

Homework for Tennis Copywriting

Let's have some fun and get some practice. Simply follow the instructions throughout this document and fill in where needed.

Remember that Copywriting is made up of 3 big areas that include:

- 1) Subject Lines
- 2) Headline
- 3) The Copy itself (the text)

This document will cover all three of these areas.

SUBJECT LINES

The only goal of the subject line is to get them to click and open the email in their inbox.

As a reminder, there are 8 types of Subject Lines as listed below.

1. Self Interest: Speak to a specific benefit they'll gain by opening the email.
2. Curiosity: Peak interest without giving away too much information
3. Offer: People Love FREE stuff... if you have something FREE, say it in the subject line
4. Urgency: Super effective for making people act, too many can burn out your list
5. Humanity: Here you are not selling anything. Just thanking your list.
6. News: Keeping them informed is the goal
7. Social Proof: People want to know what OTHERS think before they decide.
8. Story: People love stories. Use your subject line as the start of a short story.

In the next section you will get to practice writing various types of Subject Lines.

First you will need to pick a **product** that you will be writing about. It's best to pick an existing class or special event that you already offer.

Your Product is =
1. Self Interest: Speak to a specific benefit they'll gain by opening the email.
In the space below write a "self interest" subject line about your product

Your Product is =
2. Curiosity: Peak interest without giving away too much information
In the space below write a "Curiosity" subject line about your product

Your Product is =
3. Offer: People Love FREE stuff... if you have something FREE, say it in the subject line
In the space below write a "Offer" subject line about your product

Your Product is =
4. Urgency: Super effective for making people act, too many can burn out your list
In the space below write a "Urgency" subject line about your product

Your Product is =

5. Humanity: Here you are not selling anything. Just thanking your list.

In the space below write a “Humanity” subject line about your product

Your Product is =

6. News: Keeping them informed is the goal

In the space below write a “New” subject line about your product

Your Product is =

7. Social Proof: People want to know what OTHERS think before they decide.

In the space below write a “Social Proof” subject line about your product

Your Product is =

8. Story: People love stories. Use your subject line as the start of a short story.

In the space below write a “Story” subject line about your product

HEADLINES

The Headline is the first sentence inside your email and its only goal is to make them read the entire email.

As a reminder, there are 3 types of Headline as listed below.

- | |
|--|
| 1. Social Proof: These are testimonies and what OTHER people say about your product |
| 2. Threat: These work because people want to avoid making mistakes |
| 3. Gain: These work because they show prospects what is in it for them |

Your Product is =

- | |
|--|
| 1. Social Proof: These are testimonies and what OTHER people say about your product |
|--|

In the space below write a “Social Proof” HEADLINE line about your product

Your Product is =

- | |
|---|
| 2. Threat: These work because people want to avoid making mistakes |
|---|

In the space below write a “Threat” HEADLINE line about your product

Your Product is =

- | |
|---|
| 3. Gain: These work because they show prospects what is in it for them |
|---|

In the space below write a “Gain” HEADLINE line about your product

COPYWRITING

The best way to write copy is to use one of the many proven formulas that we already know work

Remember that the main goal of copy is to get them to click on the link in your email (if there is one) and continue reading to the end of the email.

Formula 1: P. A. S. (Pain / Agitation / Solution)

Your Product #1 is =
PAIN:
AGITATION:
SOLUTION:

Your Product #2 is =
PAIN:
AGITATION:
SOLUTION:

Formula 2:

P. A. E. S. (Pain / Agitation / Empathize / Solution)

Your Product #1 is =
PAIN:
AGITATION:
EMPATHIZE:
SOLUTION:

Formula 2 Continued

Your Product #2 is =
PAIN:
AGITATION:
EMPATHIZE:
SOLUTION:

Formula 3

P. A. E. S. P. (Pain / Agitation / Empathize / Solution / **Proof**)

Your Product #1 is =
PAIN:
AGITATION:
EMPATHIZE:
SOLUTION:
PROOF:

Your Product #2 is =
PAIN:
AGITATION:
EMPATHIZE:
SOLUTION:
PROOF:

New Formula

“What if you could...” followed by **“Imagine...”**

Example:

What if you could dominate at the net every time you played doubles?

Imagine how awesome it would be to win more matches by putting away all the net shots you get.

Call to Action: Always end by asking them to do sometime. Usually it's to click link to register for an event or class

Below is an example of how I would do this.

Jorge's Product is = Our Family Foam Ball Event
What If... you could spend an afternoon with your whole family doing something fun and getting exercise.
Imagine... how much great it would be to get the kids off their screens and doing something active that they will enjoy with the entire family
Call to Action... Click the link to learn more about our now famous Family Foam Ball event

Now on the next pages you'll get a chance to try it.

It helps to have a product in mind so list that first

Fill in the rest of the sentences below

Your Product #1 is =
What If...
Imagine...
Call to Action...

Your Product #2 is =
What If...
Imagine...
Call to Action...

Your Product #3 is =
What If...
Imagine...
Call to Action...

BULLET POINTS

When done correctly, Bullet Points will keep your prospects from skimming and scanning

As a reminder there are several types of bullet points

Below is a list of the 5 that we covered.

1. The “secret to” bullet: Best when you have info that is not widely
Example: The secret to a faster serve
Example: The secrets to winning tennis
2. The “how to” bullet: Works because people are naturally curious
Example: How to serve in 3 easy steps
Example: How to hit a kick Serve
3. The “what” bullet: Gives your prospect specific instructions for an action to take
Example: What you must do to improve your serve
Example: What you must avoid to help your serve
4. The “what never” bullet: Alerts your prospect of stuff they might be doing wrong
Example: What never to do when serving
Example: What never to eat before a match
5. The “when” bullet: Best when you are offering a benefit at a specific time.
Example: When it’s safe to practice after an injury
Example: When chocolate milk is the perfect recovery drink

Now let's have you give it a try

- 1) First step is to decide what your product will be.
- 2) Then below that write in a bullet point for each type listed

Your Product is =
Write in 2 examples below using the “secret to” bullet:
Write in 2 examples below using the “how to” bullet:
Write in 2 examples below using the “what” bullet:
Write in 2 examples below using the “what never” bullet:
Write in 2 examples below using the “when” bullet:

SUMMARY

Remember, every single large company uses professional copywriters.

Effective copywriting can make a difference, but most tennis coaches never even think about it.

If you are selling products such as lessons, events, or anything else at your Club, you **NEED** to pay attention to your copywriting.

Remember the example I gave at the beginning of the course. If you can increase your:

- **Open Rates** (typically only 25-30%)
- **Click through rates** (typically only 5-10%)
- **Conversions rates** (typically only 2-5%)

It WILL make a difference in your bottom line.

I hope you enjoyed this homework and course and that it helps you run a more profitable tennis business.