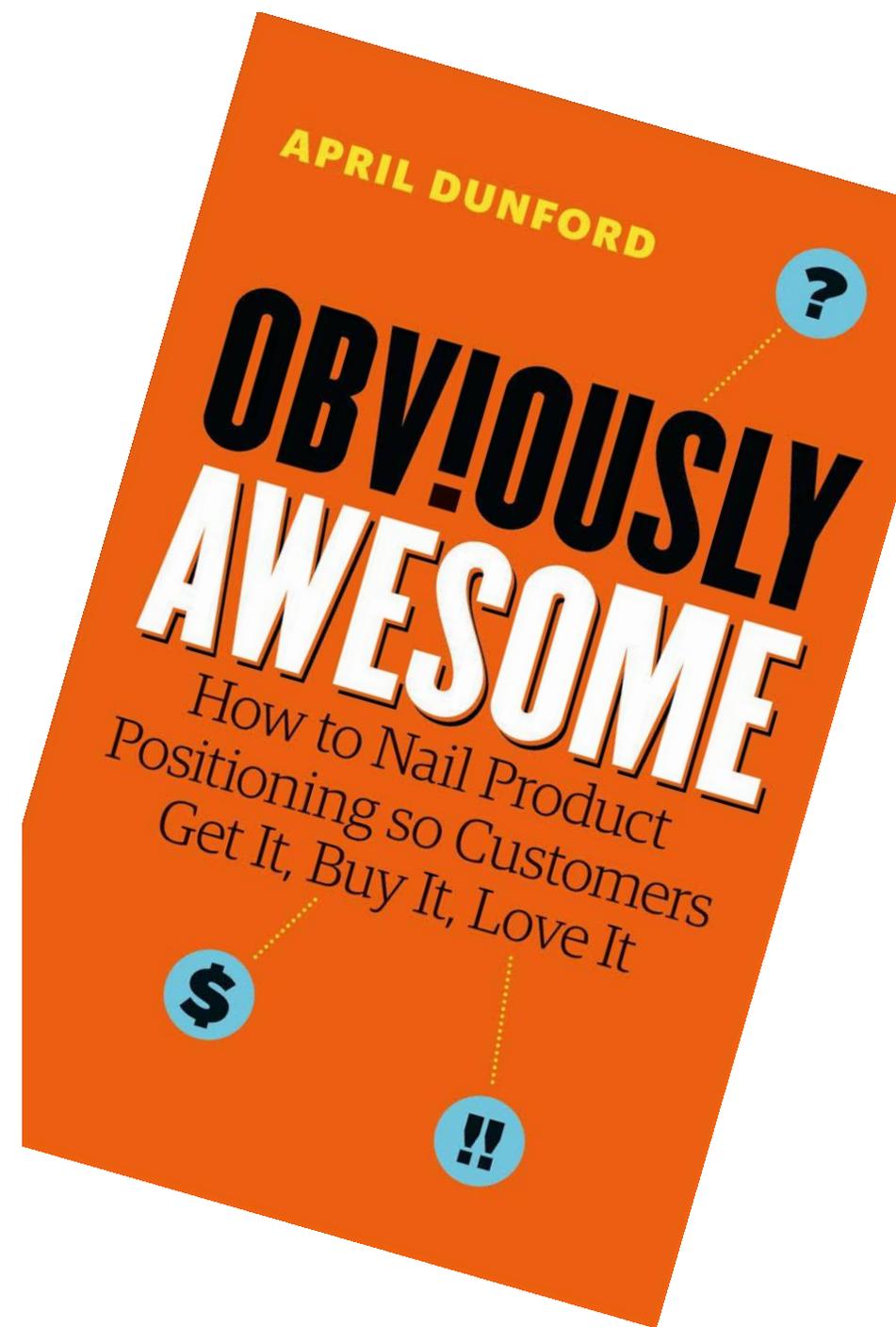
# Lesson 4:



# Lesson 4: How to Sell Ice to... Someone who Needs Ice

## April Dunford's 10 Steps for Product Positioning.

1. Understand the customers who love your product
2. Build a Positioning Team
3. Let go of your positioning baggage and vocabulary
4. List your true competitive alternatives
5. Isolate your unique attributes
6. Map the attributes to customer benefits
7. Determine who cares a lot
8. Find a Market Frame of Reference that puts your strengths at the centre –whole market or subsection?
9. (optional) Layer on a trend
10. Capture your positioning in a company document.



