



Content that converts

*What if, instead of
"educating," you "made money"?*

COPYHACKERS
by airstory

JOANNA WIEBE

@air_story

#contentjam

2007

20% of the buying decision
is made before the prospect
talks with the company

Source: They Ask. You Answer.

2017

70% of the buying decision
is made before the prospect
talks with the company

Source: They Ask. You Answer.

Slides + more at
bit.ly/cj_airstory

How do
you make
a billion
dollars?

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23 Insanely Clever Halloween Costumes You'll Actually Want

Oh hell yes.

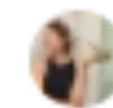


Anna Kopsky



A Definitive Ranking Of Nancy Wheeler's Best Outfits In Stranger Things

Our Hawkins homegirl can layer the heck out of a sweater.



Della Cal • 58 minutes ago

How do
you make
a billion
dollars?



"Can he really play?" a girl whispered.
"Heavens no!" Arthur exclaimed. "He
never played a note in his life."

They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.
"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I took out a silk handkerchief and wiped off the piano keys.

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—Everybody was exclaiming with delight—plying me with rapid questions. . . "Jack! Why didn't you tell us you could play like that?" "Where did you learn?" "How long have you studied?" "Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been years. I can tell."

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!

Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments on the panel, decide which one you want, and the U. S. School will do the rest.



The headline is just the beginning of
what makes that ad so successful.

@air_story #contentjam

I Started to Play!~

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"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

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"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note." "Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story.

"Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tire-some practising. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson."

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course."

"When the course arrived I found it was just as the ad said—as easy as A.B.C. And, as

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

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Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1031 Brunswick Bldg., New York City.

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Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

Have you above instrument?.....

Name.....

(Please write plainly)

Address.....

City.....

Pick Your Instrument

- | | |
|--------------------------|-------------------------|
| Piano | 'Cello |
| Organ | Harmony and Composition |
| Violin | Sight Singing |
| Drums and Traps | Ukulele |
| Banjo | Guitar |
| Tenor | Hawaiian |
| Banjo | Steel Guitar |
| Mandolin | Harp |
| Clarinet | Cornet |
| Flute | Piccolo |
| Saxophone | Trombone |
| Voice and Speech Culture | |
| Automatic Finger Control | |
| Piano Accordion | |

Arthur had just played “The Rosary.” The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

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“What do you think of his execution?” a voice called from the rear.

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Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven’s Immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless - spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade - seemed to grow dim, unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blows clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master musician himself were speaking to me - speaking through the medium of music - not in words but in chords. No in sentences but in exquisite melodies!

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As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How many of my friends carried on! Men shook my hand - wildly congratulated me - pounded me on the back in their enthusiasm! Everybody was exclaiming with delight - plying me with rapid questions... “Jack! Why didn’t you tell us you could play like that?” ... “Where did you learn?” — “How long have you studied?” — “Who was your teacher?”

“I have never even seen my teacher,” I replied. “And just a short while ago, I couldn’t play a note.”

“Quit your kidding,” laughed Arthur, himself an accomplished pianist. “You’ve been studying for years. I can tell.”

“I have been studying only a short while,” I insisted. “I decided to keep it a secret so that I could surprise all you folks.”

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“Have you ever heard of the US School of Music?” I asked.

A few of my friends nodded. “That’s a correspondence school, isn’t it?” they exclaimed.

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And then I explained how for years I had longed to play the piano.

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* * * *

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{clip out coupon}

It's content
that converts!
(1017 words)



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| Mandolin | Steel Guitar |
| Clarinet | Harp |
| Flute | Coronet |
| Saxophone | Piccolo |
| Voice and Speech Culture | Trombone |
| Automatic Fingering | |

Content marketing isn't new.
TOFU lead generation isn't new.
1000-word lead gen pages aren't new.



Here's what IS new...

No CTA. No pitch. No ask.

**“The only
purpose of
advertising is to
make sales.”**

Claude Hopkins



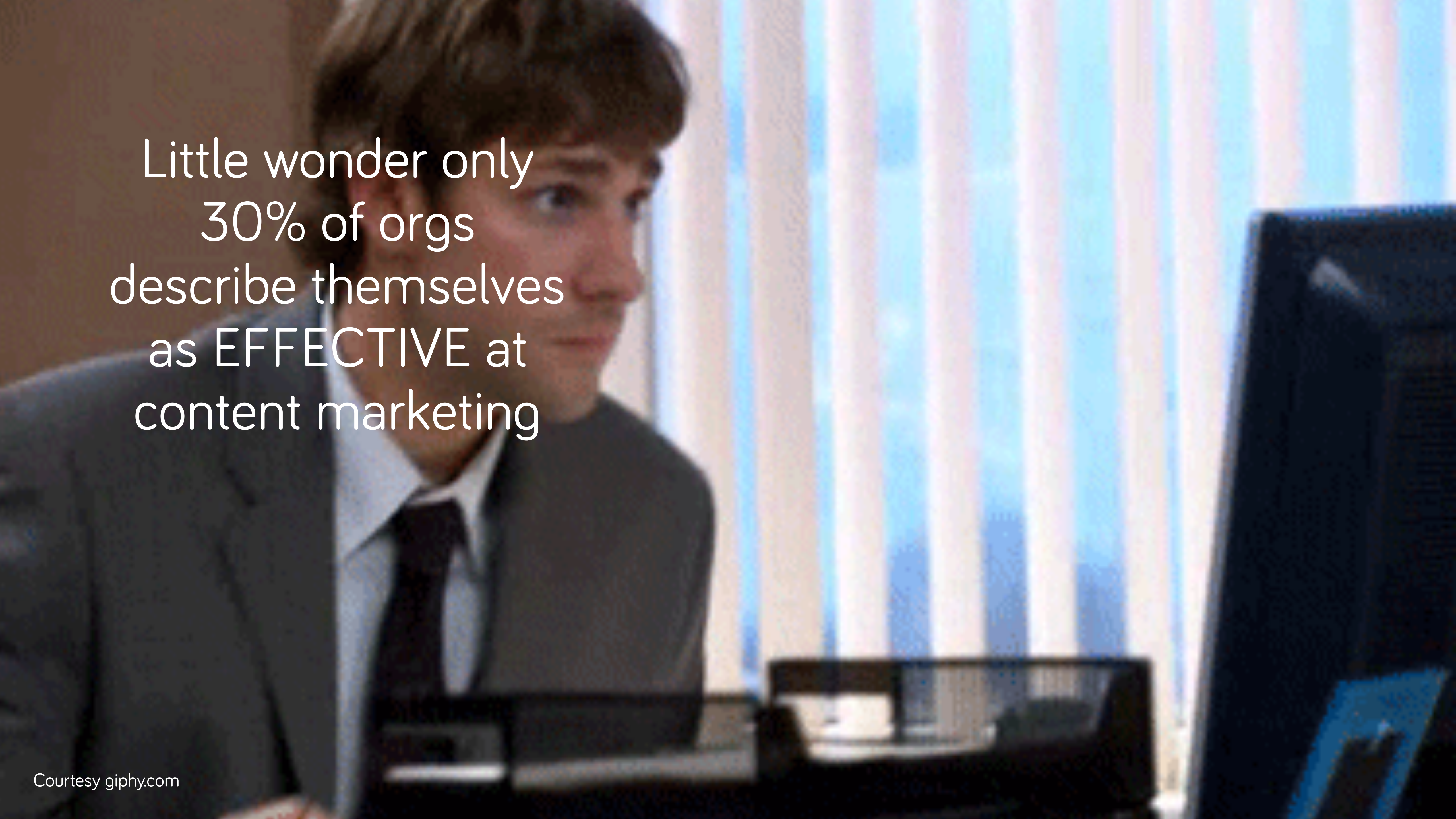
Content teams too often
ignore the business's #1
metric: revenue

CONTENT MARKETING TOP OBJECTIVES

1. Driving sales / leads (59%)
2. Education (43%)
3. Brand building (40%)

CONTENT MARKETING TOP CHALLENGES

1. Engagement (60%)
2. Measuring effectiveness (57%)
3. Consistent production (57%)
4. ROI (52%)
5. Budget (35%)

A man in a dark suit and tie is looking at a computer monitor. The background shows a window with vertical blinds. The text is overlaid on the left side of the image.

Little wonder only
30% of orgs
describe themselves
as EFFECTIVE at
content marketing

Question fer ya!



If the economy totally tanked,
how safe would your job be?

1

5

10

*OMG why? What
did you hear??*

*I don't think they
even know I exist*

*Ha! Their bank
account would
empty without me*

*Focus on the #1 content objective
to overcome your biggest challenges*

What if you accepted your role in Sales?

- You could negotiate better rates and promotions
- The business would stop seeing you as a content factory
- You'd get crazy-good job security

*It's not writing.
It's business.*



*Write content like a
copywriter.*



2 ways to write your content like John Caples would

Toward a future of blissful employment and unquestioned necessity





First?

All great copy starts with
a Big Idea

@air_story #contentjam



If no one notices your content, did it happen?

June 2017
We
published
19 posts
on our
brand-
new blog.

9 min read	5 min read	6 min read	7 min read	
7 min read	6 min read	7 min read	6 min read	6 min read
7 min read	5 min read	5 min read	18 min read	8 min read
9 min read	9 min read	4 min read	13 min read	5 min read

Top Stories published by The Better Story in June of 2017

All > 2017 > June >

01 02 03 04

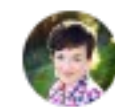
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Joanna Wiebe in The Better Story

Jun 22 · 18 min read

Everything I Wish I'd Known Before I Started Demoing SaaS



Read more...

