

# Introduction:

Welcome to the 4D Copywriting 101 Workbook

By getting access to this resource, you'll be well on your way to:

- Understanding the fundamentals of Copywriting
- Writing copy that generates you and your clients high retainers
- And mastering a skill that will allow you to escape the 9-5.

But in order to get the most out of this book, it's important you understand how to approach it.

- Do NOT skim through looking for tactics or “quick fixes” understand the processes and WHY they work.
- Don't share this with anyone outside the academy, because by enrolling in the academy you get exclusive access to this book. And the more common knowledge is, the less *valuable* it becomes.
- **Re-read as often as needed to understand concepts.** Don't rush the process or skip steps, just go through them quicker.

It's time to get started, 4D Students.

## What is Copywriting?

To put it simply...

Copywriting is the embodiment of sales and marketing through the written word.

If you understand the basics of Copywriting you'll always have a way to make money,

No matter WHO or WHERE you are.

# The Perks of being a Copywriter.

While there are a lot of hard work and effort is required to be a good writer,

There are also a lot of benefits such as:

- **Having a monetizable skill that you can use *forever***
- **Having location freedom to work (as long as you have internet)**
- **The chance to work with big names, brands, companies, and industries**

...And these are just the tip of the iceberg.

As you level up your career and get better at your craft,

More doors and opportunities are opened to you.

So it's a compounding effect, because the better you get...

The greater rewards you receive.

Now while that's all cool and nifty, how do you start your journey?

How do you start crafting copy that persuades people to pull out their wallets and type in their credit card information?

How do you make money pull from the sky through the written word?

Well it all starts with...

## Target Markets and Avatars

If there's one thing I want you to remember about Copywriting, and Sales and Marketing,

It's that the #1 rule is...

## **Nobody cares about you.**

And what I mean by this, is whenever your writing copy or pitching to someone,

It's never about you, it's about them (your target market/audience)

So that's the first thing.

Now that you understand that we're going to go into what exactly a target market and avatar is.

To start off, a target market is simply,

A wider range of your audience.

An example: My target market is Copywriters who are looking to escape the matrix.

An avatar is one specific person within your target audience.

An example would be this:

Avatar:

- John
- 19 years old
- Big fan of Tate
- Wants to escape the 9-5/matrix
- Been doing copywriting for 6+ months but hasn't landed a client
- Went through a bunch of copywriting courses but they all failed him
- Sends 40+ outreaches a day through a CRM

And the list goes on.

But do you see how much more specific this example is compared to:

"A copywriter who wants to escape the 9-5"

The point with making an avatar is to get inside your reader's minds.

Because if you can show people that you understand their problems better than they do,

It means you also have a solution that could probably work for them.

(That's marketing 101 for you)

Now that you understand target markets and avatars, you're going to learn the next big gem when it comes to being a copywriter,

Which is...

## Research

Copywriting is 90% about research, and 10% about creativity.

Because remember it's never about you, it's about your audience.

So in order to understand them, you have to do research on them,

To find their wants, desires, pains, fears, dream state, etc.

But where do you find this information?

Well to name a few sources:

- Reddit
- Answerthepublic
- Prospects social media/business

Now these are just a few resources.

The 4D Avatar Guidebook goes way more in depth about this topic,

So if you're still struggling with research and knowing *how*, *what*, and *where*, to look for the info you need...

Stop right now, and check out the avatar guidebook.

Now, that you understand the basic principles of research, where going to dive into the secret sauce of copy,

Which is...

## Structures

A lot of beginner and novice copywriters wonder,

“Okay, how do I actually write a piece of text that persuades people”

“How can I generate sales and money”

Well, it all comes down to *structure*.

Because if you can write your copy in a way that’s organized, clear, and logical...

The words and ideas will do the rest.

So to give you a few examples, here are some structures you can use:

- CJN (Challenge, Justify, Need)
- 4 P’s (Promise, Picture, Proof Push)

And to top it off, here are some microstructures you can use to:

- CWVC (Context, WIIFM, Value, Free CTA0)
- ATDLC (Authority, Time, Dilemma, Lesson, CTA)

These are just some of the structures you can easily take your copy to the next level,

While also saving yourself time.

Now, if you want more in-depth structures and explanations,

Make sure to check out the 4D Structure dictionary.

So,

Now that you understand structures,

I'm going to go into one of the most important aspects of writing good copy and that's...

## Flow

When you read your copy it should flow as smooth as going down a waterslide.

Why?

Because this allows you to send a clear and concise message to your prospects that they can understand,

That also paints you as an expert and a professional of your craft.

But how do you improve the flow and the transition of your words?

Well, there are multiple ways.

