

For Your Success Podcast Episode 179:

3 Tips to Writing Copy for Your Course

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast. An inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, Speaker, Business Coach, and Program Development Expert, who'll help you design, grow and delight in doing business as worship because that is true success. And now here's my lovely wife, Katie Hornor.

Katie: You know you need to write good copy on your emails, on your landing pages on your sales pages. But how do you do it? And how can you do it faster? That's what today's guest is here to help you with. We're going to learn from him how he writes copy as well as how he's launching his course about copywriting. So Jack Turk, welcome to the show. I'm so excited to have a copywriter in our midst today.

Jack: Oh, it's so cool to be here, Katie. Thank you very much for inviting me.

Katie: Tell us how did you get into writing? I know like my brother was a really good writer, but he hated writing, and that tends to be the case with my boys as well that we're homeschooling. So it's interesting to me to talk to a man in the copywriting space. Tell us how you got into this?

Jack: It was a long and tortuous path, to be honest. It goes back actually to college, if I may, way back in college. I initially was going to be a paper scientist because I always had a scientific sort of mindset. I liked Chemistry and Mathematics, but while in college, I got involved with doing a radio comedy program with some other guys. And we did radio plays that we thought were funny and one of the guys actually in the group went on to be pretty famous Tim Allen was like one of the guys in our group. So I knew Tim Allen, long before he was famous and I'm still friends with him. I still talk to him now and then, so it was kind of cool. And that got me, I changed degrees, went into English, kept my math minor, and started getting into writing. And I was a technical writer for decades and that means I wrote boring user manuals for computers, different software companies, all across the country.

I eventually wound up at Microsoft and what happened was on my 50th birthday, I had enough of Microsoft and I told my boss when he was hanging up like Happy Birthday Jack on my wall and stuff. I said hey, I'm over it I'm quitting to become a full-time magician. So I was a full-time magician.

Katie: And how did that go?

Jack: Oh, I was doing 200 to 300 shows a year.

Katie: Awesome.

Jack: I'm a pretty reasonable magician, I'm not half bad I got to be a really good marketer though and the reason I did 2 to 300 shows a year, all across the Northwest here in Seattle was that I was a very good copywriter. I wound up developing the skills to become a good, direct response copywriter. And people started noticing that I wrote pretty good copy, and they started hiring me to write their copy.

And eventually, I got hired as the copywriter for Dan Kennedy's company, GKIC and I was the head copywriter for GKIC for 3 years, from 2012 to 2016. I was the voice of Dan, which is easy because I'm kind of a grumpy old guy too, so that wasn't too hard to do. So I just had to kind of channel the grumpiness, you know, and I did a ton of stuff. We had a writing team and I managed the writing team. We did emails and product launches and webinars and sales pages and long-form copy, short-form or whatever, all that stuff. And I left in 2016 and just had been on my own ever since and have several clients and I do stuff for myself too.

Katie: That's a cool story how did that evolve into the course launches? The courses that you're doing right now.

Jack: Well, it did because I developed the skill of writing quickly years ago when I was writing manuals, I wrote the manual for Age of Empires. And then there may be somebody who played Age of Empires. I wrote the manual for Age of Empires 3, a 140-page manual I wrote that in 10 days and I was pretty impressed myself. My boss didn't seem to think that was that big a deal, I thought it was a pretty good idea. But the average writer at Microsoft wrote one to two pages a day at Microsoft and I was writing an average of 10 pages a day.

So I was at least 5 to 10 times faster than any other writer at Microsoft and I've always been a fast writer and when I got into copy. I just basically took that same approach and methodology and techniques. And once I learned copywriting, applied them to that.

Katie: That's interesting and so you created sort of your formula for writing copy faster.

Jack: Yes.

Katie: That now you're able to teach to your students.

Jack: Right. It boils down to three things. If I may, can I get into it for you quickly?

Katie: Sure, I don't mind.

Jack: Well, there are three elements, the first is the mindset you have to believe that you can write copy faster. A lot of us have this mistaken notion that we can't write I hold it out to you. Katie, if you can talk you have no problem speaking with other people. You have no problem talking with emotion and passion and conviction about the program and services you bring to the world and how it can change people's lives

for the better. You have no problem doing that in person, that's what copywriting is. It's not all the lessons you've been forced upon you by your English teachers and grammar and diagramming the sentence and da-da-da-da-da, it's all that crap. Or comparing yourself to great copywriters like Dan Kennedy or John Cables or any of the other ones who are so amazing out there.

It's just expressing yourself, getting what's in your heart, onto the page, and doing it. And understand, you can be an effective copywriter so that's the first thing the mindset.

Katie: That's an amazing tip!