 457

21 responses 

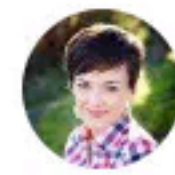
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The Big Idea:
Tell the tragic true story of sucking
at demos and fighting back

bit.ly/better-story

From zero
to 4,277 words
published in 9
hrs

Applause from Nils Davis, Sujan Patel, and 408 others



Joanna Wiebe

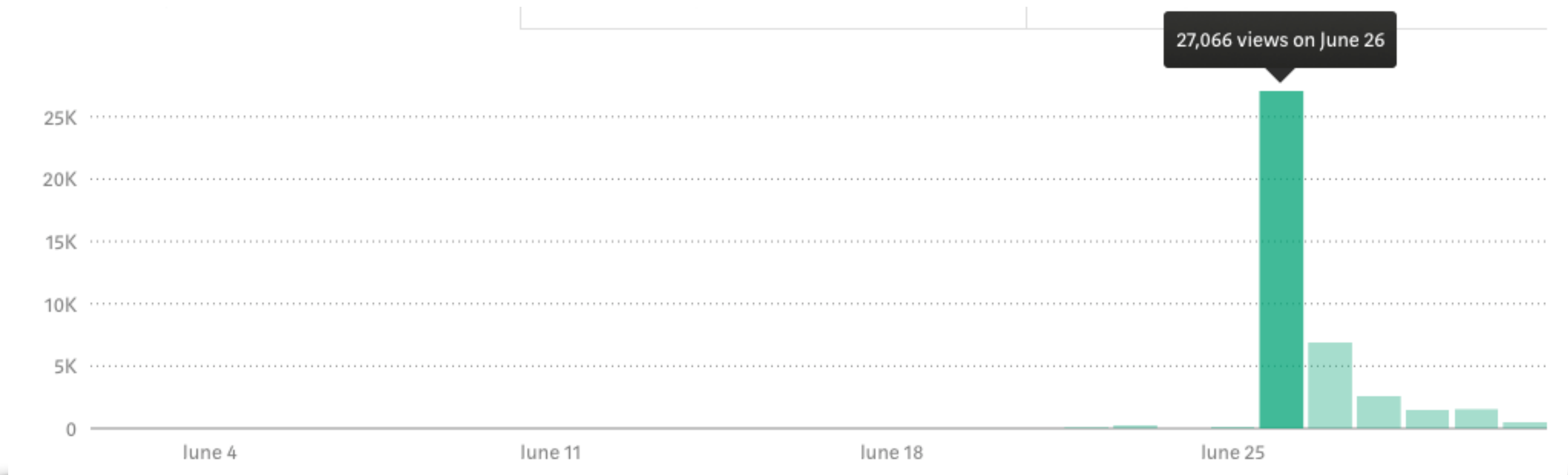
Founder of @copyhackers and @airstory. Stoked to help the changemakers of the world do what they do best.

Jun 22 · 18 min read

Everything I Wish I'd Known Before I Started Demoing SaaS



@air_story #contentjam



@air_story #contentjam

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Everything I Wish I'd Known Before I Started Demoing SaaS

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linkedin.com	965
google.com	784
facebook.com	613
android-app:	488
youexec.com	487

Date ↑	Views	Reads	Read ratio	Fans
2017				
Ever feel like an imposter at work? You're not alone. 5 min read · In The Better Story · View story · Referrers	164	72	44%	4
Dogfooding, or how humbling it is to use your own p... 13 min read · In The Better Story · View story · Referrers	352	118	34%	18
Customer Success By Any Other Name... Is Misleading 4 min read · In The Better Story · View story · Referrers	119	60	50%	4
Your product is lost in the clutter — hiring more dev... 9 min read · In The Better Story · View story · Referrers	113	61	54%	3
Candy, vitamin or painkiller... which is your product? 9 min read · In The Better Story · View story · Referrers	270	84	31%	10
5 tough lessons I learned as a freelance programmer 8 min read · In The Better Story · View story · Referrers	193	110	57%	5
Everything I Wish I'd Known Before I Started Demoin... 18 min read · In The Better Story · View story · Referrers	56K	7.9K	14%	410
If your team members aren't learning, your SaaS star... 5 min read · In The Better Story · View story · Referrers	106	41	39%	7
The programmer's battleground 5 min read · In The Better Story · View story · Referrers	96	65	68%	4



Not long content for the sake of length.

$$\left\{ \begin{aligned} \frac{dS}{dt} &= T_{b, \text{pre}}(N - N_0)(1 - \epsilon S)S + \frac{f_{\text{in}} N}{T_{\text{in}}} - \frac{S}{T_p} \\ \frac{S}{P_k} &= \frac{T_{p, \text{pre}}}{T_{\text{in}} T_{p, \text{pre}}} = 0 \end{aligned} \right.$$

Vaccination

$S \leq \frac{1}{\epsilon}$

97% of B2B buyers prefer “content that lays out a formula for success” (2017).



Once you've got the Big
Idea, copywriters add in
some unsexy **PROCESS**

@air_story #contentjam



“...Process?”

@air_story #contentjam

You go to a quiet place to write.



(Because to write, you need to be alone with your thoughts.)



Yet, somehow, genius doesn't strike.

you're distracting me!

Turns out your editorializing... sucks.

All work and no play makes Jack a dullboy

All work and no play makes Jack a dull boy

All work and NO play makes JACa dull boy

All work and no piasy makes Jack a dull boy

All work and no pla makes Jack a dull boy

So you give up. And find something else to do.



You need a process.

You need a process.
Let's borrow from copywriters. :)

1

Research

2

Framework

3

Compose

4

CRO

1
Research

2
Framework

3
Compose

4
CRO

1 Research

2 Framework

3 Compose

4 CRO

The screenshot shows a Google search interface. The search bar contains the text "how to demo software". Below the search bar, the "All" tab is selected. The search results show "About 12,500,000 results (0.46 seconds)". The first result is from "Copy Hackers" with the URL "https://copyhackers.com/". The snippet for this result reads: "Featured image for SaaS onboarding email post on Copy Hackers ... When you learn to write copy with a 'reluctant hero,' you'll never go back to flat writing." Below this, there are four more results from Copy Hackers: "Joanna Wiebe" (When long-time copywriter Joanna Wiebe left a cushy job at Intuit to ...), "New here?" (New to Copy Hackers? ... we're not here to show you how to use big ...), "Tutorial Tuesdays" (In this Tutorial Tuesday, Joanna shows you how to write a ...), and "Copy School" (We're combining the best of our copywriting courses into Copy ...). There are also two more results: "Conversion Copywriting 101" (CONVERSION COPYWRITING 101: Today's in-demand ...) and "Could these 3 little-known ..." (In the last 48 hours of your promotion: ... Here are 3 ...). At the bottom, there is a link "More results from copyhackers.com »".

Google

how to demo software

All News Videos Images Maps More Settings Tools

About 12,500,000 results (0.46 seconds)

Copy Hackers
<https://copyhackers.com/> ▼
Featured image for SaaS onboarding email post on **Copy Hackers** ... When you learn to write copy with a "reluctant hero," you'll never go back to flat writing.

Joanna Wiebe
When long-time copywriter Joanna Wiebe left a cushy job at Intuit to ...

Copy School
We're combining the best of our copywriting courses into Copy ...

New here?
New to Copy Hackers? ... we're not here to show you how to use big ...

Conversion Copywriting 101
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[More results from copyhackers.com »](#)

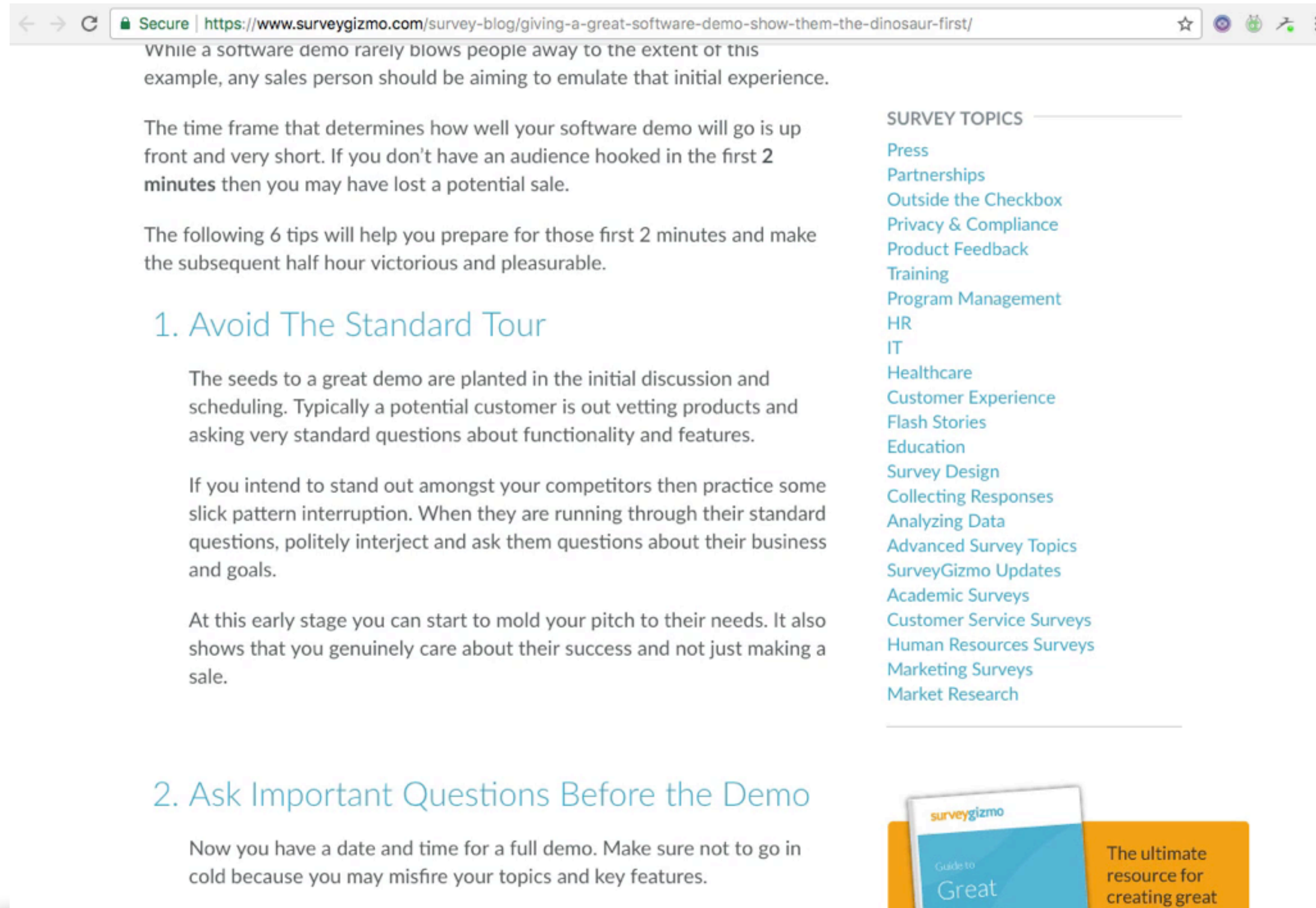
[Joanna Wiebe \(@copyhackers\) · Twitter](#)

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2 Framework

3 Compose

4 CRO



The screenshot shows a web browser window with the address bar displaying "Secure | https://www.surveygizmo.com/survey-blog/giving-a-great-software-demo-show-them-the-dinosaur-first/". The main content area of the page includes the following text:

While a software demo rarely blows people away to the extent of this example, any sales person should be aiming to emulate that initial experience.

