

68 - 4 Simple Fixes For Improving Conversions In Your Marketing Copy with Tom Trush

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Brief Background About Tom Trush

- Tom Trush is a Copywriter and founded writewaysolutions.com.
- He helps marketers in Direct-response Copywriting - to get messaging created to drive measurable results, so you see better conversion rates and more sales.

Common Mistakes in Copy that Marketers Make

- The most obvious is, it's very easy to do is that people want to talk about themselves or their company, rather than the prospect. So prospect concerns, their desires kind of get thrown out the door and they get, you know, put on the back burner.
- The other thing that makes it very challenging is that you're not really looking to deliver value because you just want the sale, you want it to benefit you instead of the prospect.
- Note that also that the most effective marketing often doesn't look like marketing.

Convincing vs. Persuading

- Convincing - convincing is you're trying to change someone's beliefs to match yours. And so in marketing, the way that this comes across is, you'll read the copy and it's almost like there'll be random facts about that product or service.



- Persuading - The difference between convincing and persuading is where you're tapping into desires that already exist.
- And so you're speaking to someone who is already in their mind, they recognize that they have a desire for what it is that you're offering. And so the mistake comes into play with the convincing stuff.
- And I'll repeat that over and over again, you can't create desire where none exists. So if nobody has a desire for what it is that you produce, emit what, for whatever that you offer, whenever you say is not going to change their mind.

Fixes through Message Matching

- So, you know, the message matches. Basically, the idea behind message matching is whatever you're using whatever channel you're using to drive over.
- And that email, you know, is promising something, you're teasing something on that website, you need to make sure that when you're driving people over that message matches from your email over to your website.
- You see this all the time, just like we talked about here with the real estate example. You have ads that will promise one thing. And then when you go over to the landing page, there's something completely different.

Fixes through Emails

- An easy fix that I see with email and simply people don't make enough offers with their emails.
- I encourage people to send more offers out, like make specific offers. And it's one way to generate more revenue. It's just really logical if you want more revenue, make more offers.
- Ensure to deliver value in your email because it might end up in lower open rates.

Combining Email Marketing and Facebook Ads

- If it's an offer of value and relevance, they will happily share a Facebook ad.
- Social media is that people share things, if it makes them look good, you know, which isn't necessarily the case with email

Adding Charts & Graphs on your Copy

- The idea of having charts or graphs to copy what happens here is that the mind does not think in words. I mean the mind thinks in pictures.
- And so when I say the word elephant you're not in your mind you're not thinking "e l e p h", no, you're looking at a gray elephant coming to mind.
- Think about this when it comes to saying for example, like statistics, when you present statistics, the mind really can't picture anything with statistics, you have to help the mind picture what that statistic means.
- The other good thing with graphs and charts from a visual perspective is great, but then also they provide credibility



Check What Prevents your Prospects from Moving Forward

- You can position your copy addressing the pain points. So you want to think about what's preventing your prospect from moving forward, like, what are those things that they just don't want to deal with.
- A good example would be companies where all they do is their real estate training. And it's in person, you'd have to sit in a classroom and you're in a chair for eight hours a day.
- I encourage people to look at what are those things preventing your prospects from moving forward and then position the pain points as the companies that are offering those types of things and don't necessarily focus on a company that focuses on the way that they present their product or service.