### **1. Read your copy out loud (multiple times)**

This one is the simplest, but is most often overlooked.

When you do this, it brings a greater awareness to yourself,

To see if what you're writing makes sense,

And it helps you catch mistakes that you otherwise wouldn't have if you didn't read it out loud.

So before submitting a piece of copy, make sure to read it out loud first.

### **2. Have someone read it out loud to you**

Sometimes when we read it out loud ourselves, it sounds a bit different compared to when we hear it from another voice.

This can be for multiple reasons.

But the most common one is often EGO.

Because when you write a piece of copy,

Sometimes you get deep into your writing that you unknowingly attach a part of your identity to it,

Which can prevent you from being able to notice mistakes even when reading it out loud.

So if you're able to, have someone else read your copy to give you another opinion.

Because it never hurts to get one.

### **3. Record yourself reading your copy, and play it back.**

This is another trick you can use to make sure your copy is buttery smooth.

Because this allows you to hear yourself talk, which gives you another perspective.

So if you don't have someone to read your copy for you,

Record yourself speaking and play back the recording, and you'll be able to pick up mistakes that you otherwise might not have.

### **4. Bonus tip: Make sure your copy makes sense to your audience**

Because as you know, in copy the most important rule is...

Nobody cares about you.

And in this case, you want to make sure your avatar understands the message you're trying to convey.

If they can't, you don't stand a chance at persuading or converting them.

No matter how good the structure, or idea is.

So now that you understand flow,

You're going to learn one of the biggest things I've seen so many copywriters screw up on,

Which is...

# Brand Voice

As a freelancer, you're going to be working for someone else.

And as a copywriter this means you'll be writing for your prospects and clients,

In their voice.

If you try and write copy for your prospects in your voice,

That's the easiest way for you to get rejected, lose out an opportunity,

And possibly put a bad lighting on your reputation.

So how do you get the brand voice down?

Well, there are multiple ways.

But the key is to...

*"Take what they say, and put it into copy format"*

Now there are multiple ways to do this.

But here's some things you can do.

## **1. Make their message clearer**

Sometimes prospects don't make their ideas simple to understand,

So you can take what they say, and simplify it as much as possible.

Why?

Because doing this will paint your prospect as a professional who knows what they're talking about.

And allows you target a much bigger portion of the market, who may not be savvy about the idea.

## **2. Use Imagery**

This is a good example of “amplifying” their voice.

And it’s a good tool to immerse and engage your readers.

A good example would be:

*“Head in my hands frustrated. Rubbing my temples as the stress migraines wraps around my skull”*

Do you see how I was able to invoke an emotion out of you?

You could feel the pain I felt in this moment.

This is the exact concept you want to apply to your copy when writing for your clients.

**But, there’s a caveat...**

**It must not cross the line.**

What do I mean?

We do not lie or make claims we or our client’s can’t back up.

We still tell the truth, just with a new spin.

So make sure when you use imagery, exaggerations, or amplify the voice it still aligns with the overall message,

And that it’s still credible.

## **3. Use Exaggerations**

This can make your copy as well as your prospects' message more interesting and fun to read.

Here’s a few examples you can model off:

- Get off the hamster wheel
- Like taking candy from a baby

- Trapped in a dark red hell.
- I don't mean to beat a dead horse

Now these are just a few ideas,

If you want more of these,

Make sure you check out the 4D One-liners in Week 1, Day 6 under the super swipe file.

But before I tell you the next thing,

I want you to remember,

When you take your client's voice and put into "copy format"

It must *NOT* cross the line.

Remember that.

Otherwise your prospect may not like the work you made for them,

And it could make you look unprofessional and paint a bad lighting on you.

So now that you understand brand voice, and how to write in your client's,

I'm going to dive deep into one topic of copy that most copywriters don't think about enough...

That marketers take big account of and that's...

## **Being Intentional**

99% of the time in marketing, the message is always intentional.

Everything From the headline to CTA,

Is there for a purpose.

In terms of copy, the most important question you always need to ask yourself:

What is the WHY?

Or in other words,  
What is the purpose and goal of my copy?

Sometimes it can be:

- Build know, like, and trust
- Warm people up
- Or get a click

Whatever the reason, you need to structure and craft your copy to fulfill that goal.

Otherwise, what's the point of the copy in the first place?

So before you sit down in front of your computer screen and begin typing,

Think deeply about the WHY of your copy,

And you'll have a deeper understanding and an easier time,

Figuring out how to write out your copy.

## **It's time Gentlemen...**

Now that you have a better understanding of what Copywriting is,

Go out and apply these fundamentals and principles when writing.

(whether it's for practice, FV, or for a client).

Happy hunting.