The time frame that determines how well your software demo will go is up front and very short. If you don't have an audience hooked in the first **2 minutes** then you may have lost a potential sale.

The following 6 tips will help you prepare for those first 2 minutes and make the subsequent half hour victorious and pleasurable.

1. Avoid The Standard Tour

The seeds to a great demo are planted in the initial discussion and scheduling. Typically a potential customer is out vetting products and asking very standard questions about functionality and features.

If you intend to stand out amongst your competitors then practice some slick pattern interruption. When they are running through their standard questions, politely interject and ask them questions about their business and goals.

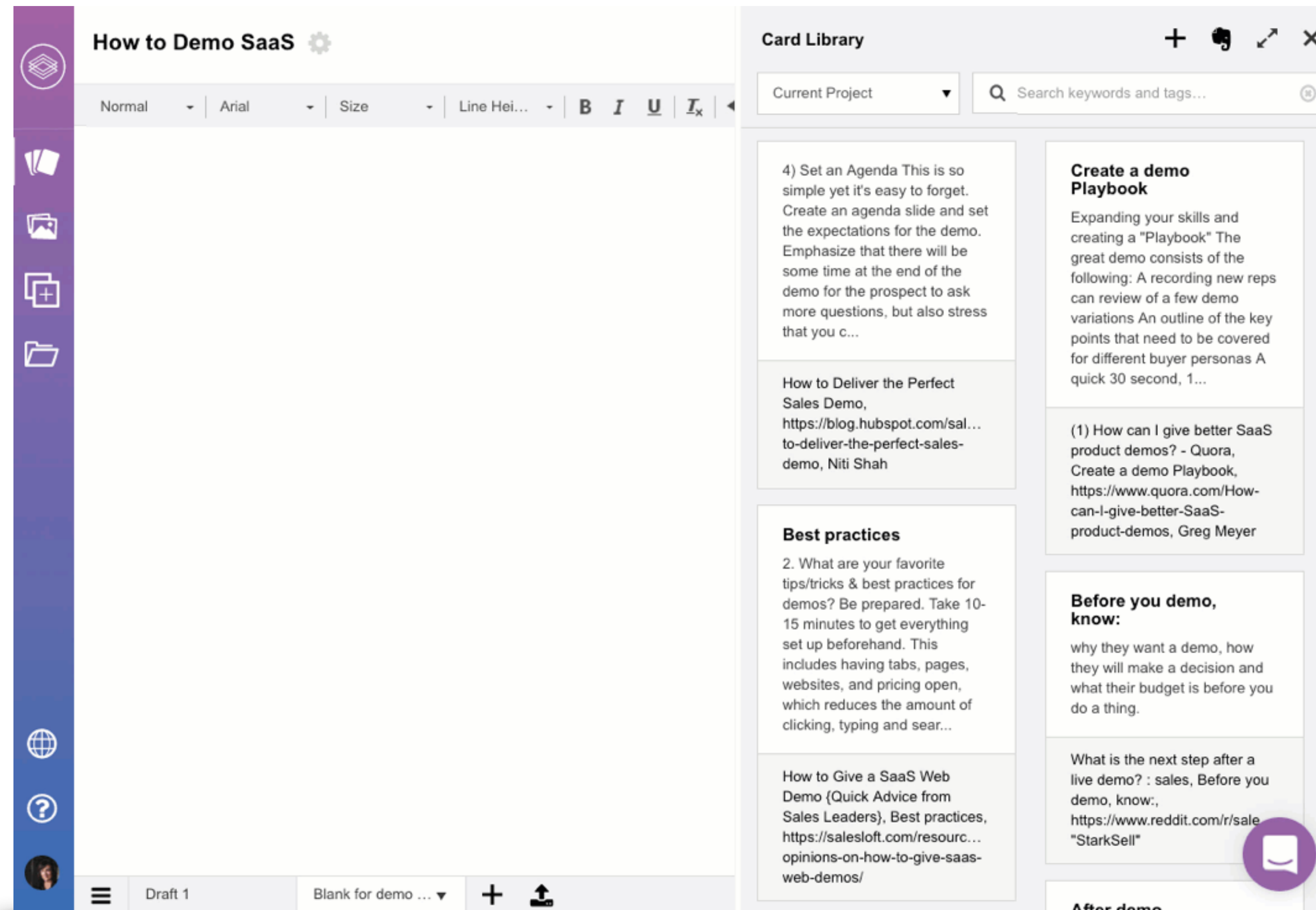
At this early stage you can start to mold your pitch to their needs. It also shows that you genuinely care about their success and not just making a sale.

2. Ask Important Questions Before the Demo

Now you have a date and time for a full demo. Make sure not to go in cold because you may misfire your topics and key features.

On the right side of the page, there is a "SURVEY TOPICS" section with a list of links: Press, Partnerships, Outside the Checkbox, Privacy & Compliance, Product Feedback, Training, Program Management, HR, IT, Healthcare, Customer Experience, Flash Stories, Education, Survey Design, Collecting Responses, Analyzing Data, Advanced Survey Topics, SurveyGizmo Updates, Academic Surveys, Customer Service Surveys, Human Resources Surveys, Marketing Surveys, and Market Research.

At the bottom right, there is a graphic of a book titled "surveygizmo Guide to Great" and a text box that says "The ultimate resource for creating great".



How long should this take?

Block out 4 hours for research.

Expect to read 20+ posts and 200+ forum entries.

Expect to create 100+ notes.

