

Speaker 1 ([00:00](#)):

Module two, the announcement. All right. So we're going to start in the middle of the page like I suggested. And this way we are going to tackle the selling part of the sales copy first. Okay. So what I'm going to do is I'm actually going to write, well, I'm not going to write, but I've already written and sort of deconstructed writing sales copy for a pretend course. That's actually hopefully going to become a real course about my love of Disney world and planning for a Disney trip. Okay. So I'm going to start in the middle of the page and I've already decided that the name of my course is going to be called Once upon a Magical Day. Side note, if you have been in Launch Gorgeous, you will know this because we used this as an example for some logo design and other things.

Speaker 1 ([00:52](#)):

So what happens in the middle of the page? The very simple answer is that you say introducing Once upon a Magical Day. Now there's other ways to say that. And so we're, we want the title of the main offer and we want a word above it, or a phrase or a sentence that transitions directly from the marketing into the selling. So you could say it like this. We're so excited to bring you Once upon a Magical Day, or I can't wait for you to discover Once upon a Magical Day or that's why I built Once upon a Magical Day. So there's a couple of ways to say it, or you can actually say it like a Master Marketer....let's sprinkle some pixie dust on your next vacation with our new course, Once upon a Magical Day. Now you can see the very, the very large difference between a template, which would have you just say "introducing" and a really good copywriter.

New Speaker ([01:48](#)):

That's going to use these introduction, these little phrases to add voice and character, which delights your reader and makes them want to keep reading. So let's kind of dive into this a little bit more. I can't wait for you to discover is a pretty typical, you know, introduction, but you can look for words that go with the theme of whatever it is you're selling or look for words they would use in conversation, or think about a more visual way to introduce the offer. So I came up with, I can't wait for you to unlock your dream vacation with Once upon a Magical Day. Okay. I tried it with this one. "We're So excited to bring you", right pretty typical, becomes "we're Tigger-bouncing excited to bring you". And that would delight the human who loves Disney because that's a reference to Tigger from Winnie the Pooh.

Speaker 1 ([02:47](#)):

Okay. So look at some of the words that you can use to spruce up. And these aren't even the words that are theme related, these are just generic words. And then you want to your theme and your voice, right? So "introducing" becomes "ready to kick off", "let's get this party started", "excited to bring you"... Could be something like "I'm pumped", "I'm thrilled", "I'm fired up", "I'm delighted". "I Can't wait to discover" is "itching" or "dying" or "eager" "motivation". And obviously come up with your own, use the market and the conversation words that your human uses. And this is why that customer exercise in the beginning is so powerful because you want to look for a theme and you want to talk the way they would talk. Okay. All right. So I'm going to go with, let's sprinkle some pixie dust on your next vacation with our new course Once upon a Magical Day.

Speaker 1 ([03:40](#)):

So the next thing we need to do is the tagline. Tagline is incredibly important. So I'm going to go through how I built this tagline. So here's the template, right? Your offer is whatever it is for whoever it is that want a desire without pain, perfect for these types of people. Okay. So this is the template. So I like to

start with the template it makes it easier. So here's what I wrote, "Once upon a Magical Day is a step by step planning system". So this is what it is, who it's for, for busy parents, okay. People who are busy that want to what maximize their Disney vacation dollars and time to create a memorable stress free vacation. I didn't do this line right here. I'm just doing the tagline. All right. So a regular copywriter would be like, Oh, that's awesome. Great. But let's dive into what I actually do.

Speaker 1 ([04:37](#)):

So the first thing I'm going to do is shorten what I don't need to repeat and then add an adjective that makes it more special. So if you look... 'Once upon a Magical Day', do I really need to say that again? I mean, it's right here. So I shortened it to "The revolutionary". I added the word "the" because I wanted it to be like, this is new, right. So I want it to, you know, make them think, Oh, I've not seen this before in 8 million other blogs. Okay. Then I was like, revolutionary, they probably don't talk like that. And that's not really a word that they're going to be excited about. However, what could be a way to say that it was like tested, like it is, you know, for the pros. And I was like, well, what about "Mickey-tested"? Cause that's kinda cool. You know, Mickey approves then who, you know, who could argue.

