

THE PROFESSIONAL COPYWRITER'S

PERSUASION TOOL KIT

**The Swiss Army Knife Like Tool For Copywriters
Who Want To Speed Up The Writing Process
and Build Persuasive Copy That Cuts Through
Prospect Preoccupation Like a Hot Knife Through Butter.**



**Built from science and psychology, this all-in-one tool kit
is the fastest and easiest way to create marketing messages
which grab attention and positively persuade people to take action now.**

Robert M Schwarztrauber

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**“Give me six hours to chop down a tree
and I will spend the first four sharpening the axe.”**

- Abraham Lincoln



COPYWRITERS!

**If you're looking to write sharp,
targeted, persuasive copy fast
which quickly captures attention
and bursts through your prospect's
Bubble of Preoccupation...**

**You've Got The Right Tool
in Hand Now!**

**Use The Professional Copywriter's
Persuasion Tool Kit before writing
any promotion, then watch as
your results - and profits - soar!**



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Maximize The Effectiveness Of Your Tool Kit

Congratulations! You now possess a powerful tool which creates promotions that gain attention, hold your prospects interest, and persuades them to act now - to produce soaring profits for you! To maximize the effectiveness of this tool kit (or any tool for that matter) you must use it properly.

Here's how to use this Persuasion Tool Kit for maximum effectiveness and profit:

Before you begin working to create ANY ad, promotion, product, or social media post, video, audio or sales script, take out your Persuasion Tool Kit and spend a few minutes, as long as it takes really to get sharp. Sharpen your focus. Hone your thought process. Wrap your mind around the prospect.

As Abraham Lincoln advised, those moments spent in preparing for the main task, can greatly speed up the task and ultimately provide better, faster results in the end. **With LESS WORK!**

Review the Pictogram of Persuasion sheet. Review the Fast Forward Avatar Builder. Complete as much as you can from your own experience. But don't stop there. The blanks will act as your guide so you don't waste time researching or promoting things which have no interest to your audience.

Do you even know who your best, most profitable audience is? The Persuasion Tool Kit will tell you!

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Pictogram of Persuasion

The Professional Copywriters Persuasion Tool Kit

INTENT
What You Want - When? How?

Knowledge	Process
Of Human Behavior	-Attention
Of Salesmanship	-Interest
Of Motivations	-Desire
	-Conclusion
	-ACTION
	-Satisfaction (list backends)

FOUNDATIONS

Blair Warren
"People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies."

Roy Garn
Money
Romance/Sex
Self Preservation
RECOGNITION

Elmer Wheeler
Watch Your Bark
Not If - But Which
Say It With Flowers
Sell Sizzle - Not Steak
Don't Write - Telegraph

Robert Cialdini
Reciprocity
Commitment - Consistency
Social Proof
Liking
Authority
Scarcity
Unity

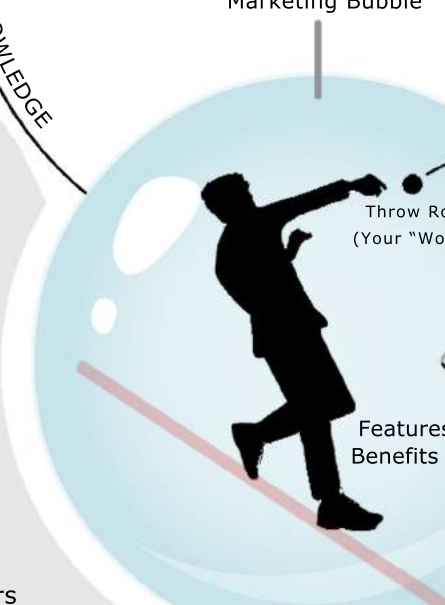
Drew Eric Whitman
Survival, enjoyment of life, life extension
Enjoyment of food/beverage
Freedom from fear, pain, and danger
Sexual companionship
Comfortable living conditions
To be superior, winning, keep up with the Jones's
Care and protection of loved ones
Social approval

MOTIVATIONS

What They Want
Why They Buy
To Get...

These motivators go in Maslow's Pyramid to get and hold buyer's attention until deal close.

COPYWRITER'S "Marketing Bubble"



Throw Rock (Your "Wow!")

Intent Help Improve

GIVE →

Product/Service

Exchange Of Value via Transactions

Features - Physical
Benefits - Emotional

\$\$\$

Attention Getter - Preoccupational Interrupter

Reveal Dragon Problem Up A Tree

Get Personal **Act Two** Agitate Throw Rocks

Unveil Prince Rescue **Act Three** Get Them Down

As they travel their path...

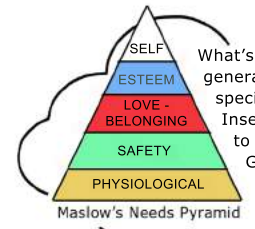
"Tell me quick, tell me true. Or my love the hell with you!"

Veil or Curtain Between Worlds

YOU	THEM
Eager To Sell	Unaware of Solution
Stimulus	Response
Cause	Effect

BEFORE ----- AFTER

Happier - Healthier
MORE:
Time - Money
Friends - Fun
Piece of Mind



What's on their mind, general preoccupations-specific + right now! Insert motivations (left) to get and hold attention. Get into their head until you get what you want.