Research

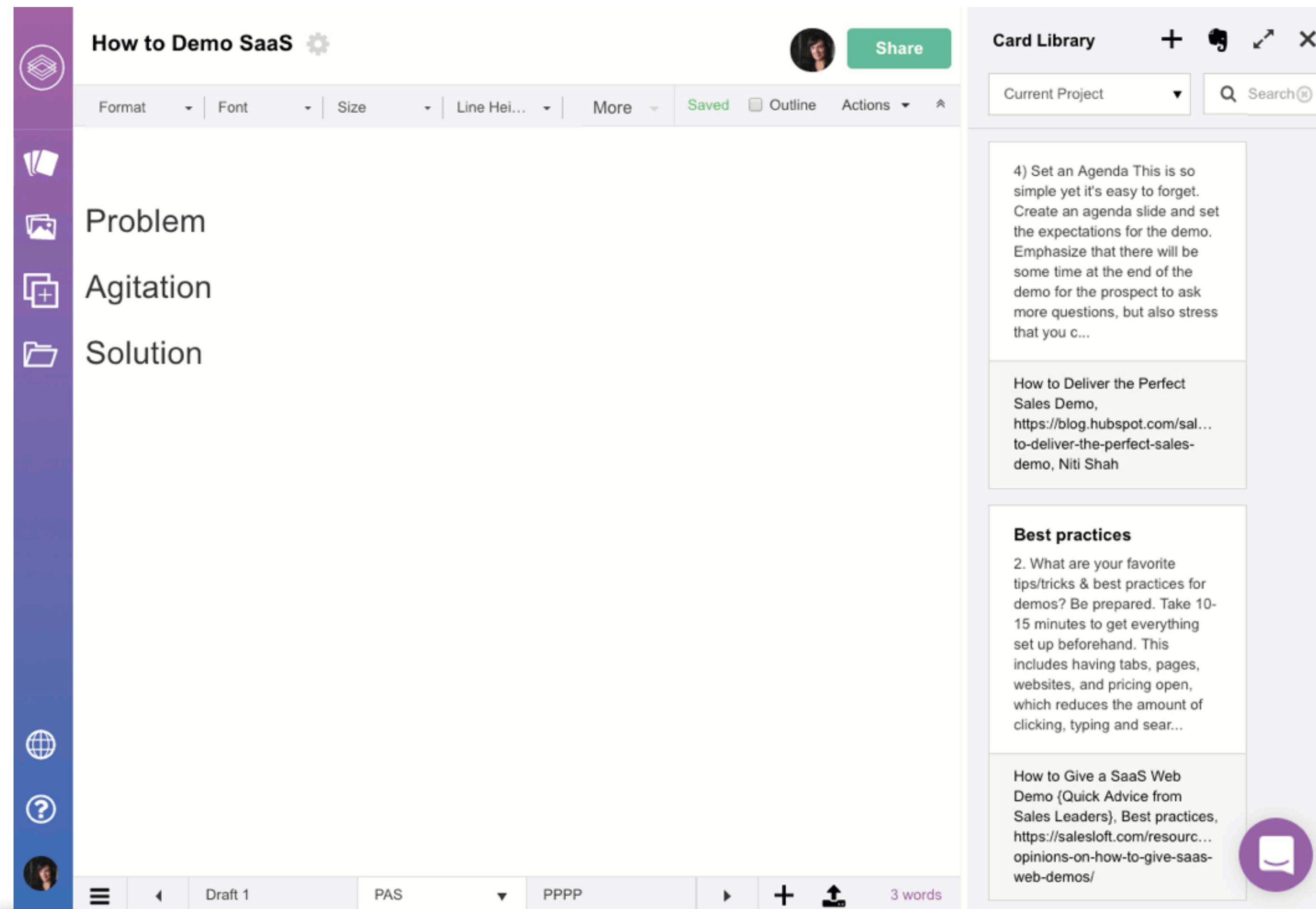
2

Framework

Compose

4

CRO



@air_story #contentjam

Research

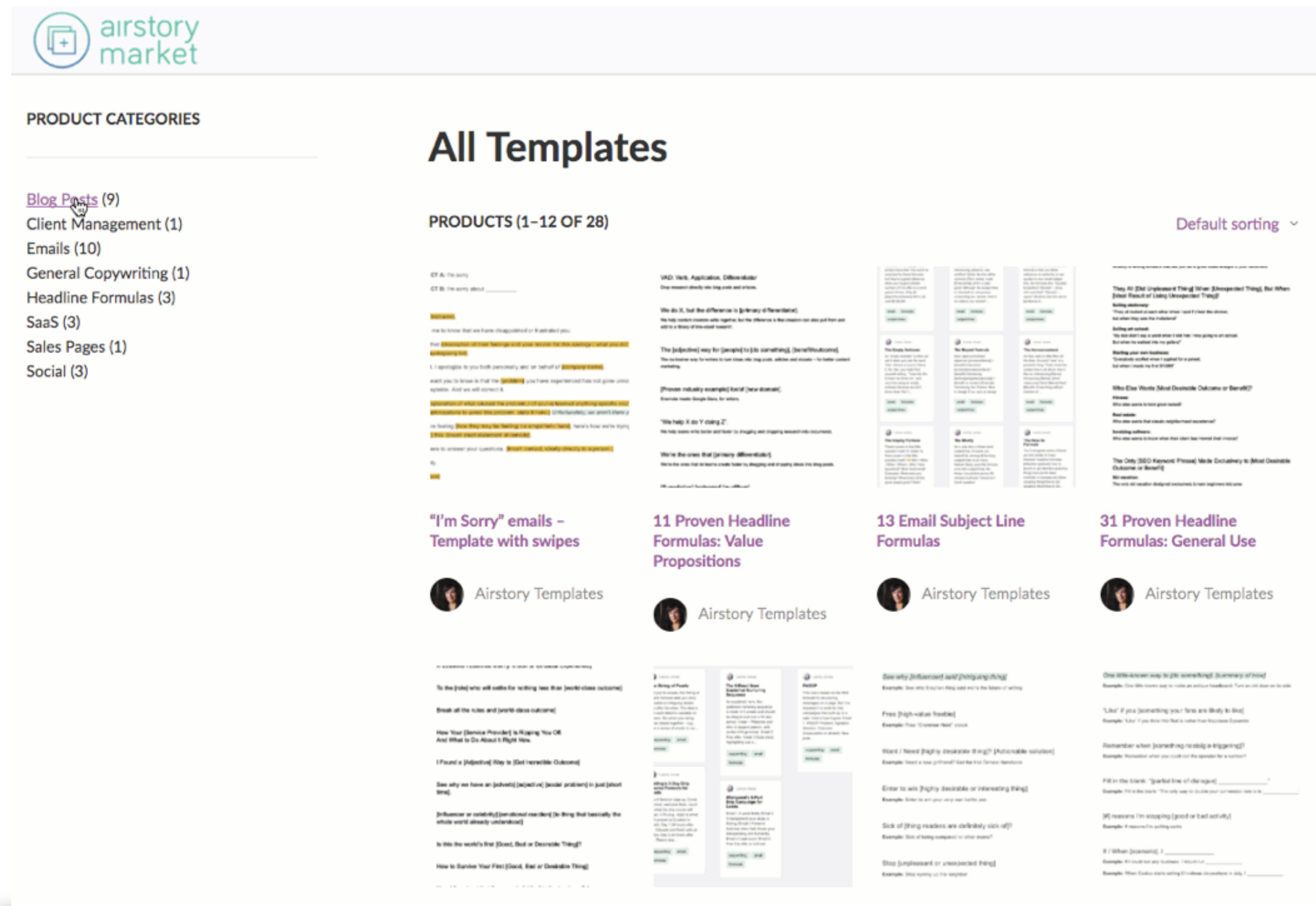
2

Framework

Compose

4

CRO



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1

Research

2

Framework

3

Compose

4

CRO

The Open Letter
The Personal Letter
The Reluctant Hero / Origin Story
The Special Report
The World Is Wrong
Align With Us

How long should this take?

Block out 27 seconds.

Reuse your fave frameworks repeatedly.

How to Demo SaaS

▼ Everything I Wish I'd Known Before I Started Demoing SaaS

- ▶ Humility, The Mother of Education
- ▶ For starters, stop thinking about your SaaS demo as a *demo*
- ▶ The Pre-demo, Or How Not to Look Like an Idiot
- ▶ ...The demo starts, but we're still not showing the software yet

▼ How to start showing your software in the demo

- ▶ What if your prospect wasn't forthcoming about their pain?
- ▶ Consider using one of these frameworks to shape your demo
- ▶ It's time to wrap up the demo - so set expectations for what happens next

Saved

☒ Outline

4) Set an Agenda This is so simple yet it's easy to forget. Create an agenda slide and set the expectations for the demo. Emphasize that there will be some time at the end of the demo for the prospect to ask more questions, but also stress that you...

pre-demo

How to Deliver the Perfect Sales Demo,
[https://blog.hubspot.com/sal...](https://blog.hubspot.com/sales/how-to-deliver-the-perfect-sales-demo)
to-deliver-the-perfect-sales-demo, Niti Shah

☰

◀

Draft 1

▼

PAS

PPPP

▶

+

📁

4,277 words

How to Demo SaaS

Share

Saved

☒ Outline

Actions

⌵

⌶

▼ Everything I Wish I'd Known Before I Started Dem...

▶ Humility, The Mother of Education

▶ For starters, stop thinking about your SaaS ...

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▼ How to start showing your software in the de...

▶ What if your prospect wasn't forthcomi...

▶ Consider using one of these framewor...

☰

Draft 1

4,277 words

Card Library

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Current Project

▼

Search

⌵

4) Set an Agenda This is so simple yet it's easy to forget. Create an agenda slide and set the expectations for the demo. Emphasize that there will be some time at the end of the demo for the prospect to ask more questions, but also stress that you...

pre-demo

How to Deliver the Perfect Sales Demo,
<https://blog.hubspot.com/sal...>
to-deliver-the-perfect-sales-

Best practices

2. What are your favorite tips/tricks & best practices for demos? Be prepared. Take 10-

How long should this take?

Block out 90 mins to organize in the outline.

Merge research and “stitch” as you go.



Gotta good draft?

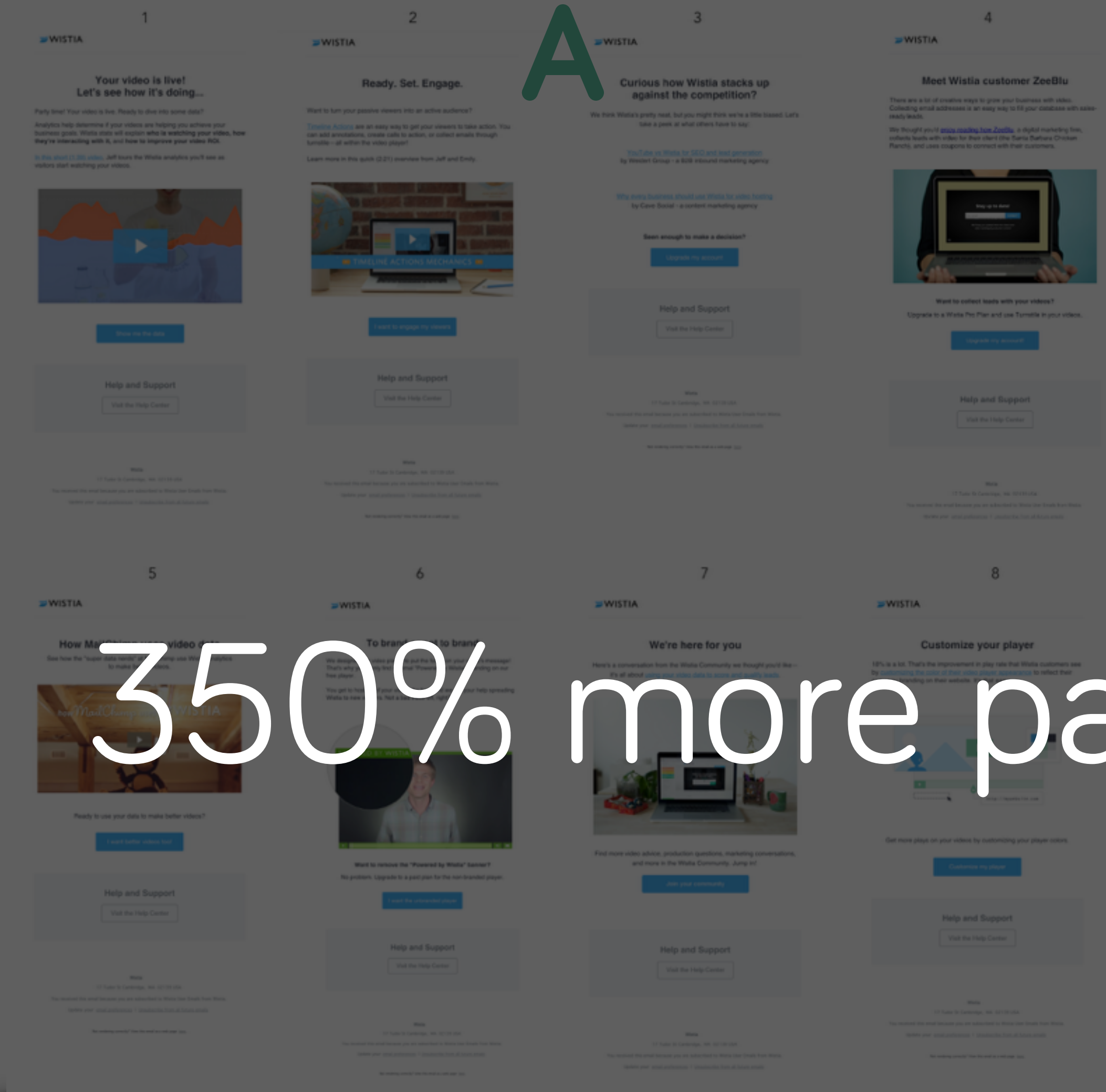
Don't "edit" - optimize
like a CRO.

@air_story #contentjam

A woman with dark hair, wearing a black and white plaid shirt, is sitting at a wooden desk. She is looking at a computer monitor and has her hand on a white mouse. A small, fluffy, light-colored cat is sitting on her lap. The desk has a keyboard, a mouse, and a colorful mousepad. A desk lamp is visible on the left. The background shows a window with a view of a building and some greenery.