Jack: It's true. You know, we were together at an event like a couple of years ago back when we had live events which was wonderful and you know it's been forever. And there was a young lady who came up to me and kind of asked me, like could you write some copy for me? And then I said, I don't know it wasn't my market, you know it wasn't my thing, but she started talking about you know how much she cared about what she did and how passionate she was. And she told a story of how she transformed someone's life she was so moved. She was shaking and I was shaking. And I said, stop, just record what you just said.

Katie: Yes, that's your topic.

Jack: You put that down on a page.

Katie: I think that's so true. So many of us get so hung up and I got to do it right. Or I got to do it this way, or I got to include this, that, or the other thing and we just need to share our heart. Like you're the expert, you know how this changes their life just tell them.

Jack: Exactly, exactly. So I believe people can write better copy than they think they can. So the second step is after mindset is tools, you do need tools. You need to have and I think the best tool you can have is a swipe file. And by a swipe file, I mean get on lists, mailing lists and start collecting the junk mail they send you and start collecting the junk mail. I got a big old box in the side there of tons and tons of stuff. And every time I go out to write, I just had a project that I did last week, that I needed the hook. I needed the angle. And so I started going through all these previous letters, all these previous emails and stuff like that and that gave me a template. I found one that gave me a template that I could model and I'm not saying steal, I'm not saying you just take the copy directly and copy it out and word for word and paste it into your document.

Copy has a structure, like one of the most common structures is problem, agitate, solve. The problem, Agitate. You know identify the problem your person's dealing with, agitate. You make them feel the pain okay and keep twisting that knife until they're hurting and then you solve that problem. You provide the SAV, you provide the medicine, you provide the solution problem, agitate, solve. You know, so that's

like you need tools, like templates, like swipe files, et cetera. And the last thing I say is you need a system you can't approach copy ad hoc and this is very similar to all writing. I mean I'm just going to be very open and honest. It's not just my revelation or anything all writing is done systematically. If you look at how screenplays are written, I've written a lot of bad screenplays, to be honest. I've written a lot of bad short stories, to be honest. I've written a lot of bad, I've written a lot of bad stuff, to be honest. But it's all very formulaic and it's all very systematic.

You go through a process and you need to have a system by which you collect the information you need because you got to understand your customer. Like what are their hopes? What are their dreams? What keeps them awake at night? This is Dan Kennedy's question. What keeps your prospect awake at night as they're laying in bed, eyes wide open, can't sleep in the dark? What's gnawing at their soul at that moment in time? You know what is it? And you collect that information, really getting into the heart, mind, and soul of the person you're writing to.

So you have a system for collecting that information and organizing that information and then putting it down on paper. And I like to say that copy is not written, it's assembled.

Katie: Oh, I like that yeah!

Jack: Copy is not written, it's assembled. So the mind shift, this frees you from thinking like I got to compete with Stephen King or whoever, you know as a writer. No, you're not a writer, you don't write copy. You are a project manager in charge of copy, you're managing the development and creation of an asset that will produce marketing results for you. So that's how you want to think of the project, that's how you want to think of the process so you need a system so getting your mindset right, having some tools, and having a system from start to finish.

And the most important thing about that system is it has a deadline because nothing will get you off your butt and get your product launched better and more effectively than a deadline.

Katie: So important, so important and I love what you said, copy is not written, it's assembled. Like just that piece there, if you can get into your people's head, get their language. As you said, get it organized according to the system, it makes it so much easier and so much more freeing, because you're using their words right back to them. That's awesome! So how does a copywriter get launched? Tell us more about your launches and do you struggle with your copy? Like has that been one of your hurdles in launching your copywriting class? Or are there other things that you've had to overcome?

Jack: Okay, I'll be very transparent. I have gone through my sales page, which I have up right now. I have gone through probably far more iterations than I go through for

my clients. You know I'll be honest in that. I mean when you're personally involved, I can see why you be more persnickety about it and more detail-oriented about it.

Katie: You are your own worst critic right?

Jack: You are your own worst critic exactly. So I have been far more in the trenches, in my copy than I have been with other people's stuff. And it's probably harder to blow your own horn, I think. You know I'd be honest, that's always been my problem. I've always had a problem, like tooting my own horn. And I think many of us have that same problem, especially if you're coming. Well, I mean this is a faith-based podcast, however, you're taught to be humble humility is a virtue. You know, pride is not a good thing, we know where that led, you know initially way back when, you know.

Katie: Yeah.

Jack: Pride is not inherently a good thing for what our perspective. However, there's nothing wrong with having a realistic assessment of your abilities.

Katie: Right and acknowledging, like God gave me this gift to serve the world with like why would I not want to tell you about how this can change your life? I see it more as like getting out of your head and thinking about your people. Like what I have can help them, it's wrong of me to keep it back right. I need to get, I need to be thinking about them more than I'm thinking about my uncomfortableness to get this out there and help them.

