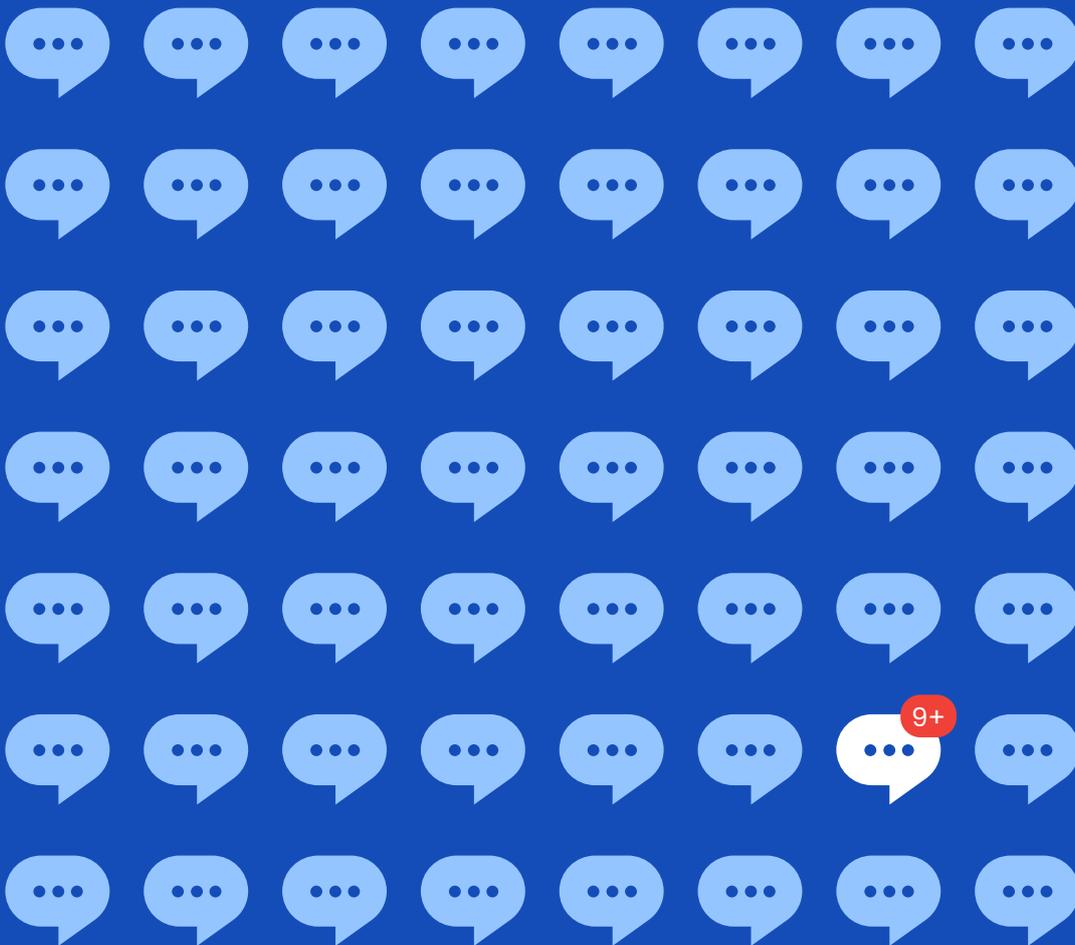


Copywriting Framework For Successful Campaigns



Introduction

1

Interruption can create immediate resistance as no one wants or likes to be pitched and sold to. This is why there is resistance to getting prospects to give up some of their time.

2

A lot of messages talk about themselves rather than the prospect, hence why there is no value to the prospect. It generates resistance because most of the time, the prospect hears the same thing. You must articulate the value of spending time with you in the context of what is important to them.

3

Your automated messages should mirror natural human communication. Prospecting on LinkedIn works, but only when it's done well. It's a waste of time, money and resources otherwise.

The next page shows a framework of effective copywriting techniques. This is where you can trigger responses, generate leads and produce sales.