Speaker 1 ([05:28](#)):

Right. So I changed it to the Mickey tested. All right. Then I basically took busy parents and I simplified it again because the simpler your copy is the easier it is to read the more they will consume and comprehend it. So I just changed it to families. Then, again, I said here originally "that want to maximize". And I was like, "ready", instead of saying "that want to", I'm just going to say ready that will simplify it. And remember the tagline is really important. And so that's why I'm sort of diving into this ready to make the most. Okay. So here's an important little note here. Maximize is great, but it's a little bit of a more complicated word and it's not to imply that your human isn't smart, but do I go around saying, "gosh, I want to maximize my vacation" or do I go around and say, "I just want to make the most of it"?

Speaker 1 ([06:26](#)):

Right. That would be more conversational. So I changed it to make the most okay. And I got rid of dollars and time and Disney because it's implied right. To make the most of their Disney vacation dollars in time was kind of a pretty wordy way to say it. So I just said vacation, and then I needed to draw in some more meaning in status. So you can see to create a "memorable stress-free vacation" is great, but "that you'll be talking about for years to come" as a sense of like, what they're going to do is they're going to think about that and be like, Oh yeah, I remember that vacation. And we still talk about it to this day. And if that triggers that memory for them, then chances are, if they're talking about something that happened a long time ago, it's a good memory.

Speaker 1 ([07:20](#)):

And they're going to immediately recall that good memory. And then they're going to have a good feeling. And that's what I want them to have. Okay. So I simplified a little bit more and I changed this word to trip because notice that I had vacation and vacation, so I changed it to trip. All right. So I've started to make some, some adjustments here. So recap, this is what I had originally, this is my template. "Once Upon a Magical Day is step-by-step planning system for busy parents that want to maximize their Disney vacation dollars and time to create a memorable stress-free vacation" now has become "The Mickey tested step-by-step planning system for families ready to make the most of their vacation for a memorable stress-free trip that you'll be talking about for years to come". So here is the

most important thing. And one of the reasons why I'm going to continue to read to you as we go through this, you must read your copy out loud.

Speaker 1 ([08:20](#)):

Even though I am happy with this. And I feel like this is explaining everything I wanted to explain. When I read it out loud, it doesn't totally roll off the tongue. So I changed it again and I revised it to this because I want it to sound good: "Enjoy a memorable stress free trip you'll be talking about for years to come with the Mickey-tested step-by-step planning system for families that want to make the most of their vacation". Okay. So I reworded it and also just want to point, and I'm going to continue to do this. I added some copy design, some underlines, some italics some bolds, it's important to do that in your copy, even when you're not designing yet, because it helps figure out what you want to focus on, what you want to enunciate, what you want your reader to pay attention to.

New Speaker ([09:15](#)):

The rules for hacking your tagline, just to kind of summarize, is to shorten it wherever you can simplify the language so that it's everyday language, use your voice to sprinkle words and ideas that your human will love. Make sure the tagline draws in meaning, don't duplicate words, and read aloud for readability, which will allow you to see if you maybe need to switch the order around a little bit, add some copy design with italics, bold, et cetera. Okay. So you can see here, this is nowhere near a template. Now it is very much customized copy for the human. So the last piece in the announcement, we've got the, what is it, which is here. And we've got the, what it does, which is here, is now who it's for calling out your avatar. Okay, this should say human. This is even my error. I insist on calling the avatar the human.

Speaker 1 ([10:10](#)):

So there's two ways to do this. First way, I call an interlude, which is, it's not really a part of the copy. It's more just like a comment or a side note before continuing on the copy. Right? So "perfect for families of all sizes" is kind of just like an injection moment. Now, what I might do here is I might add, you know, some little bullets and just sort of, identify families of all sizes and also notice that I put a box around it because, when it comes to design, and this is where I couldn't help myself, is that when you create design that makes it look a little bit like a call out, the reader will know that that's not really a part of the copy. It's more just like \*side note, perfect for families of all sizes in case you were worried\* and then the copy will continue on.

Speaker 1 ([11:02](#)):

Okay. So that's the first way you could create a little interlude type copy for who it's for. The other way is you can have it flow with the copy. So you can see here reading off the tagline, "Enjoy a memorable stress free trip you'll be talking about for years to come with the Mickey tested step-by-step planning system for families that want to make the most of their vacation. Whether you're a mom of 10 - that should be spaced, ten, I was like, mom of tenor?! - Whether you're a mom of 10 or venturing to the world as a first time vacationer, Once upon a Magical Day is perfect for a kid's free or kid's full trip." And then the bullets. Okay. So it's the same thing, but one is flowing with the copy and one is an interlude. Okay. So once you've gotten through these three things, you've now gotten through the announcement area. So here I would stop. I would work on that. And then next up, we're going to go into features and benefits.