1. USP

WHO WHY HOW HELPS

**Products** help **Audience** with **problem** achieve **benefit**

1. Pain-problem-pain-loop

You are **negative emotion/pain** because **specific problem** and as a result you **negative emotion/ pain**

1. The feature to benefit convertor

List all the features-> then turn them into benefits

* Why is this feature notable?
* What problem does this feature solve?
* What is the core pain point that this problem creats?
* When does it matter most?
* Why does your customer need it?
* Add so you can: ex: battery included so you can have a peaceful Christmas morning.
1. The no delete cheatsheet
* Write for 10-20 minutes about the product without stopping- free writing
1. The copy cat
* Inspire from other good copy
* Take a great sale page and rewrite it by hand word by word , the rewrite it with you own words and products--- visit swiped.co