5 Copywriting Elements For Better Outreach Messages

Your prospecting message is designed for one purpose. To quickly persuade your prospect to give you their time. The message must be quick, simple, direct and relevant. Your copy should include the following:

1

TARGET MARKET:

Get specific on your ideal client

2

FRUSTRATIONS & TRENDS:

Urgent pains & problems they're facing

3

NEEDS & DESIRES:

Their immediate needs, aspirations & desired result

4

SOLUTION:

Articulate how you take them from current to the desired state

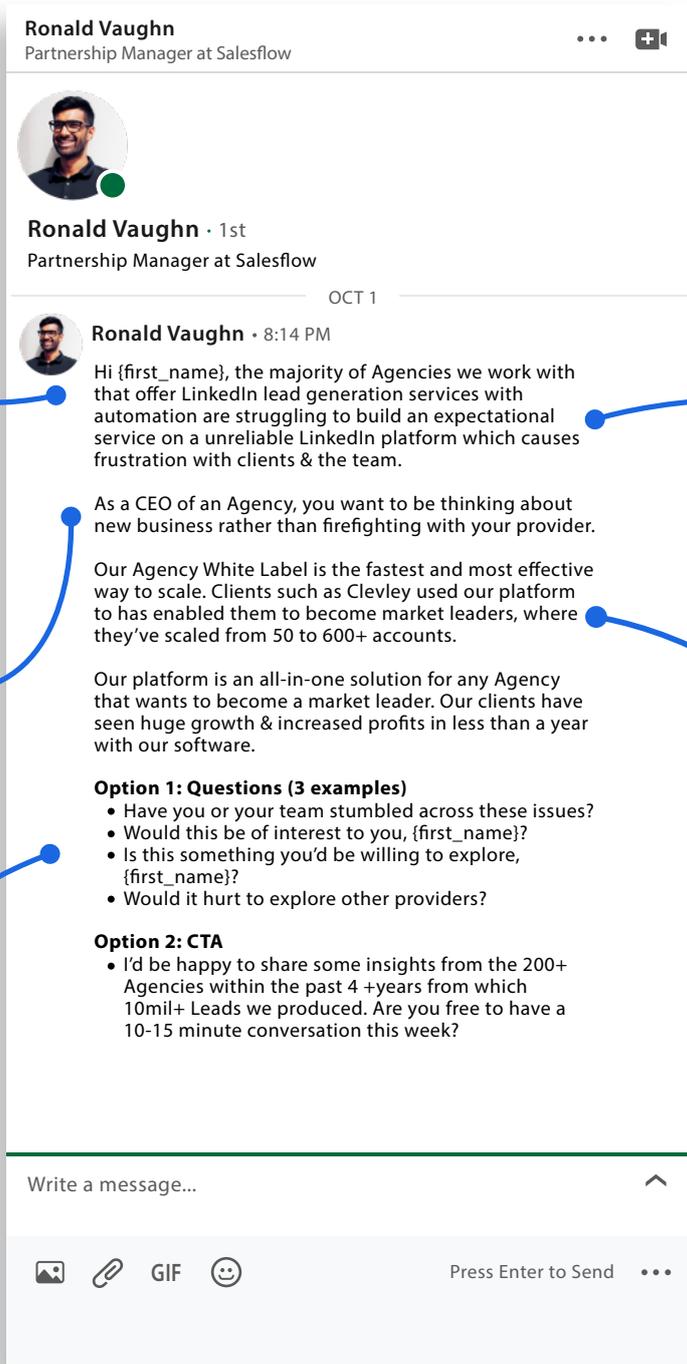
5

CTA:

