



**Write With Influence**

Persuasive writing for modern marketing

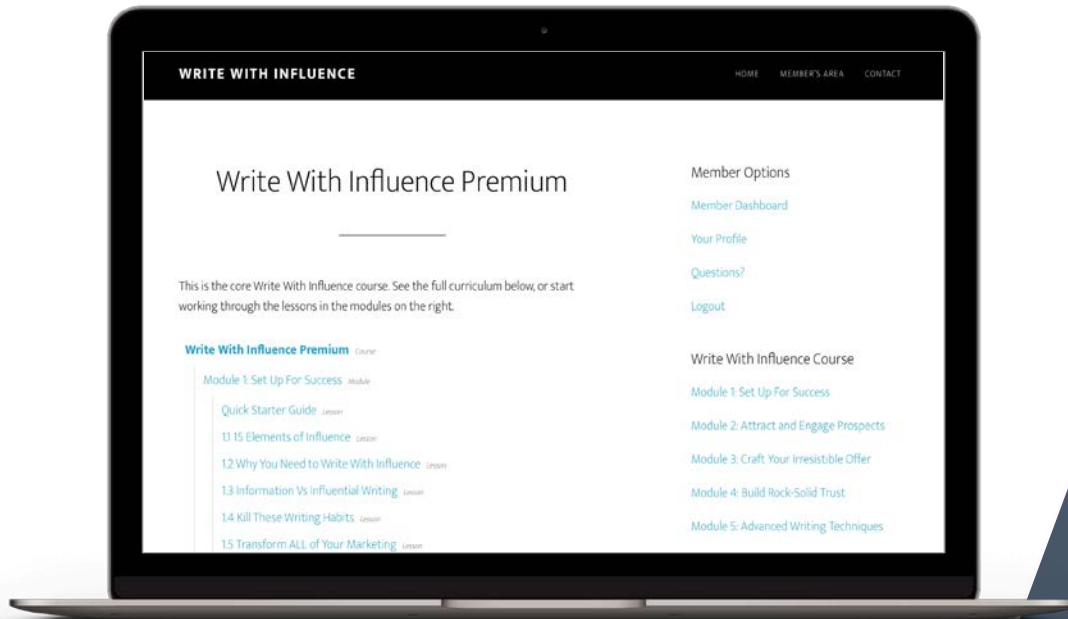
**Getting past “No”**

**Writing copy to crush objections**

**and get donations**

**Amy Harrison**





# Founder of Write With Influence



**Your  
donors are  
not this  
guy**



# George Mallory



**“George...  
why did you  
want to  
climb  
Everest?”**



**“Because  
it’s there”**

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**“Because it’s there”**

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**“The most famous three words  
in mountaineering”**





My darling Ruth – I'm going to climb Everest!