# Lesson 5: Voice of Customer Research

- Surveys and Interviews
- Interviews can last 15-20 minutes, 6-10 suffice
- Sticky Phrases

**“I’ve never felt as *understood* as I do in Okotoks.”**

**“To me, Okotoks feels like a place in between heaven and work.”**

- Find the Moment of Persuasion

# Lesson 6: Review and Conversation Mining

- Particularly useful when a business doesn't have many customers
- Find reviews and conversations on amazon, google, yelp, etc...
- Look for points of dissatisfaction. Does your product have the same points of dissatisfaction?

**“We love Turner Valley because it's so close to the Rockies. It's just a bit too far from Calgary.”**

The screenshot shows a Google search for "shoes". The results list three shoe stores:

- The Shoe Company**: 3.6 stars (49 reviews), Shoe store, Corbett Centre, CORBETT CENTRE, 9 Riocan Ave (508) 455-1142, Open - Closes 9 p.m.
- River Valley Footwear**: 4.9 stars (17 reviews), Shoe store, 498 Queen St (508) 455-2831, Closed - Opens 9 a.m. Wed.
- Call It Spring**: 5.0 stars (3 reviews), Shoe store, Regent Mall, 1381 Regent St B2 (508) 457-2293, Open - Closes 9 p.m., Retail chain offering trendy shoes, boots, handbags & accessories for men & women.

Below the list is a "Discover more places" section with images of shoe stores. On the right, a "Review summary" for "The Shoe Company" shows a 3.6 star rating based on 49 reviews. The summary includes a bar chart for ratings 1-5 and a list of reviews:

- "Pretty minimal selection for men's footwear."
- "Staff are not very helpful and seem to not know where their pr are."
- "Gotta love sales on brand name footwear"

At the bottom, a "Google reviews" section shows a review by Lisa Ives Thurston.

# Lesson 7: Explain Benefits not Just Features

Features:

**“The town of Okotoks is 15 minutes from Southern Calgary, and less than 40 minutes from beautiful Bluerock Wildland Provincial Park.”**

Benefits:

**“In Okotoks, you can work a city job, and indulge your passion for nature. During the week you can enjoy a quick 15-minute commute to Southern Calgary, and on the weekends immerse yourself in the natural beauty of the Rockies, just over a half hour away in majestic Blue Rock Wildland Provincial Park.”**

# Lesson 8: Putting the Customer First: “You Orientation”

- Use the second person
- Makes it easier to talk about benefits.



## Lesson 9: Tension and Storytelling

- Use a problem statement to create Tension
- If you can, tell a story relating to the problem using a character, who will be someone from your customer group. What was their problem?
- Explain clearly what is at stake.
- An exceptional example of this kind of storytelling method can be found in “The Power of Habit” by Charles Duhigg

# Lesson 10: The Motivating Sequence

## 1. Get attention:

**“Mountain Hiking Couple Settles in Okotoks, Finds Heaven”**

## 2. Show a need or a problem

**“Maggie and Alex Miller were moving to Calgary. Alex had been hired to work for Carmichael construction in Southern Calgary, but the prospect of busy streets and the clutter of urban sprawl made them think hard before moving.**

**“We were worried that routine would swallow us up, and that the mountains would just become part of the horizon,” said Maggie.**

## 3. Satisfy the need and position your product as the solution

**Then, they discovered Okotoks, Alberta. “We found a place that was a small town. I could drive to Carmichael in about 25 minutes, but for the small-town vibe and the access to the mountains, Okotoks is really like heaven for us, we’re so happy,” said Alex.**

