

Meatball Copywriting Axioms

- Your Customer is **NOT** you. Don't assume what they know or what is important to them based on yourself.
- **Showing is always better than telling.**
- Your prospect has no idea whether you are the most loyal, honest, knowledgeable, and generous person on the planet or an Internet con-artist – they have to risk losing money to find out.
- Your prospect couldn't care less about you, your feelings, or your problems – except when they are directly related to helping them solve their own problems.
- Your prospect is worried about making a stupid mistake that will embarrass them in front of friends, family, and business associates. You need to calm their fears.
- Trying to “sell” someone something they don't want or need is a waste of **YOUR** time. Only talk to people who will want what you are selling (once they realize it's exactly what they've been looking for.)
- Help people who are looking for a solution like yours to recognized that **YOU** have the answers they need, and then help them gain the confidence to order your product.
- **Clever kills conversion rates. Be clear and not clever in your writing.** Your goal is not to entertain your prospect – it's to pump cash into your business by selling product.
- People buy based on emotion and justify the purchase with logic, so sell with emotion.