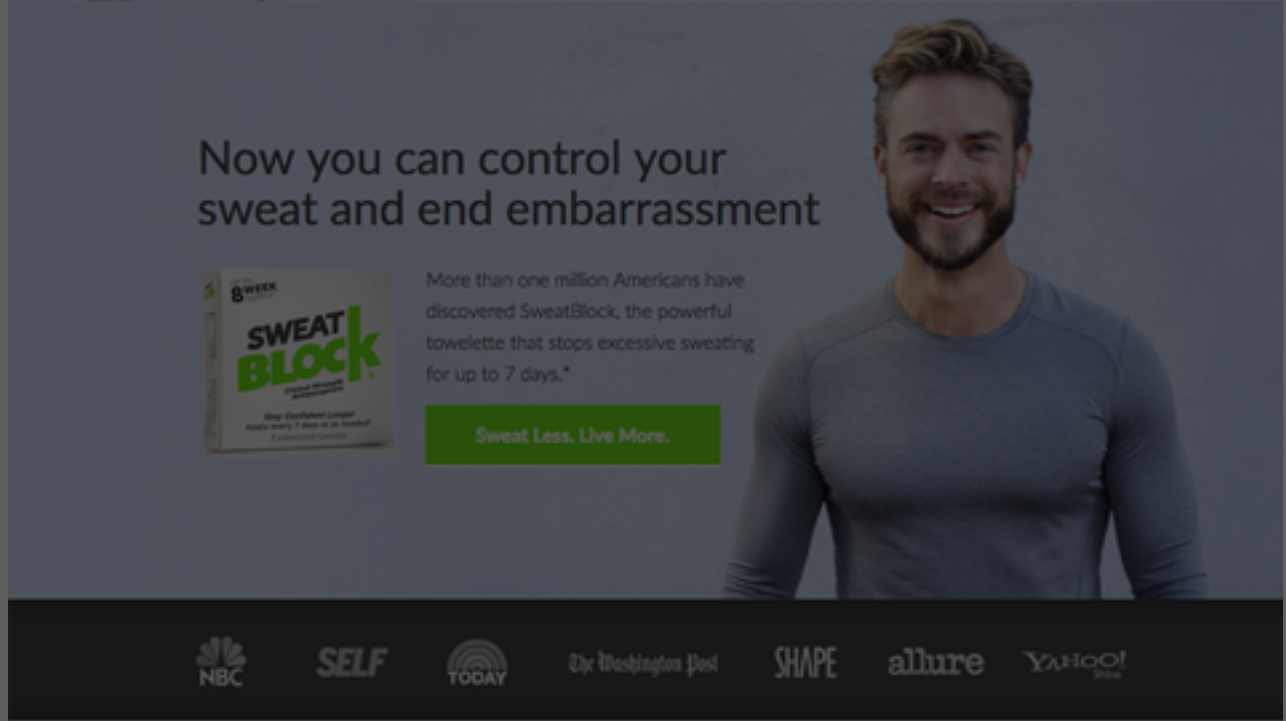
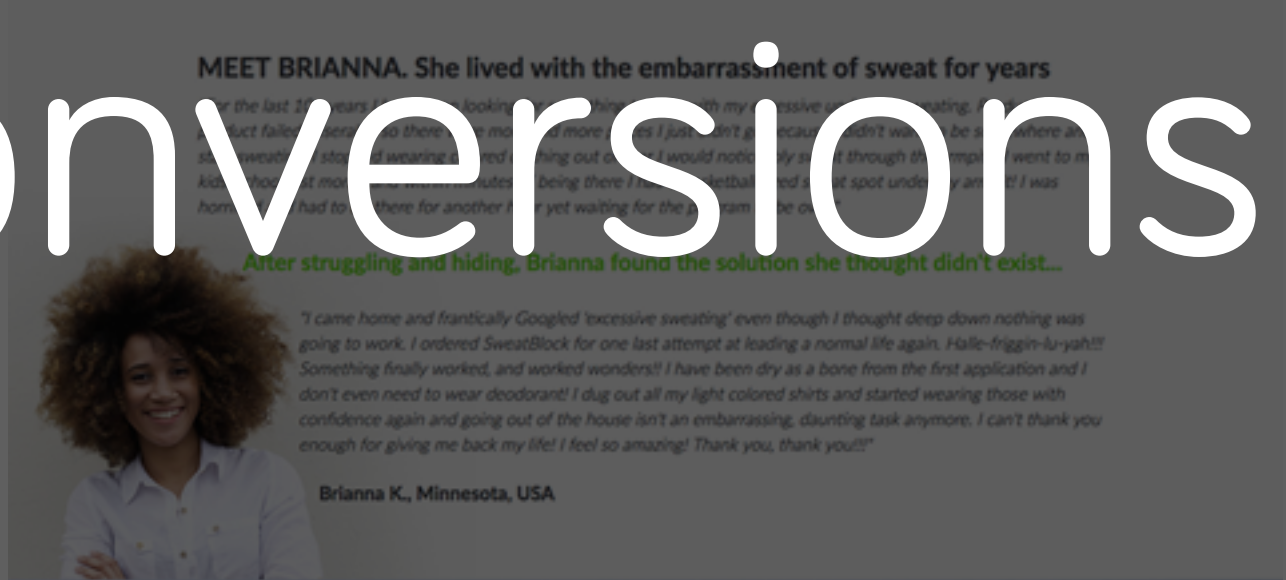
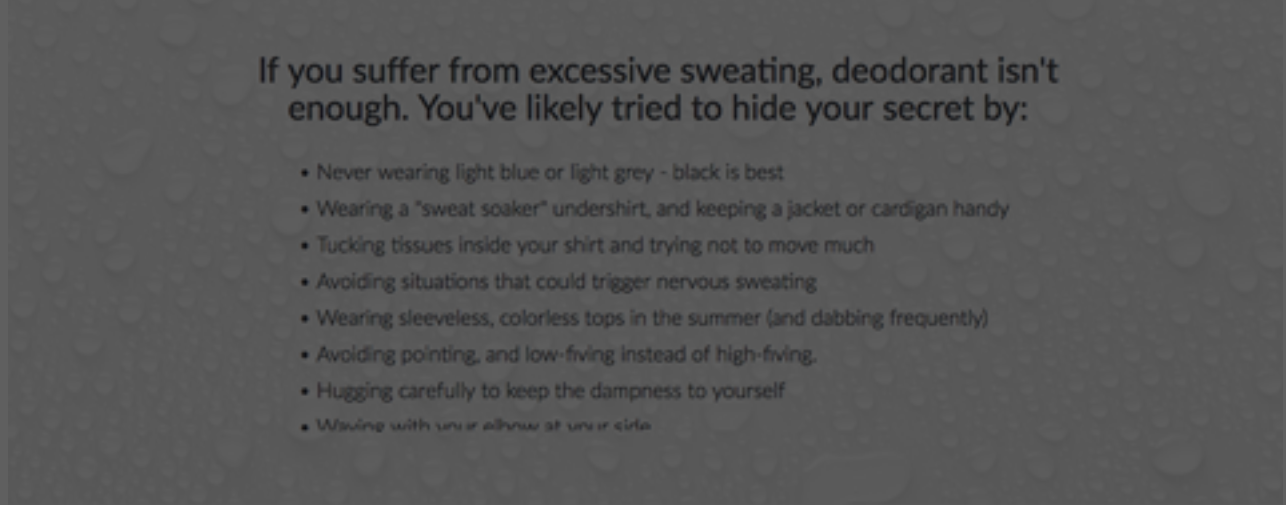
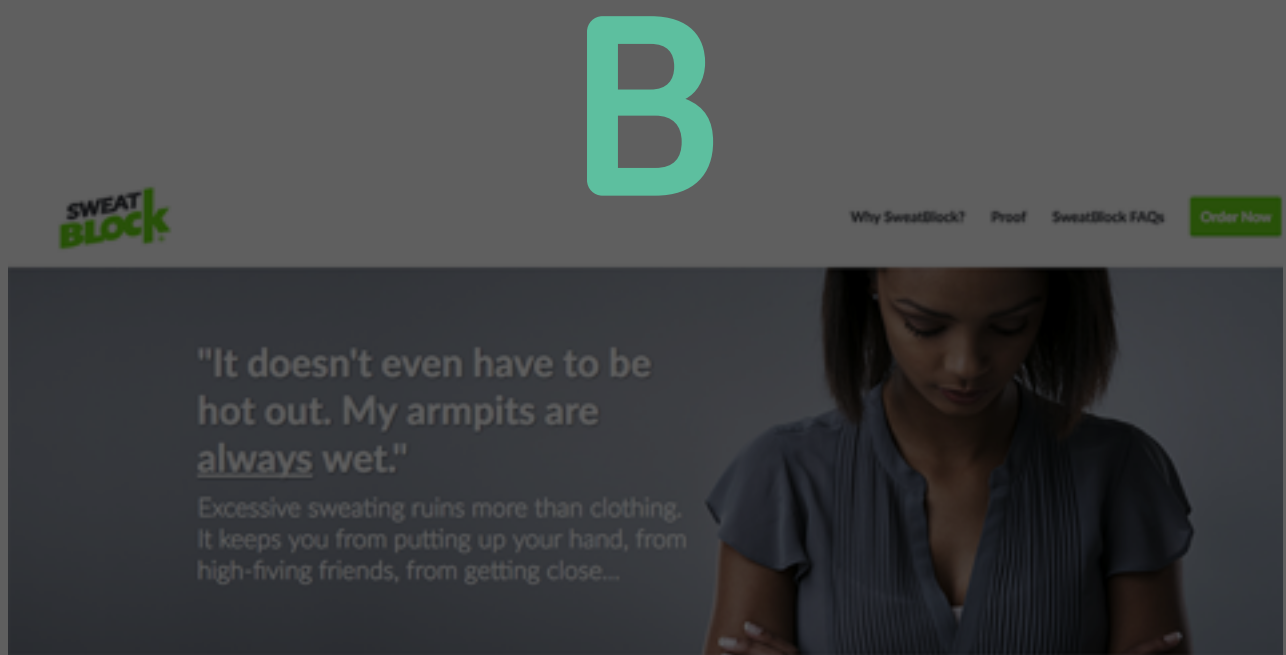
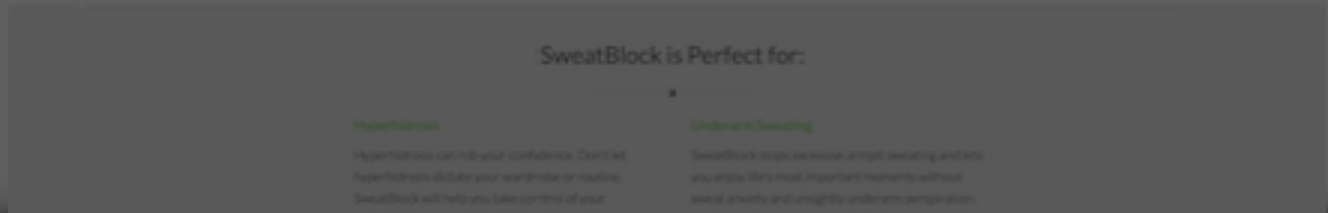
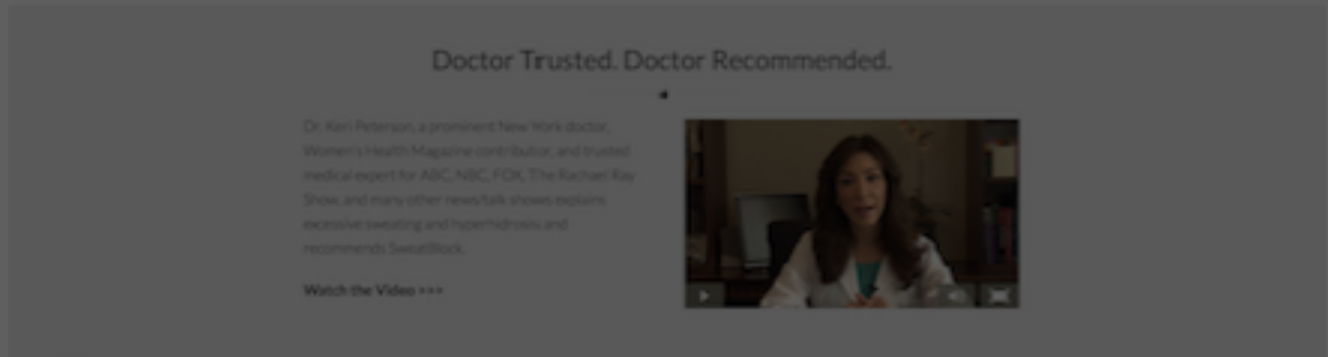
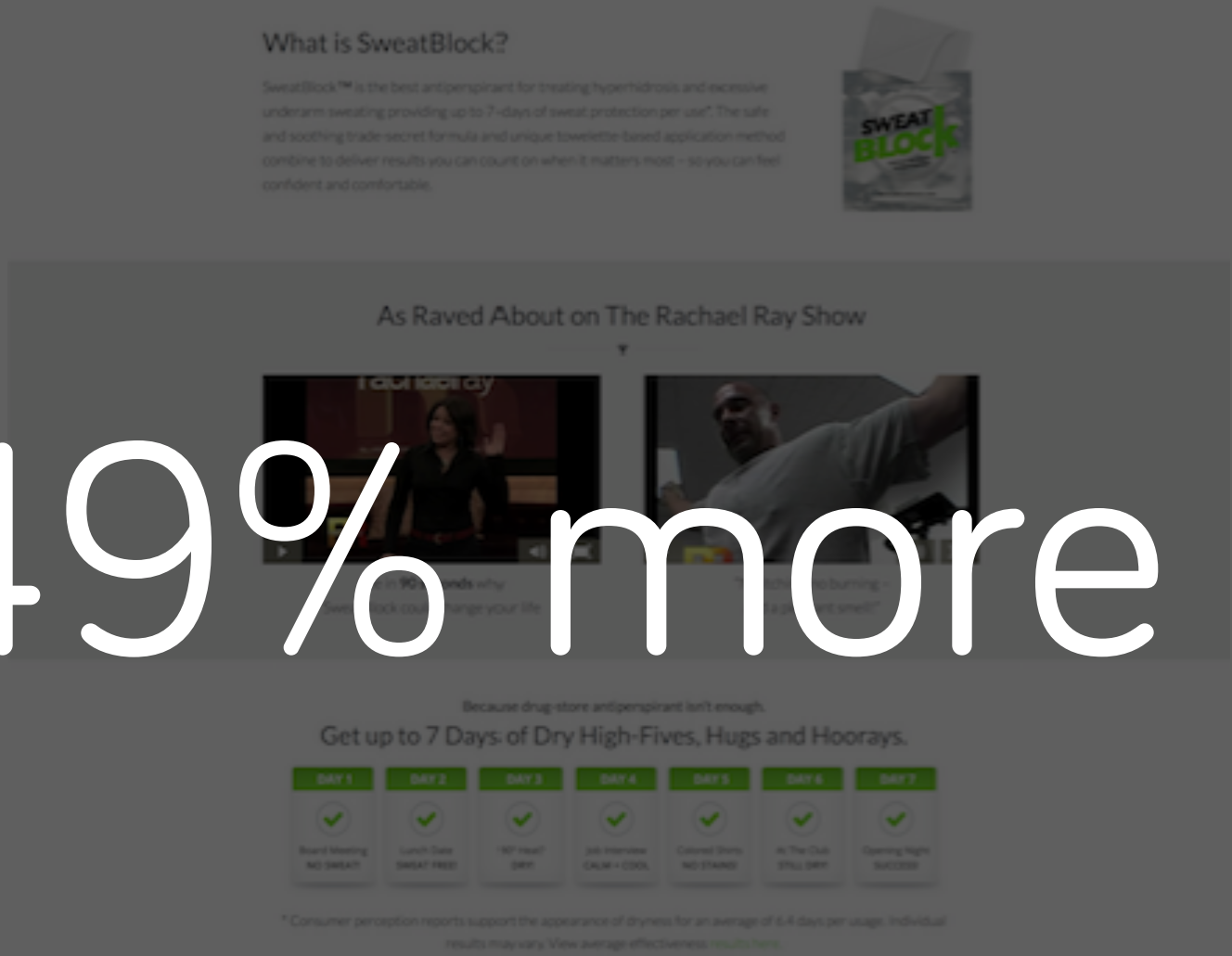
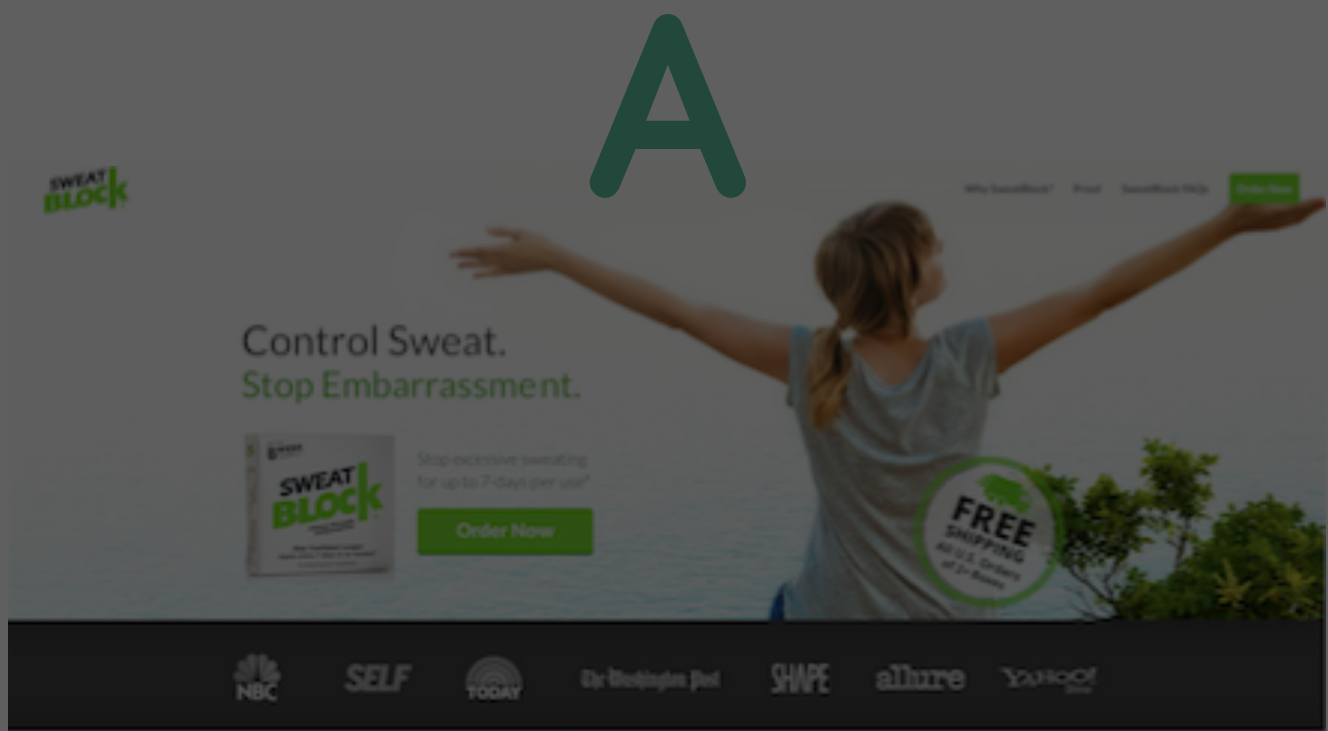
(This is where your inner copywriter gets to shine.)

