

**ACTION COPY    METHODOLOGY**

**THE  
ACTION COPY  
APPROACH  
TO  
CONVERSION  
COPYWRITING**

Drive action by projecting your unique value.

# PART ONE

## A conceptual guide to deriving unique value and formulating messages that drive action.

How you write depends on the objective you want to achieve. On a granular level, broad objectives require many different copywriting techniques.

This guide gives insight into the creative process required to develop the most valuable of all messages, the first message your audience reads:

**The core message that communicates your unique value.**

Applications include: landing page headlines, advertisements, core brand messaging, email subject headlines, and more.

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...BEFORE A WORD IS WRITTEN



## Define your offering

Articulate what your offering is in the broadest possible terms, as clearly as possible.



## Define your goals

Establish your objective and how it relates to a hierarchy of desired user behaviour.

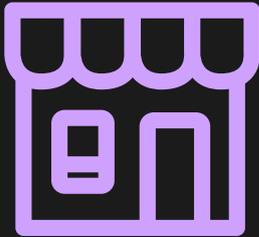
Crafting the right message is one of those delightfully simple, complicated things.

Conceptually, you must start with the basics of what you have and what you want.

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NOW IT GETS INTERESTING



## **Establish customer goals & fears**

What does your audience value? Consider your ideal customer. Determine their positive and negative motivations.



## **Your solution**

Answer why your offering satisfies both the positive and negative motivations of your ideal customer.

This is a conversation about problems and solutions. If you cannot identify the problem you solve:

- 1** Focus on the positive value your offering presents.
- 2** Then consider the absence of that value, supposing it was firmly desired.

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## EXTRACTING UNIQUE VALUE



### Evaluate untapped points of difference

What are the positive and negative motivators inadequately addressed by the market?



### Narrativise your point of difference

Your unique value is derived first by recognising how your offering maps on to critical, under-addressed positive and negative customer motivations.

Second, by communicating this value in narrative, a concise story of fantasy and nightmare: how to move towards one and/or away from the other.

Unique value in a competitive market is your point of differentiation.  
The perception of positive differentiation drives action.

Your offering does not need to be objectively better or cheaper than the competition (although it helps!). If so, your communication must leverage an unspoken for point of difference, and ideally, customer fantasy / nightmare motivators.

Fantasies and nightmares incorporate positive and negative motivators into stories. **And stories drive action.**

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## CRAFTING YOUR MESSAGE



### **Write to individuals**

Messages must speak directly to the individual you wish to motivate. Project depending, you may consider further personalisation via segmentation.



### **Appeal to rational and emotional motivators**

Emotional content is critical to maximising action. But it's important to recognise the interplay of rational and emotional motivators in order to present the clearest psychological message.

Communicate your unique value and lift ROI.

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