## Lesson 10: The Motivating Sequence

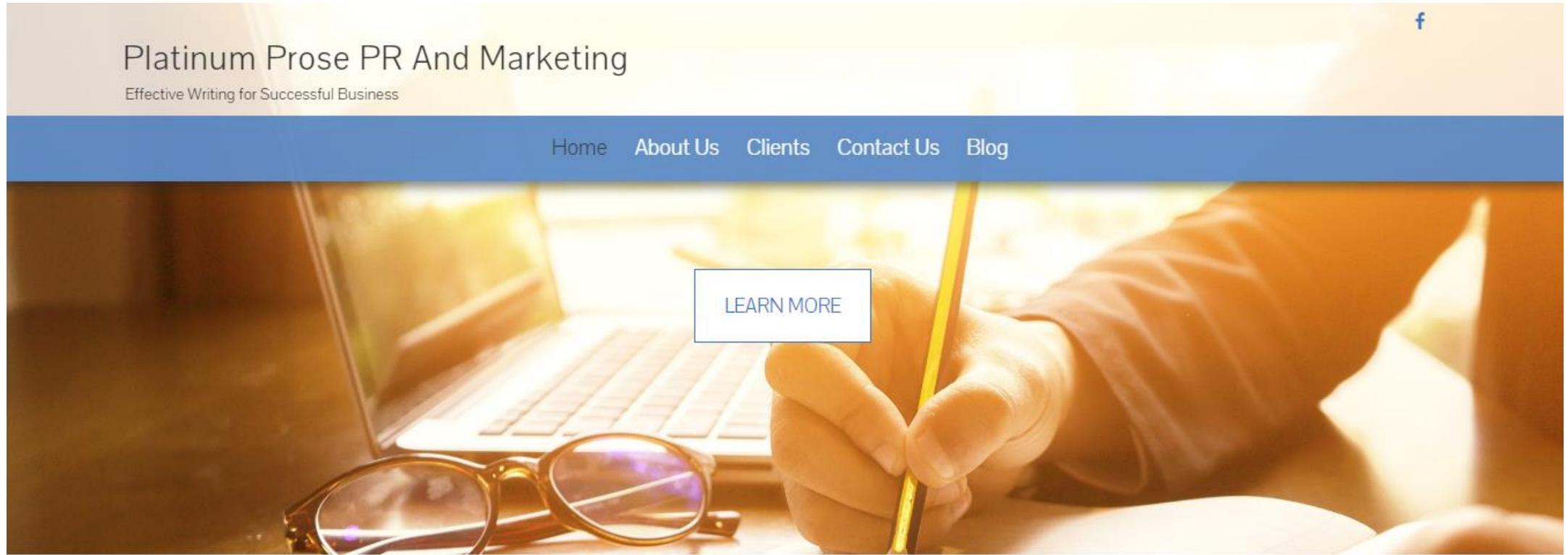
4. Prove your Product can do what it says it can do.

**“The town of Okotoks was ranked three years in a row as the best place to live near Calgary”**

5. Ask for Action

**“Ready to find your heaven? Visit [Okotoks.ca/settlement](http://Okotoks.ca/settlement)”**

# Lesson 11: How does all this affect the Business Planning Stage?



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Effective Writing for Successful Business

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# Summary

- Write good headlines.
- Copywriting is not fancy wordplay.
- A marketing plan must be more than a list of activities designed to get the word out.
- Only people who need ice will buy ice.
- Use VOC research to get your messaging off the ground.
- If you need extra insight into your competitors, mine reviews on google, amazon, etc...
- Explain the Benefits, not just the features, of what you're offering.
- Use customer oriented prose.
- Use Tension, and storytelling if you can.
- Understand the motivating sequence.
- Finally Copywriting informs the business plan.

# Selected Resources

<http://platinumprose.com/atll2l/>

- The Copywriter's Handbook: <https://www.amazon.ca/Copywriters-Handbook-Step-Step-Writing/dp/0805078045>
- Obviously Awesome: <https://www.amazon.ca/Obviously-Awesome-Product-Positioning-Customers/dp/1999023005>
- The Elements of Style: <https://faculty.washington.edu/heagerty/Courses/b572/public/StrunkWhite.pdf>
- This is Marketing: <https://www.amazon.ca/This-Marketing-Cant-Until-Learn/dp/0525540830>
- The Power of Habit: <https://www.amazon.ca/Power-Habit-What-Life-Business/dp/1400069289>
- Snap Copy Voice of Customer Research Kit (worth the email subscription): <https://snapcopy.co/voc-research-kit/>
- also visit: [www.okotoks.ca](http://www.okotoks.ca) and [www.okotokstourism.ca](http://www.okotokstourism.ca)
- You can Contact Ben McFarlane at [benjamin@platinumprose.com](mailto:benjamin@platinumprose.com), (506)470-0170