A



B





*These are a handful of
conversion copywriting techniques.*

Write it like a long-form sales page.



"Can he really play?" a girl whispered.
"Heavens no!" Arthur exclaimed. "He never played a note in his life."

They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—praising me with rapid questions. . . "Jack! Why didn't you tell us you could play like that!" . . . "Where did you learn!"—"How long have you studied!"—"Who was your teacher!"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story.

"Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tiresome practising. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson.

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course.

"When the course arrived I found it was just as the ad said—as easy as A.B.C! And, as the lessons continued, they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1831 Brunswick Bldg., New York City.

**U. S. School of Music,
1831 Brunswick Bldg., New York City.**

Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

.....

Have you above instrument?.....

Name.....
(Please write plainly)

Address.....

City.....State.....

Pick Your Instrument

Piano	Celli
Organ	Harmony and Composition
Violin	Sight Singing
Drums and Traps	Ukulele
Guitar	Guitar
Tenor	Hawaiian
Banjo	Steel Guitar
Mandolin	Harp
Clarinet	Cornet
Flute	Piccolo
Saxophone	Trombone
Voice and Speech Culture	Automatic Finger Control
Piano Accordion	

UNAWARE

PAIN AWARE

SOLUTION

PRODUCT

MOST AWARE

+HIGH INTENT

*Most blog
posts*

UNAWARE

PAIN AWARE

SOLUTION

PRODUCT

MOST AWARE

+HIGH INTENT

*Most
sales
pages*

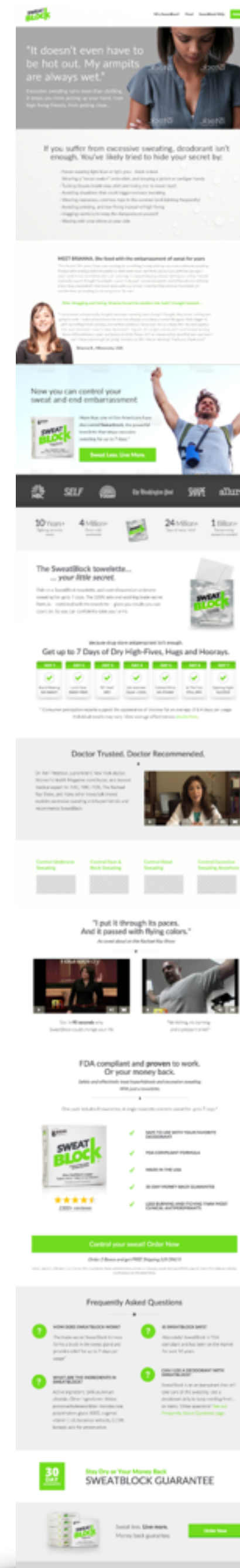
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PAIN AWARE SOLUTION

PRODUCT

MOST AWARE

+HIGH INTENT



UNAWARE

PAIN AWARE

SOLUTION

PRODUCT

MOST AWARE

+HIGH INTENT

*Your
new blog
posts*

Build to the CTA.



