

# **COPY WRITING SAMPLES** **GET ATTENTION** **IN 10 DAYS**

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NEURO-SCIENCE  
BASED MARKETING



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## THE RULE OF 3

The brain remembers things in 3's . We also read things a lot easier in 3's. It's appealing because it is recognized as a pattern based on the psychological principle of cognitive fluency. Beginning, middle and end. It creates balance .

Think of jokes - A priest, a rabbi and a minister walks into a bar

What of Stories? - The 3 little pigs

What of Lists? - As easy as A, B, C

It just makes our content so easy to remember and so easy for people to feel good about what you wrote because it's satisfying to the brain! This is one of those cases of less is more.

# EXAMPLES

When you talk about your offer suite, don't give them a list of a bazillion stuff. List 3 things; low ticket, mid ticket, high ticket.

When you talk about the benefits of your offer, list 3 main things. (Bullet point or numbered)

- 3 price points for a single offer works well
- "3 steps" content does better than "5 steps to make 10k" stuff

Use 3 testimonials when selling an offer

Describe your offer in 3 major components. I do this:

1. Education/Information
2. Embodiment
3. Engagement/Execution

**My name is Kenneth Igiri. I am an architect on weekdays, a strategy coach on weekends and a loving husband at night.**

**I help emerging entrepreneurs, career professionals and impact makers create effective go-live plans using strategy tools and techniques.**

**I am making waves on LinkedIn, YouTube and Facebook as Kenneth Igiri, The Strategy Club and Iwineti Africa.**



# DAY 2

## MAKE THEM **SAY YES**

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**The brain is conditioned to answer a question the moment you ask it something.**

And the more someone says the word “YES” to you in a conversation, the more likely they are to say “yes” to you later in the conversation when you ask something from them (like do they want to buy or join your offer)

It works the same in a sales process. Even if it’s in your copy or even on your landing page. So how do we ask questions and always get a “YES” ?!

You ask rhetorical questions. Even if they don’t answer it with words, they answer it subconsciously.

Ask questions that are an obvious yes to them without sounding like stiff or like a tv commercial (it still works if you do... that's why so many commercials sound like that, but you don't want the person to feel like you are pushing a sale).

**Q1.** So would you like to stop sucking at sales and have money rolling in by the million?

**Q2.** Are you ready to become the most successful sales person to walk the earth by just learning a few steps in sales psychology. Of course you would call 1800 507 9810 NOW!

**Q3.** Wouldn't it feel great to know that you will be making sales no matter what the economic state is or what the newest algorithm is because YOU know exactly how people buy and why they buy?

The answer would always be "YES". Yes it would feel good of course.

Hello Emerging Entrepreneur!

**Would you like a clearer picture of how money moves in your business? Would you like your business to be super ready when the next funding opportunity comes? Would you like to be in a position to make the right financial decisions for your future?**

**If you answered "YES" to any of the above questions, then you should be at our next Simple Technology for Small Business Workshop.**

**In this workshop, we will be demonstrating how the FREE QuickBooks Accounting software addresses all your bookkeeping needs.**

**Find out more and sign up here: <https://kennethigiri.com/stsb>**

# DAY 3

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## CREATE A **FOMO #1**



Create a Fear of Missing Out (FOMO) with Coach Gbemisola Fasasi's VOMO FORMula in 4 separate posts in sequence.

### **Post #1 V - Value**

State the value your service or product brings to the table.

Make sure it's not your average value, but exceptional value. For example something that is some of your best work in some of your highest paid offers. The valuest value you've done in a while.

### **DO NOT ADD A CALL TO ACTION**

Don't worry about oversharing. You can never over-give, people will still pay you for customization, feedback, support and to have YOU.

# TWO

# EXAMPLES

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## SAMPLE 01

Dear Coach,

You want to "HELP" your followers or audience. You want to create valuable, hit content back to back. Share as much content and value as you want, BUT if you are ready to monetize, NEVER share the "How". You can create content that talks about the "WHAT" of your niche, you can even talk about "The Problem" and the "Solution" but never share the "HOW of IMPLEMENTATION.

Get your audience to pay for the "HOW". Remember, when you tell people the solution to a problem, they will still need to know how to implement the "HOW". For example: A relationship coach can share content around:

- What self-esteem is?
- The importance of self esteem ?
- Problems lack of self esteem can cause etc.

But when it comes to the actual steps to shift a person's mind from low self esteem to high self-esteem, never share the "HOW" for free. Don't slack, ALWAYS charge for the "How" ...This is how I make millions and help my clients do same!

## SAMPLE 02

The typical corporate entity using technology to solve problems tends to overpay for their solutions. They can afford it, they can live with it, so they keep doing it.

Small business owners are not that wealthy, so they avoid technology almost altogether. They then remain stunted or inefficient in their use of what they have.

By going deeper in the discovery and context-based deployment of inexpensive technology, small businesses can become more effective and grow faster.

Are you making the best use of simple technology you already have at your disposal, or are you still wasting money on fancy stuff?





# DAY 4

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## CREATE A **FOMO #2**



Create a Fear of Missing Out (FOMO) with Coach Gbemisola Fasasi's **VOMO** Formula in **4 separate posts in sequence**.

### **Post #2 O - Offer**

Make them an offer they cannot refuse. Make sure the offer is in line with the value you served yesterday. People are already at peak curiosity. Create excitement around the offer (testimonials/ how much fun it's gonna be/ how many people are joining). Make a big deal out of this offer. Celebrate every client that joins publicly .

**DO NOT ADD A CALL TO ACTION**

# DAY 5

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## CREATE A **FOMO #3**



Create a Fear of Missing Out (FOMO) with Coach Gbemisola Fasasi's **VOMO** Formula in **4 separate posts in sequence**.

