

## Module 5

Last Updated Thursday, 27 March 2008

2008 Figure Business Coaching Program

Module 5 - Scott Paton

Wednesday April 2nd, 1:00 P.M. (Central Time)

Scot Patton Outlines on this very important call:

What copywriting is and what it isn't.

1) Keywords, Keywords, Keywords

Why they are crucial to your online marketing

How to find the best keywords for your situation

2) Why 'Brochure' sites don't work online

3) Copy writing basics

The big three of good copy: Headlines, benefits, and style

Why "Welcome to my site" is not a (good) Headline. What makes a successful headline.

What are benefits and why are they so hard to figure out?

What is the best 'style' of writing for your web site?

4) USP [Unique Selling Proposition]

Your secret weapon

5) Focus, Focus, Focus

How much information should you put on a web page?

6) Where to use copywriting

Your copywriting skills can be used in more places than just your web site. Discover five places your competition ignores where you can dominate your market with copywriting.

7) How to triple your writing output

Not a writer? This section is for you. How you can write three times faster with no typing.

8) How to find topics to write on

Wondering what to write about? These two little known tips will give you a never ending list of hot topics effortlessly.

Meet My Secret Weapon Scott Paton

For the past four years, one of the top copywriters in the country, Scott Paton, has been responsible for a number of 6 figure launches. His favorite sales letter did 1020 sales in its first week for a total of \$150,000. The sales projection before he wrote the sales copy? Twenty copies and gross sales of \$2940.

Another project sold \$85,000 in its first week and is still going strong 8 months later.

One the world's top Internet Marketing companies approached Scott about joining them. Within 6 months, he was leading a team of 25 Mentors. Some of Scott's clients doubled their income while working with him. Others took sites that were making very little and grew their sales into \$10,000, \$20,000 and even \$40,000 a month.

Within a year, he was featured in their Blogging for Dollars DVD as Scott was travelling all over the world speaking in front of thousands of entrepreneurs about blogging and podcasting to standing ovations.

Scott continues to combine his love of writing with his love of teaching and coaching in the BAP Coaching Series.