It's good to be powered by Wistia.
It's best to lead with your brand.

You've had a bunch of people watch your videos so far...

And they've all seen "powered by Wistia" at the top of each video:



And, of course, there's no limit on the number of viewers. And you've got 200GB of bandwidth to use each month, with more available as you need it.

Get it all! Upgrade now

Downgrade, upgrade, or cancel anytime.

- Replay options
- Commenting options
- Custom controls: hide or show a play button, a play bar or volume control → great for video sales letters
- Video captions
- Calls to action
- Annotation links
- Turnstiles → capture email addresses for leads
- Social bar: hide or display Twitter, Facebook and other share icons
- Inline video embedding
- Popover video embedding
- SEO metadata in embedded videos
- Links to share videos from specific times on the timeline
- Customizable fixed sizes for embedded videos
- Responsive video sizing for embedded videos (so videos resize to fit any screen)
- Project defaults: apply customization specs for one video to all videos in that project... with a single click
- Video-level data like engagement, total plays, play rate, and CTAs
- Integrations with MailChimp, Aweber, and a dozen more CRMs

And, of course, there's no limit on the number of viewers. And you've got 200GB of bandwidth to use each month, with more available as you need it.

Get it all! Upgrade now

Downgrade, upgrade, or cancel anytime.

@air_story #contentjam



Build to the CTA.

~jo

PS: I researched this post in 4 hrs using the [Airstory Researcher](#). The result was 79 cards and nearly 7000 words, which I organized in an outline in 8 mins inside Airstory. Then I switched from Outline to Document to write. If you don't factor in dinner or spin class, which I certainly don't, I took 4.5 hrs to turn my cards into this blog post in Airstory. Then I pasted into Medium. All told, that's less than 9 hrs to write a 4277-word post. [Try Airstory for your work writing](#)

Sales

Demos

SaaS

Tap into the ugly.



**They Laughed When I Sat Down
At the Piano
But When I Started to Play!—**

The Seven Deadly Sins



Pride
Wrath
Gluttony
Lust
Greed
Envy
Laziness

Tap into the ugly.

COPYHACKERS

NEW HERE? ▾

COPYWRITING ▾

GROWTH MARKETING ▾

FREELANCING ▾



Sophia Le
ImSophiaLe



30 Comments



17 Min Read

COPYWRITING

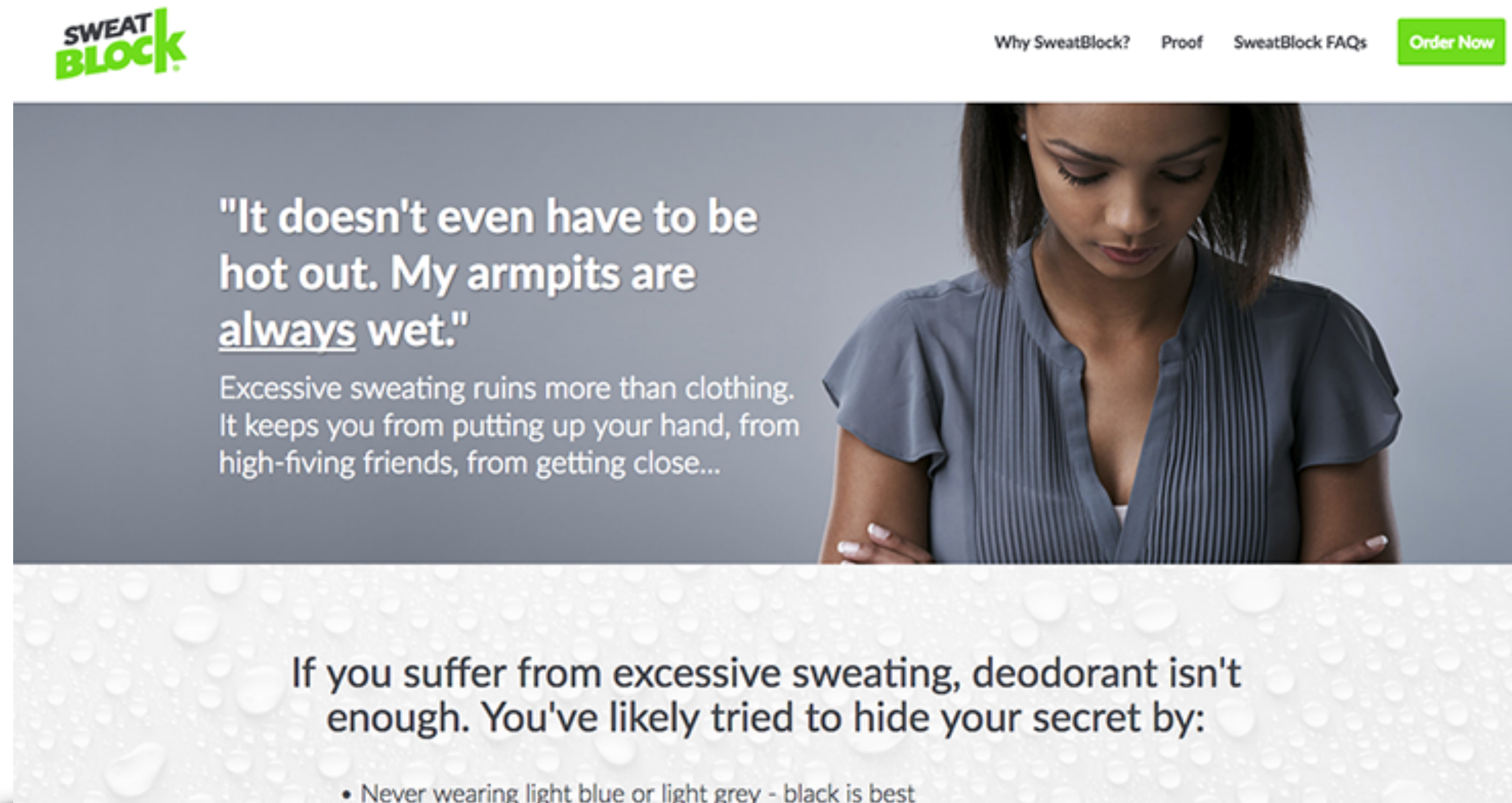
Are Your Free Trial Emails Making You Look Desperate? Here's How to Fix That

A SaaS free trial starts like any relationship – full of hope, dreams and possibilities.

Your prospect starts a trial and gladly opens your welcome email.

She wonders what marvellous, mind-reading revelations she'll find in your onboarding sequence.
("Please let this be the product that gets me!")

Use the first-person perspective.



The screenshot shows the top of the SweatBlock website. The header includes the 'SWEAT BLOCK' logo on the left, and navigation links 'Why SweatBlock?', 'Proof', and 'SweatBlock FAQs' on the right, followed by a green 'Order Now' button. The main content area features a woman in a blue shirt looking down, with a grey text box on the left containing a quote and descriptive text. Below this is a white section with a water droplet background, containing another text block and a bullet point.

SWEAT BLOCK

[Why SweatBlock?](#) [Proof](#) [SweatBlock FAQs](#) [Order Now](#)

"It doesn't even have to be hot out. My armpits are always wet."

Excessive sweating ruins more than clothing. It keeps you from putting up your hand, from high-fiving friends, from getting close...

If you suffer from excessive sweating, deodorant isn't enough. You've likely tried to hide your secret by:

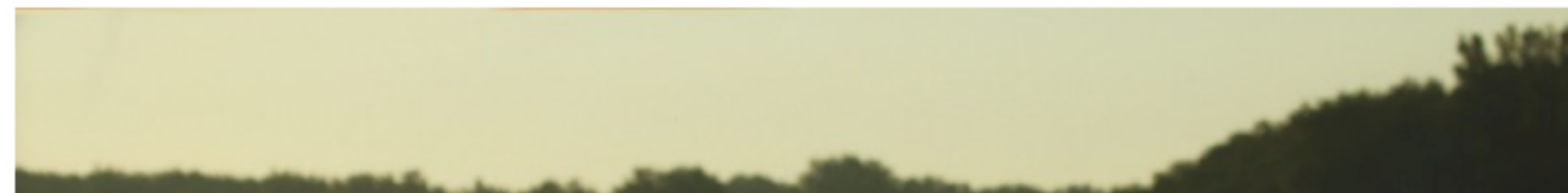
- Never wearing light blue or light grey - black is best

Use the first-person perspective.



Joanna Wiebe
Founder of @copyhackers and @airstory. Stoked to help the changemakers of the world do what they do best.
Jun 22 · 18 min read

Everything I Wish I'd Known Before I Started Demoing SaaS

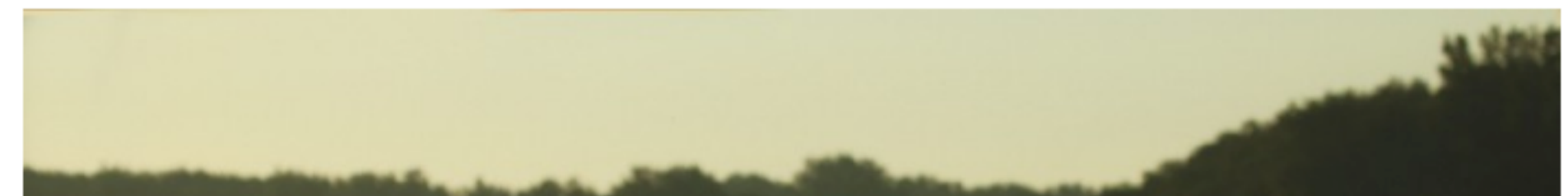


VS



Joanna Wiebe
Founder of @copyhackers and @airstory. Stoked to help the changemakers of the world do what they do best.
Jun 22

Everything You Need to Know Before You Start Demoing SaaS



Formula the crap outta your headline.



What's red and unsupported and stuck in the middle of a horde of out-of-control, sometimes crass strangers?

Answer: your business's videos on YouTube.

There's a time to host your videos on YouTube. If the planet needs to see your 3am World of Warcraft battles, choose YouTube. If you're doing makeup tutorials, choose YouTube. If you want your comedy to be discovered by a Hollywood producer who hires you for the next big Netflix series, definitely choose YouTube.