Their World
"Bubble of Preoccupation"
*** THE BOP ***



Path Of Least Resistance
Seek pleasure - Avoid Pain

Rapport -Walk In Their Shoes
-See From Their Bubble
-Feel Their Pain
-Help Fight Their Enemy

Market Research What You Know

Age - Sex - Gender
Location - Passions
Group Associations
Buying History
Hangouts

What Preoccupations?

Sex - Romance - Love
Self Preservation
Ego - Recognition
Past - Future
Now!

INTERSECTION
Of Your Knowledge and Their Desire/Preoccupation
Quick/Easy/Love/Money
"Elevator Speech"

MEDIA IS WHERE YOU MEET THEM

FAST FORWARD!

Follow in the Footsteps of Persuasion Giants

Roy Garn's Fatal Four from "Magic Power of Emotional Appeal"

1. Money - Get more, not lose what they have
2. Romance/Sex - love and pleasure, prevention of loss
3. Self Preservation - protection of image, income, life
4. RECOGNITION - appreciated, valued, fairly compensated

Drew Eric Whitman from "CA\$HVERTISING -the Life Force 8"

1. Survival, enjoyment of life, life extension
2. Enjoyment of food/beverage
3. Freedom from fear, pain, and danger
4. Sexual companionship
5. Comfortable living conditions
6. To be superior, winning, keeping up with the Jones's
7. Care and protection of loved ones
8. Social approval

Robert Cialdini from "Influence" The Six Weapons of Influence +1

1. Liking - because we like you, my kind of people
2. Authority - trusts you, respects your advice
3. Commitment and Consistency - "I said I love dogs, so now I have to take that homeless puppy home."
4. Scarcity - don't want to lose out, creates urgency, exclusivity - I have something you can't have
5. Reciprocity - you did something for me (no matter how small) so I'm obligated to do something for you (even if big).
6. Social Proof - others like, so it must be good, I should too.
7. Unity (from Pre-suasion) - belonging, people in my GROUP do this...comfort of an accomplice(WE)...ex: Apple product devotees

Blair Warren's "Forbidden Keys"

"People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies."

Encourage their dreams - "You can do it. I believe in you."

Justify their failures. "It's not your fault. Here's why..."

Allay their fears - "There's this, so it's not so bad"

Confirm suspicions - "Yes, you were right to think that"

Throw rocks at their enemies - instant rapport is had with a common enemy. Find or create one.

Also from Blair Warren - "What HOLDS attention...determines action."

All of the above from the lists, would go into Maslow's Hierarchy of Needs Pyramid on the Pictogram of Persuasion, above the TARGET'S head, on the right side, the person inside their own bubble of PREOCCUPATION.

YOUR job, as a marketer/salesperson/influencer//persuader, is to crash their bubble, get and HOLD attention, until they do what you want them to.

Carrot or Stick - reward or punishment, to get something desired, or not lose something valued. Generally, people will do more not to lose something they have, than to gain something they don't have, but desire. Cures will sell faster and easier than prevention.

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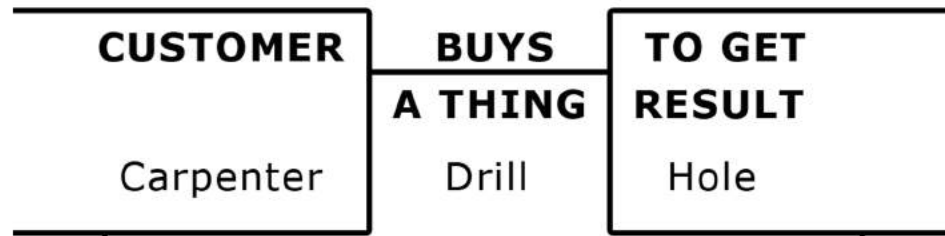
What Motivates People To Do What They Do

(and what can we use to influence them to do what WE want?)



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The Simplified Nature Of All Commerce



Or, carpenter needs a hole so he buys a _____

Concept from
Dane Maxwell's
"Start From Zero"

Think about why you buy anything. It's not always for the most obvious reasons, need, price, opportunity. There's often a secondary, or even tertiary reason why you buy, and buy now, at this place, or from this person. The more you know about why your target customer chooses to buy, and how you can best address (throw rock) and fulfill his reasons for buying (needs/desires/wants) the more likely you can persuade them to buy from you.

CUSTOMER
A Dude
Fitness Girl
Realtor
Single Girl
Lonely Guy
Woman
Guy
Investor
Guy
Woman

BUYS THIS
Starbucks Coffee
Gym Membership
New Cadillac
Golf Club Membership
Hooker
Romance Novel
Scary Movie Rental
A Property
Speedboat
Coffee Cup Warmer

TO REALLY GET
want date w hot server there
hoping to meet fit dude
to impress clients, earn more
hoping to meet rich guy
feel less lonely
escape, feeling it gives
his date will grab him
Shelter Income from Taxes
To impress girl, boost ego
Smell Candle w/o burning it

When you know the who, and the result(s) they want, you can find (sell) many things or ways they can fulfill that need/desire.

