

Target Marketing

7-Step Framework for Creating Copy Strategy

By Gary Hennerberg

Pathway	Pathway Description	Marketing Team's Evaluation
1. Persona	The "who" of the prospective customer. Some demographics may apply, but what the individual feels emotionally is more important.	
2. Stimulate Emotion	What is the prospective customer's FUD (Fear, Uncertainty and Doubt) ? What is so emotionally powerful that your prospect stops thinking about everything except your message? Another powerful tool to stimulate emotion: FOMO, the Fear of Missing Out .	
3. Calm the Mind	With the mind paused for emotional stimulation, what is the message of reassurance you can quickly convey so the prospect will pay attention and feel relief?	
4. Position or Reposition	What is the unique selling proposition of your product or service? How are you different? At this juncture, you begin to differentiate yourself from competitors and create a new memory.	
5. Storytelling	You capture attention more powerfully with a story or metaphor. Think about it: How many times have you sat in a boring presentation, only to have your ears perk up when the speaker starts to tell a story? Stories engage, and deepen new memories.	
6. Interpret	Ultimately, you have to get into price, offer, guarantee and other nitty-gritty details. This is when you take the prospect to the metaphorical left brain of logic. Weave in a golden thread that returns your prospective customer through the prior pathways.	
7. Permission to Act	Close the sale by bringing your prospective customer back to emotion, or the metaphorical creative right brain. You can't force a sale. But you can persuade. And you must lead your prospect to a place where they say to themselves, "this is good, this is smart — I give myself permission to buy."	