Wistia's not *quite* made for those scenarios. It's not for attention-craving gamers and moonwalk masters, as amazing as those people clearly are:



____ That Will Change The Way You ____

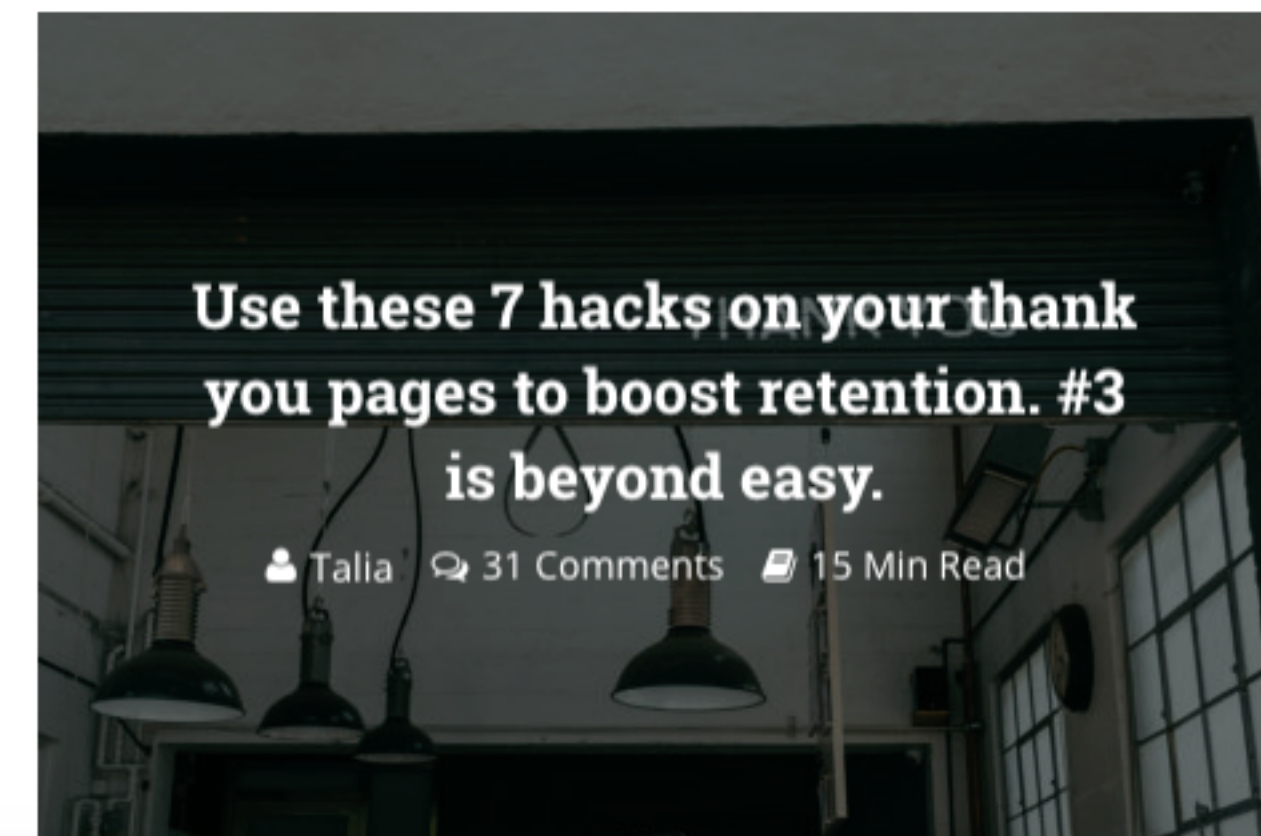
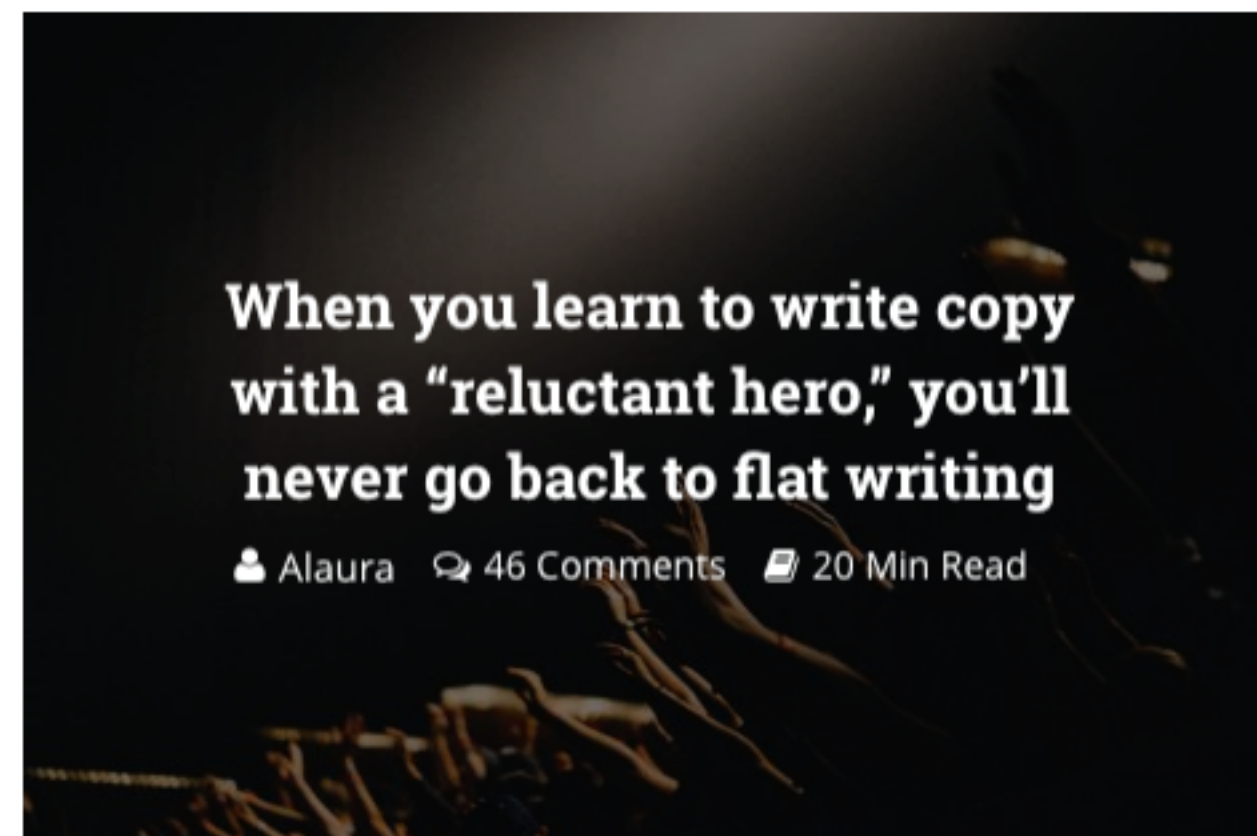
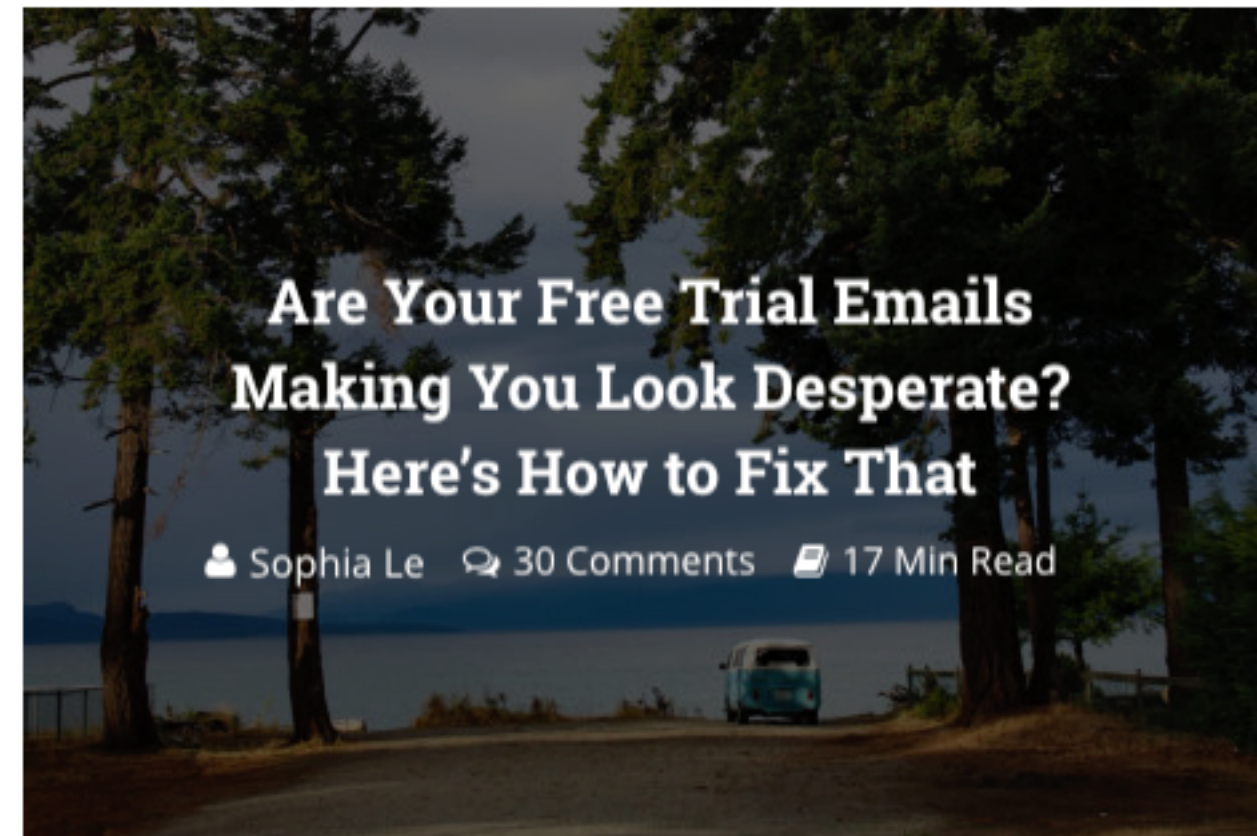
This ____ Makes ____ ##x Better

Here Are ## ____ That _____. And They're Backed By _____.

Use These ## Simple Hacks For More _____. #_ Is _____.

When You Learn About ____ You'll Never ____ Again

Formula the crap outta your headline.





- Write it like a long-form sales page
- Tap into the ugly
- Use the first person
- *Formula* the crap outta your headline
- Build to the CTA

“It’s not about building better mousetraps. It’s about building larger mice - and then building a terrifying fear of them in your customers.”

Gene Schwartz



Content makes the mouse big.

Content creates a terrifying fear of mice.

Content *can* sell the mousetrap.
Or at least more leads for a mousetrap demo.



- 1 Research the Helsinki outta your posts.
- 2 Optimize them like a CRO.

Thanks!

Slides + more at
bit.ly/cj_airstory