

A Designer's Guide on How to Create High Converting Copy



Learning Points

**How to have a conversation with
your customers**

**Why customers write better copy
than marketers**

How to get that customer story

**How to have a conversation with
your customers?**

Every conversion is a conversation.



**What questions do
you need to answer**

What is it?

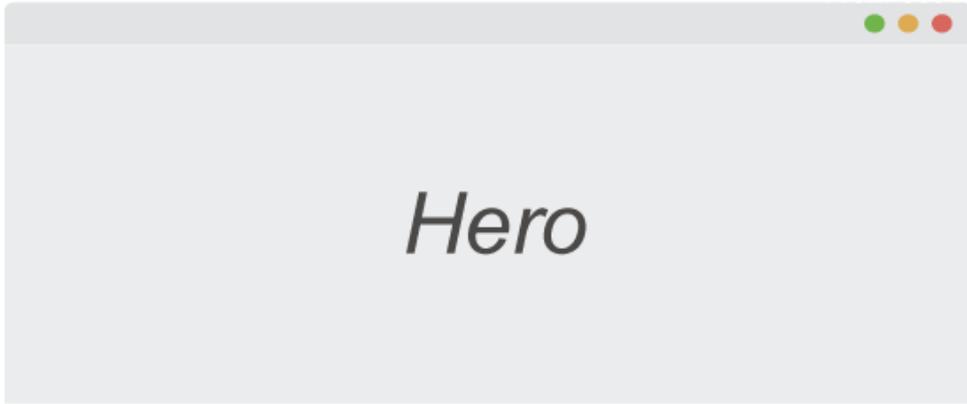
Who is it for?

Why should I care?

How does it work?

Why trust you?

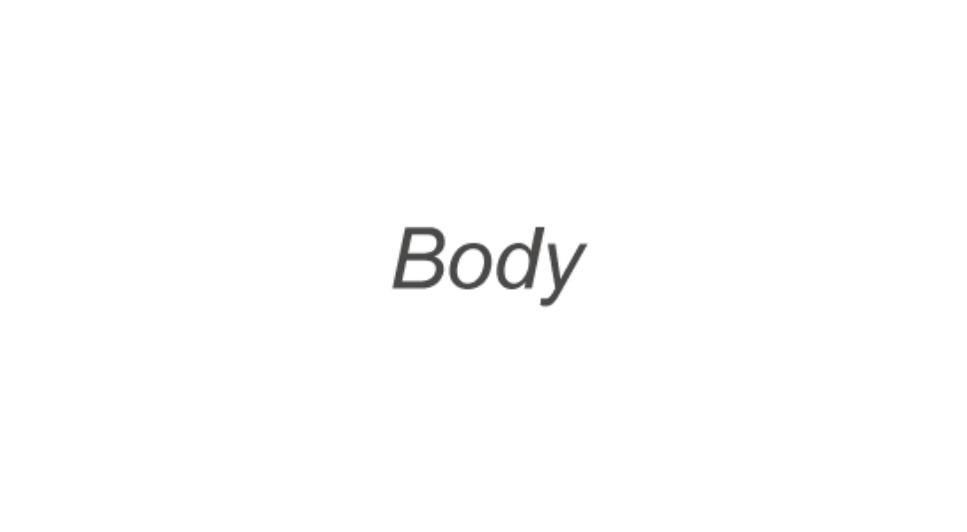
What next?



Why should I care?

What is it?

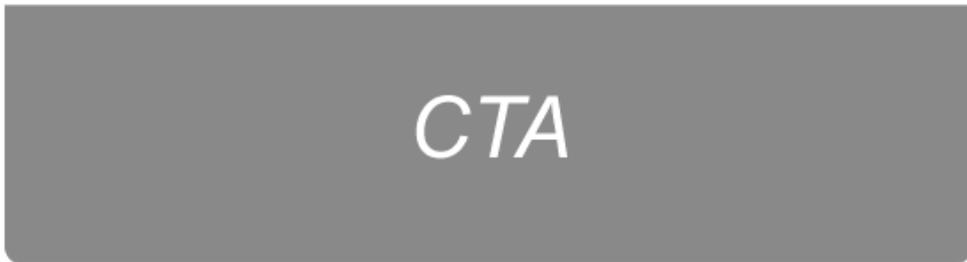
Who is it for?



How will my life improve?

How does it work?

Why should I trust you?



What next?

I am frustrated by...

I wish I could...

Motivation.

I am worried about...

I need to ...

Pain Points

Anxieties

Priorities

Outcomes

**Why do customers write
better copy?**

Sales made simple.

**You hate guesswork and busywork—
so we made sales less work.**

Affordable time tracking vs payroll software.

The time tracking tool that pays for itself.

**Break through native reporting
limitations.**

**Get the reports your CRM can't give
you—without the headache it does.**

**How to get that customer
story?**

Customer Interviews

Email Surveys

Reviews & Testimonials

You need your customer to tell you their **experience.**

**What was going on in your business
that sent you looking for a solution?**

What else did you try, and **what didn't you love
about it?**

What almost kept you from buying from us?

**What made you confident enough to give
us a try?**

What made _____ **the best solution for you?**

When evaluating _____ what was most important to you?

**What can you do now or do better, than you could
before?**

Give me an example of when ____ made a difference
for you?



Carrie Dils – Case Study

Carrie is a WordPress consultant, developer, blogger, Lynda.com teacher and a keen contributor. She partners with small businesses to develop websites that help grow their business. Carrie saves on average of 40% overall per month.

"I love that I can manage themes, plugins, and comments across multiple WordPress sites from a single dashboard — It's a huge time-saver. Also, thanks to the weekly email summary from ManageWP, I don't even have to log in to see an overview of my sites.

Seriously, I freaking love ManageWP. "

You are **not your customer.**

Ask for help from those who speak to customers every day

Dear + Name,

Even though it is hard for us, the time has come for us to say goodbye to ManageWP Classic, the original ManageWP dashboard.

This email serves to give you information about the upcoming steps with regards to the closing of all ManageWP Classic accounts.

~~In the New Year~~ On January 1, 2018, we plan to ~~no longer keep shut down~~ ManageWP Classic accounts live, which means that you will choose to either transfer to ManageWP Orion or to leave the ManageWP family (which we hope you don't do). ~~which means that you have the option to either transfer to ManageWP Orion or leave the ManageWP family (which we hope you don't do).~~

We have decided to close ManageWP Classic, because Orion is a better dashboard in every aspect. It's price friendly, has improved and new features, and is constantly updated and being looked after by our expert team of software engineers.

Here is everything you need to know about the process:

- You will receive a follow up email letting you know when you can get started with transferring to the Orion dashboard.
- You will have the ability to automatically transfer all of your websites to Orion. (~~one-click transfer~~)
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- We will help you during your transfer.
- Starting 2018 the ManageWP Classic dashboard will be closed.

~~We understand you have had some reservations about ManageWP Orion, so we have prepared additional materials for you.~~ Since transferring to the new platform can be challenging, we gathered the key differences between ManageWP Classic and Orion that can help you with transition:

Here is how you can get prepared and gather all the information you need:

~~Have a look at Our Guide that will take you through the key differences in relation~~

Get in touch with customers ...

At events

Co-working spaces

Social Media

**How other brands made it
about the customer?**



Stories from the Airbnb Community



Dove Stories

Welcome to the home of real beauty. Explore below for more about our Campaign for Real Beauty, plus tips and tricks for everything from hair care to skin care.



Thank you.

@NNotsoclueless

nevena.blog