Drop A Call To Action

Assembling The Pieces — Salesflow’s Agency Platform

1
TARGET MARKET



2
FRUSTRATIONS & TRENDS

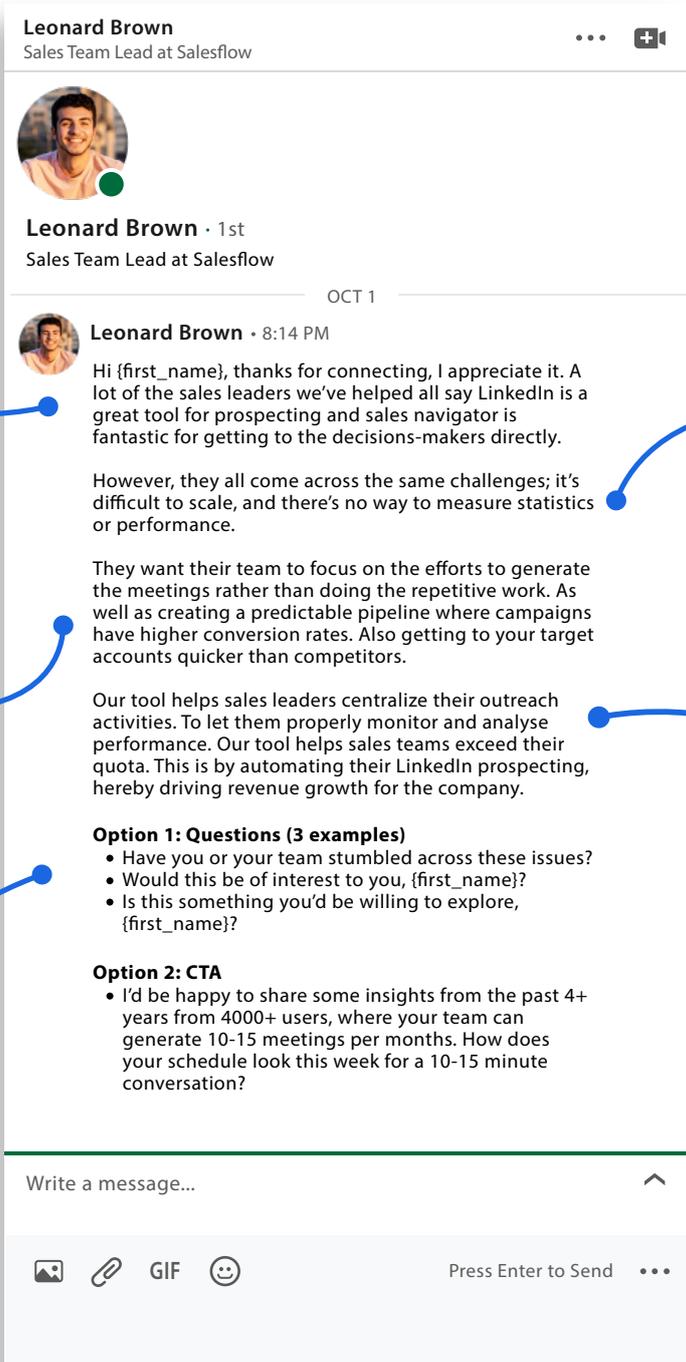
3
NEEDS & DESIRES

4
SOLUTION

5
CTA

Assembling The Pieces — Salesflow's Sales Team Example

1
TARGET MARKET



2
FRUSTRATIONS
& TRENDS

3
NEEDS &
DESIRES

4
SOLUTION

5
CTA

Note: Try to keep your message as concise as possible. These examples are provided to give you as many ideas, inspiration and information as possible when crafting the copy for each of the steps.

As there are 5 steps, the best practice is to use the long message as a base and trim the fat by removing any fluff that is not needed while keeping the foundations of the message.

These messages may seem long in some eyes but can convert if you get the problem, solution and targeting dialled in.

If it's still too long, try copying different areas of the message and putting it all together to create shorter form messages. This way you can A/B test different messages to see which one converts best.

1
TARGET MARKET - Get Specific On Your Ideal Client:

Copywriting needs to start after you create your list. Once you know your list and the common pain points - copy becomes a bit easier to create.

Look at patterns and commonalities among your best customers and develop the questions needed to qualify prospects to identify the best opportunities. It sets the stage for you to position your whole copy around your ideal customer.



2

MARKET FRUSTRATIONS & TRENDS - Immediate Pains And Problems:

This is where you identify their current less desirable situation (the problems). Showing the key issues your clients will relate to.

Your market does not care about you. They only care about themselves. They want to know how they can solve their problem and get to their desired destination, as fast as possible.

By highlighting the problem straight away and showing the right knowledge, you stand out from competitors. This way you can also filter and separate the prospects who don't have that particular problem and put your focus on qualified leads.

3

MARKET WANTS - Their Needs & Desirable Outcome

You need to understand the desired outcome your product or service provides (your claim). Your job is to help your customers get what they want as fast as possible.

This is where emotions come into play. Words like frustration, struggling, trying, anxiety, stress and peace of mind. These kinds of words show empathy and connect with how your prospect is feeling. People make decisions based on emotion first and then justify with logic. This is why pitching doesn't work anymore.

When looking at patterns and commonalities among the best customers, it helps you develop the questions to provoke thought to get to their desired outcome. For example, their aspirations could be that they want to scale their business, save time, save money, better customer satisfaction, retention, better LTV, etc.

4
**SOLUTION - How
You Bridge
The Gap**

This is where you create curiosity for the prospect. Now you've covered a lot about them, this is where you bridge the gap to 'because' and give them a good enough reason to give up their time to spend it with you because now you can help them.

Examples: social proof, name dropping, faster service, convenience, years of experience, new/different solutions, identifying areas of expertise, unique way of positioning your offer, showing prospects a painful overlooked problem, a better guarantee.

Prospects give up their time when you offer them insight, curiosity and logical value.

With insight - you offer information that gives them leverage. With logic, this would be the results can you deliver, have delivered or will you deliver - specific to their unique situation.

This part still focuses on the benefits, stay away from features unless they ask for more information. People do not buy features, they buy outcomes and certainty.