### **Post #3 M - Motivation**

Motivate them to buy now. Avoid creating **PUSH** motivations such as *"aahh one time only offer"*, *"disappearing in 0.5 secs"*, *"price 10xing at 11pm"*. All of these work, and are recommended if done in rotation, but they get bland after a while and people feel SO sold to.

Try creating motivation as a **PULL** not as a push. State Incentives for **WHY** they should buy now. *"If you buy now you would get x"*, *"If you buy today you get a VIP spot"*, *"this offer gives you access to x offer too"*. **PULL**, don't **PUSH**.

# DAY 6



## CREATE A FOMO #4

Create a Fear of Missing Out (FOMO) with Coach Gbemisola Fasasi's **VOMO** Formula in **4 separate posts in sequence**.

### Post #3 O - Opportunity

Paint them the opportunities this could enable, i.e, what could they get from this. "This is you, In the next 2 months, earning at least \$3k monthly from your Coaching business. You took the risk and did the work and now, look at you, doing what you love and getting paid for it. Excited? Slide into my DM.

It is possible! Your business can become more organised. The movement of the money you are making can be tracked. The picture of your financial future can be painted in brilliant colours.

You can be prepared for the next investor coming your way. QuickBooks is FREE. All you need is a three-hour training. Sign up here: <https://kennethigiri.com/stsb>

# DAY 7

## USE THE WORD "SECRET"

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### CURIOSITY CATCHES THE CUSTOMER

The use of the word "**secret**" creates a sense of exclusivity and intrigue that can capture the customer's attention and pique their curiosity.

People are naturally drawn to secrets, as they offer the possibility of uncovering something valuable or gaining an advantage over others. Maybe it's from gossiping for years. Gimme the TEA!

In sales psychology, the word "**secret**" can also create a sense of urgency and FOMO without slamming on pain points.

By suggesting that the customer is getting access to **EXCLUSIVE** information or an offer that others are not, you can make the clients and audience feel special and important.

This can motivate your client to take action and make a purchase before the golden opportunity is gone.

# DAY 8

## ADD SOME DRAMA

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### LIFE

Inject some LIFE into your sales and marketing. Get people laughing, engaged, excited to read your content AND SALES PITCHES.

### SIX PLACES WHERE DRAMA WORKS

- **LOW PRICES:** Compare to an everyday purchase
- **HIGHER PRICES:** Divide by 365 (days in the year) and do the same as for low prices.
- **FEATURES:** "It's not just waterproof - you could tie this to a rock, fling it off River Niger, dredge it up a week later and it would still be working."
- **GUARANTEES & PROMISES:** "If this doesn't do exactly what I promised you it would, don't send it back. If it's faulty, I don't want it. Take the biggest, heaviest hammer you can find and smash it to pieces. Then e-mail me to let me know you've done it and I'll refund you."
- **TESTIMONIALS:** "I don't want you to have to rely on my words. So I called ten of my most resent clients at random and asked them all the same, simple question "Would you rather continue in your current community, or take \$1000 and leave?" And they all said they would rather stay.
- **CALLS TO ACTION:** "To join my Manifestation Mastermind, spam my inbox with all the pictures of EVERYTHING you are manifesting!"

# DAY 9

## THE POWER OF PROMISE

### PROMISE WISELY

The word promise engages emotions BIG time! One of the most persuasive words in marketing and relationship building. Please please please use this with discretion and ethically! When you understand how your offer can change your client's life for the better, you are ready to make a promise to them. Promises sound best when you phrase them as a command or a prediction

- **DO NOT** promise the obvious - "I promise I will deliver you your product"
- **DO NOT** promise steadfast results - "I promise you will make 10k in 10 days with my offer"

You will get sued!

### STIR EMOTIONS

CHANGE a typical stereotype . Talk to what they will experience OR How they will feel.

- I promise sales will feel easier after you understand the psychology behind it
- I promise you don't have to manipulate people to get their trust
- I promise YOU don't have to work 10 hours a day to create the best content

**Technology has been changing the lives of business owners for decades.**

I promise you,

- STSB will change the relationship between your business and technology
- STSB will expose you to easier ways of getting done what you've always needed to do
- STSB will radically shift the insights you have from your financial records

That last point is because we will be demonstrating QuickBooks in the next edition on April 28th. Stop analysing and make the right move by signing up.

# DAY 10

## GO LIVE AND SELL

### LET'S SEE YOU

Going live on social media builds trust, puts a face to the name and provides an opportunity to get buyers to take immediate action. Be sure to give attention to quality, relevant and good timing when going live to sell or connect with buyers. On **Iwineti Africa**, we provide opportunities for emerging entrepreneurs to experience going live in an interview scenario. Leverage this.



# MEET OUR TEAM



## Elizabeth Boateng

Elizabeth is our Virtual Assistant at *The Strategy Club*. She manages our social media platforms and other aspects of our operations. Reach out to her for any assistance you may require.

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**Emmanuel Cramer** is the Team Lead at *Cramers Global*. He delivers our QuickBooks training at Simple Technology for Small Business. Reach out to him for any assistance on bookkeeping in your business.

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## Mary Ikwuegbu

**Mary Ikwuegbu** is a Digital & Content Digital Marketing Specialist. She delivers our Canva training at Simple Technology for Small Business. Please reach out to Mary for any assistance on visual branding and Canva.

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# GET IN TOUCH

We would like to acknowledge Coach **Gbemisola Fasasi**, *the monetization queen* who is responsible for most of the content in this booklet. She delivered 50 sales pitch tips in a paid programme to help coaches achieve visibility over the course of 50 days.



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