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Getting Clear On What You Can Sell

CUSTOMER (YOUR WHO)
Who has money, and can be reached

NEEDS/DESIRES/BUYS
This thing you could sell at 4x your cost

TO GET THIS RESULT
(ease, beauty, status, time, save)

Accountant	Software	To save time, money, labor
Craftsman	Tool	Save time, ease, quality work
Photographer	\$2000 Lens	Versatility, better photos
Car Collector	1989 Ferrari F40 \$2.3 million	Status, thrill, bucket list
Gardener	\$15 Grow Tomatoes Book	To grow fresh tomatoes
Your Neighbors	Lawn Care Services	More family time or fun time
Local Drycleaner	Automated Texting Service	Increase p/u cash turnover
Woman	New Dress	Make coworkers jealous
Homeless Man on Corner	Money Making Course	place to live, food, clothes
Woodworker	Furniture Patterns	Side hustle cash projects
Local Bar	salty snacks	Folks drink more, more \$\$\$
Local Business Owner	Whole Life Insurance Policy	Borrow money interest-free

NO!

Look around at what folks already buy. What YOU buy. Practice seeing the REAL REASON why. You don't want the "THING". You want what it can do for you. Sell the result, not the thing.

SELL THE SIZZLE, NOT THE STEAK!

No defined who? No desired result offered? No problem solved?--- No Sale!

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Getting Clear On You And Your Business

What do you ultimately want? full time income, side hustle, \$\$\$ amount, build & sell it, ego boost

Why? unemployed, need more cash, interest in serving, belief in product, ego, status, enjoyment

By When? need quick cash, need cash by / / , 5 year plan, before I retire, kids to college

What would be a good short term win? any sales, \$100/mo, \$1000/mo, 100 on list, 500 on list

How long will you persist? 30 days, 60 days, 90 days, 1 year, 2 years, 5 years or more

How will you know you're winning? numbers adding to: cash, adding to list, publicity, followers

What are you willing to give up to get it? savings, time, TV, sports, hobbies, family time, job

What are you willing to give? money, time

How much money can you invest? \$0 is OK, more is better, just be clear upfront

Describe what you will not do? write, use name publicly, invest \$, do videos, do audios, blog

If you could wave a magic wand to have the perfect business, describe what that would look like...

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SELL MORE of WHAT'S ALREADY SELLING

"There's a greater success to be found in everything already successful."

Consider: Men could wear togas on top. But JC Penney, Macy's, Old Navy, Hollister, none of the major clothing retailers sell togas, because MEN BUY SHIRTS - of all variety. Short sleeve, long sleeve, solids, prints, cotton, poly, dress shirts, button downs, tee shirts. 1000's of varieties of what's already selling successfully.

You want to sell togas because hey, no one else is? Low competition! Good luck with that business.

The Apple iPhone is on it's 12th generation. Greater success found - nurtured - in what already sells.

What success could you piggyback on? Ride the coattails on the success of what already sells?

Products. Services. Support for. Instruction for. Reviews of. Done-For You. Done-With-You.

How can you make it work better: easier, faster, more convenient, another use for, another way to _____

Along with men's shirts they sell neckties, bow ties, cuff links, tie tacks, collar stays, pocket protectors, collar extentions. They sell sweaters to put over your shirt. Tee shirts to wear under. Several Kinds. 3 piece suits as well. Pocket squares. Tailors help those shirts and suits fit better and look better. Dry cleaners clean, press, preserve and prolong the life of all your shirts and clothing. Storage bags too.

We "NEED" maybe 25 shirts each. They last for years. But millions of new ones are sold every month!

Online courses are selling big. Could you show someone how to do "it" easier, better, faster, cheaper? Different folks prefer to learn differently. Some like audio. Some prefer video. Some like to read. Is there a format lacking in your field? A gap? Do it. Look for "the gap", look for the "what's missing".

Maybe you could combine two great things into 1 package? Or separate a package into many single things?

Could you do a subscription like Harry's Dollar Shave Club? For anything people use or use up monthly.

Remember in school, 4 teachers taught _____. But everyone always hoped to get "that one teacher"? Don't discount sharing your knowledge because others already have. "Your way" of explaining might just be what a certain group of people prefers, or needs. You might just be "that teacher" who changes their life forever.

As Steve Job's famously said, "Think Different"

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**“Give me six hours to chop down a tree
and I will spend the first four sharpening the axe.”
- Abraham Lincoln**

What's Next?

Copywriters...

Here's how to get the best results from, and the greatest return on your smart investment in this material - ***use it!***

The tool kit works by asking you the right questions which let you discover exactly what the other person wants.

What your prospect wants. Their secret, hidden, disguised & desperate desires.

Before you write a single word in your promotion, ad, email or pitch, take a look through your Persuasion Tool Kit.

This will kick-start your brain and get it thinking about what your prospect wants - then, you can give it to them!

***"You can have anything you want
in this life, if you will only...
1. help enough other people
2. get what they want!"***

Zig Ziglar

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