Jack: I heard this said and I took this to heart when I was doing kids birthday like I did as I said, I did thousands of kids' birthday parties. I think I'm legitimately in the upper 1% of children's entertainers. I really do I think when I had like the mom on the phone asking me, you know whether she should hire me or not for that weekend's party. I believed that I had a moral obligation, to sell as hard as I could to get that young woman to hire me for her child's birthday party because I knew I was going to deliver exactly what she wanted. I knew those kids would have a wonderful time.

The parents would have a wonderful time, all of their friends. It'd be wonderful, I just knew it cause I've done it. That they'd have an incredible experience and if they went to somebody else, it wouldn't be as good and it may cost more. You have a moral responsibility to get people, to sell hard.

Katie: Yeah. How do you overcome that when you're launching? When you're ready to put something out there and then you're suddenly faced with like that doubt or that question or that who are you and what do you think you're doing? Like how do you push past that?

Jack: I don't know if there's a really easy way to answer, just understanding I know what I have is good, just from my own thing. There are lots of courses on copywriting

out thereby you know incredible, incredible people who are experts and have been experts for decades. And I just know what I bring is a different sort of perspective.

I think I bring fun, you know it's not dry and boring and tedious, and it's fun. It uses cartoons and it's humorous, and it teaches the stuff you need to know. If you buy in terms of value, I don't give you like, you know, 30 days, you know, 300 days' worth of stuff and like 600 videos and 400 audio files and 8,000 pages of material. I don't give you that. I mean that's. I give you exactly what you need to write faster. So you have to believe in yourself. If you believe in yourself, you can get past it.

Katie: So true, so true. What is something that you plan to do differently in your next launch from what you've learned with launching so far?

Jack: I'll tell you the first thing I learned, as I did not have a very big list so the list was a huge hurdle for me, but I decided I was going to launch. I was going to launch regardless, just because I set a deadline and I was going to finish it. It was so important to me to finish the product and finish all the launch marketing materials. You know and we're both PLF, product launch formula people. And I'll sing the praises. I think Jeff Walker is brilliant and I think the whole PLF methodology and system is brilliant. I didn't follow it 100%. I might follow it a little closer this next time I'll probably follow the formula a little closer. I'll do the work upfront to build my list to a higher level and increase the number of people.

That's important I think. I just didn't have enough people to make the dent I wanted. I did a lot of stuff myself. I mean I built my website. I'm a boring, technical kind of Microsoft sort of person. So I built my website I hooked up everything together I uploaded all the files and I helped upload videos to Amazon S3, all that stuff. You know I did all that stuff myself. The good thing is I've passed that learning curve, so I can build upon that if you're not willing to invest in getting past the learning curve, then invest in having a professional, do it for you because I was worried about all that.

Katie: I Agree. Yeah.

Jack: I didn't know if anything would work to be honest, I didn't know, legitimately, I wasn't sure if they push the buy button, whether they would work or not. I'm past that now.

Katie: Yeah. Awesome. And so what would you say to somebody who's looking at launching their first thing as we kind of wrap this up today. What's your best piece of advice for somebody doing their very first product launch?

Jack: Have fun with it honestly have fun with it don't kill yourself trying to make every single piece of pre-launch content perfect. Don't kill yourself trying to tweak every single dial, so it hits every button you want. If you do, if you're doing launch videos, don't worry if you stumble now and then. Don't worry if the lighting's not as what you want, don't worry the audio is not as good as, you know, just get it done.

I am a huge fan of getting it done and this a huge marketing tip get it out the door because nobody knows until it's actually in the market. You just don't know you can be tweaking headlines, you could be tweaking headlines forever. Get it out there see what happens.

Katie: Yeah. So good, so good done is better than perfect. One of my mentors says, and you know it is the truth. Like nobody knows you can do this if you don't get it out there. So let's get it out there. you know that's the whole premise of our Master Teacher Accelerator program we're doing right now, is to get you in and get people into your program. So that then you're on the hook and you have to deliver. And we don't have time to worry about perfection because we have people to help.

Jack: Yes.

Katie: Right?

Jack: Exactly.

Katie: Exactly. So awesome thank you so much, Jack for your time today it's been such a delight to talk with you. For those of you watching and listening, be sure to check out The Magician and the Fast Copy Writer over at writekillercopyfast.com/ 3 he's got a special headline toolkit for you. So you can grab that, we'll have the link in the show notes as well. So no worries, you can come back and click on the link easily from there. But [writekillercopyfast.com\3steps](http://writekillercopyfast.com/3steps). Jack, it's been so fun having you. Thank you so much for your time today.

Jack: It's been a ride. Thank you so much, Katie for inviting me.

Katie: You're welcome. All right, you guys we'll see you next week. Let us know how you enjoyed today's show and what you're doing with your copy for your next launch. We'll see you soon.

So I'm Katie Hornor of handprintlegacy.com obsessed with helping faith-based entrepreneurs design, grow, and delight in the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host you on the For Your Success Podcast and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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