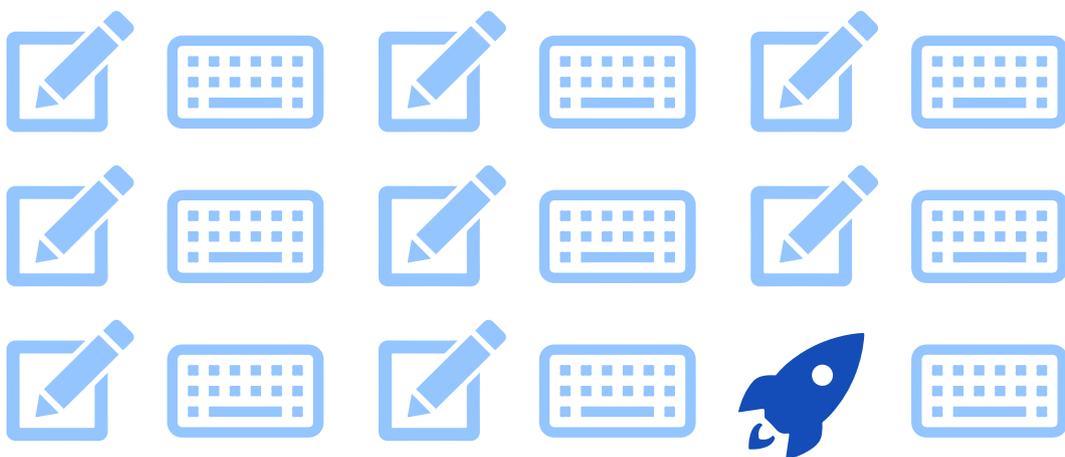




Always end with a call to action, if you don't tell the prospect where to go, they will most likely do nothing. Make sure it's very clear what you want them to do.

It's a crazy-busy world where everyone's attention is being taken, asking for your prospects' time can be the most difficult request. By reducing the barrier for giving up their time, you make it easier for them to take action. For example, it is easier to get a yes asking for a 15-minute discovery call (to determine if there is enough interest to move to the next step) than asking to do a 30- 1-hour call/demo.

Another way to spark a response is by asking questions. This helps with people who are still sceptical about you. Rather than using a CTA at the end of the message, you can ask a question to spark a conversation and keep the prospect engaged.



BONUS

Tip 1: Remember how prospect will view your message

Try and make your message as short as possible. LinkedIn's Inbox shows messages in small and compact message chat boxes that are compact, especially on mobile devices.

Let's be honest, the attention span in the modern world these days is very low. With the majority of people, it's important to follow up and remind them of the highly relevant initial.

Tip 2: Invite prospects to look at your social proof & track record

A big contributing factor for differentiating yourself from your competitors is social proof. Social proof is one of the most important factors to increase response rates. This helps your messaging as they will want to see proof of other people in the same position as them and their outcome working with you.

Evidence = credibility, Provide the prospect evidence that your vehicle works. For example, case studies, testimonials, name dropping, and more. This can be from your LinkedIn profile, website, reading materials etc.

Important Areas To Remember:

It's a numbers game - Make sure to track and improve the conversion rate over time by split testing messages. This helps to track what's working and what's not. If a campaign is producing low conversion rates, amend the copy. What gets measured gets managed.

The importance of LinkedIn profile - LinkedIn is a noisy, crowded and distracting location today for the B2B world. Everyone is sceptical. The prospect will most likely view your profile to check you out. Your profile is important, it demonstrates whether the prospect knows, likes and trusts you. You need to provide as much value in advance to increase your chances of higher response rates.

Automation is the amplifier for sales - Copy is vital when it comes to successful LinkedIn campaigns. There is a huge amount of people (not just competitors) reaching out to your customers. The average person has become numb to these messages. Use this framework to increase your chances of becoming those few. Automation is only an accelerator.

Why Salesflow?

LinkedIn has over 700+ million professionals and over 90+ million decisions actively on the platform. We enable you to take your personal LinkedIn profile and turn it into a lead converting sales machine. Our simple to use and advanced features enable you to automate and close deals faster.

Service-Driven Platform

With 7+ years of experience with LinkedIn Automation, we are your reliable technology partner that delivers.

Customer Success & Support

Dedicated support team to guide & onboard you through your automation journey for success. We're an established team with technical expertise in LinkedIn & Cloud-based Automation.

Easy To Use Platform You Will Love

Build your campaign in minutes with our intuitive & easy to use interface. It's simple, reliable & comprehensive navigation to get things done.

Growing International Team At Your Service

We're not just a SaaS but a service too with a global team servicing 4000+ users across 120+ countries with 3 international offices.

The safest and most effective tool for LinkedIn Automation to grow a qualified sales pipeline, fast. Built for Agencies, Sales Teams & Growing Start-ups.

Resources

- Pricing Plans
- ROI Calculator
- For Sales Teams
- Success Stories
- For Agencies
- For Growing Start Ups



Talk To Our Automation Experts