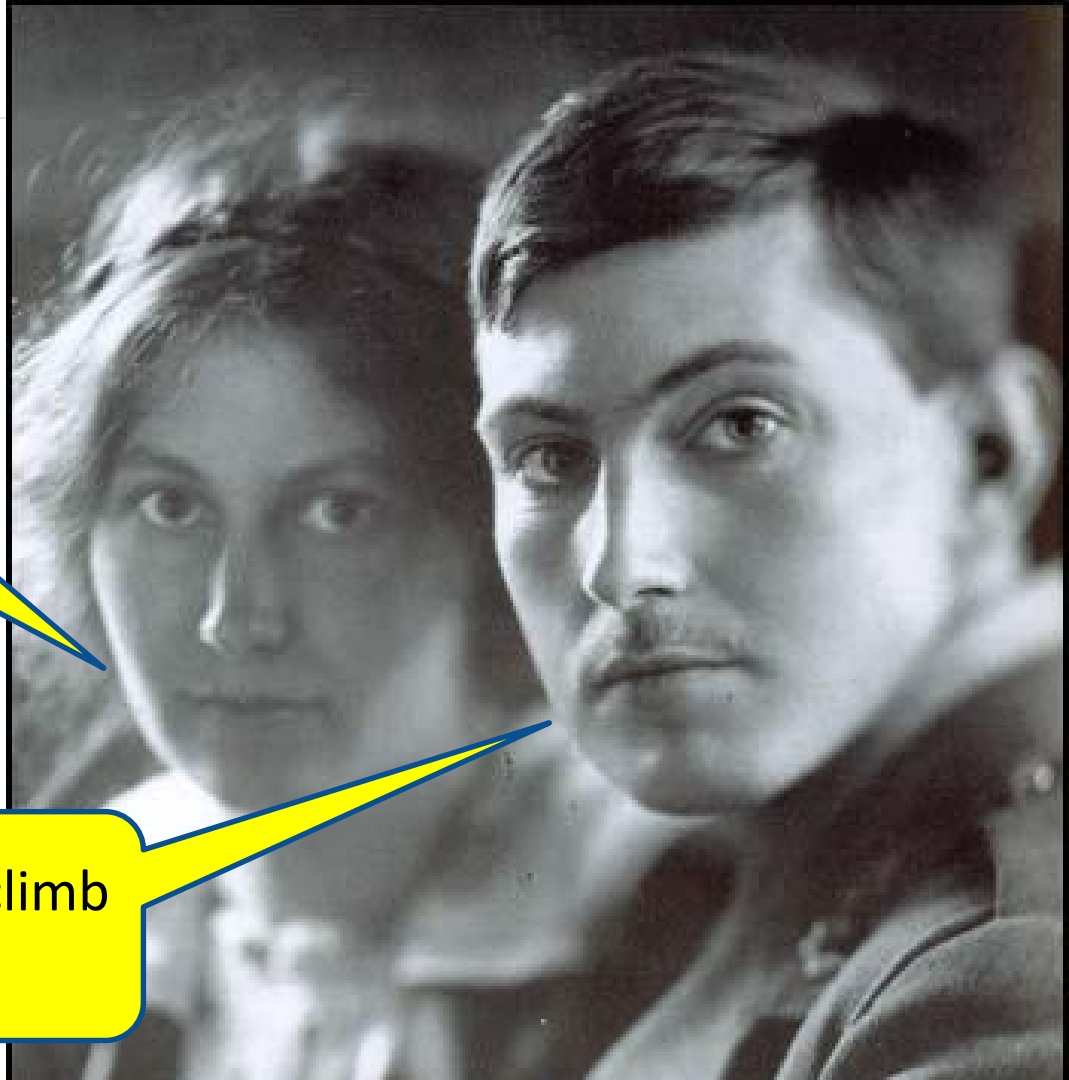


My darling Ruth – I'm going to climb Everest! (Again)



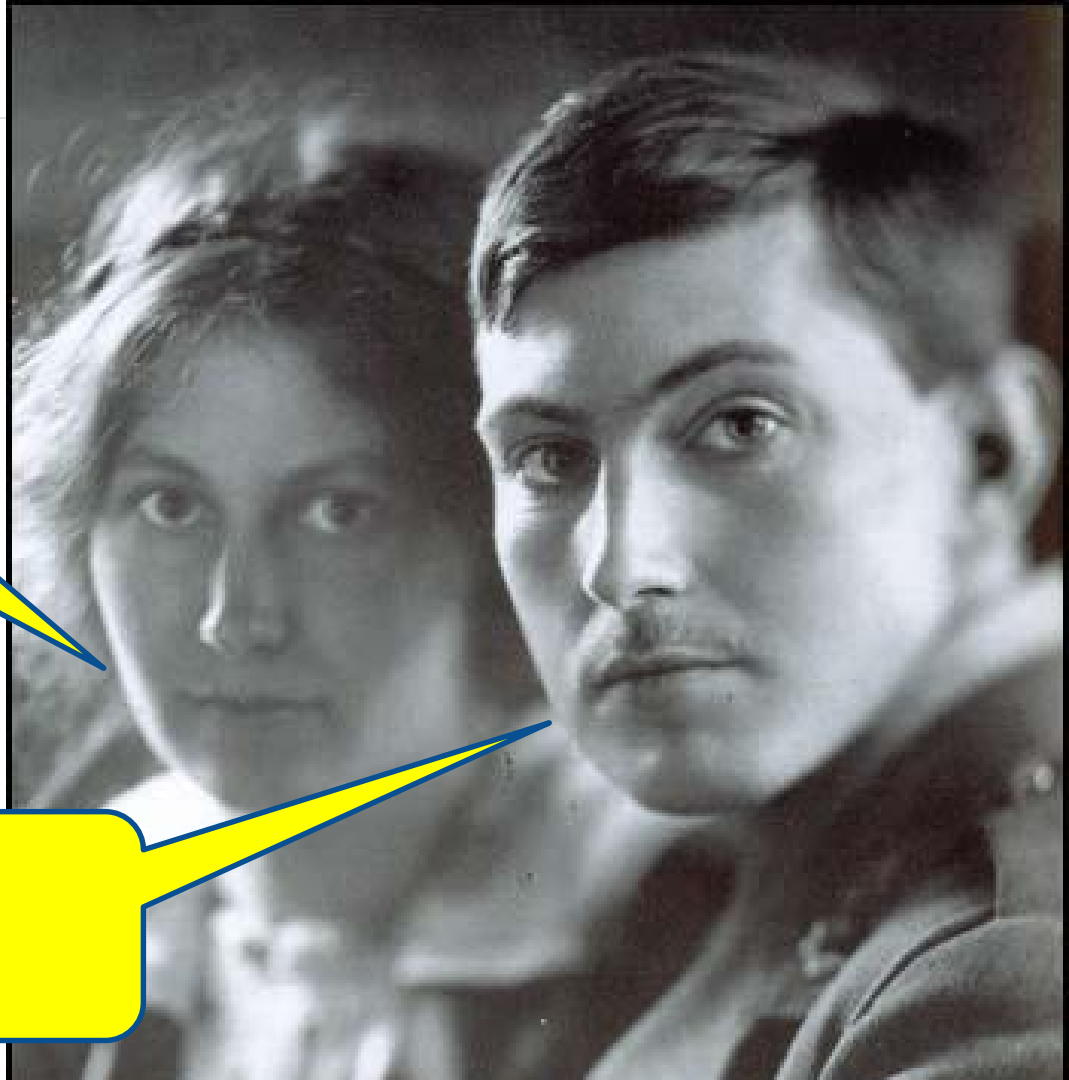
What on earth for?!

My darling Ruth – I'm going to climb Everest! (Again)



What on earth for?!

Because it's there...!



Are you absolutely  
\*\*&%&ing me!?



We've got 3 kids!



We've got 3 kids!  
Under the age of 10!





We've got 3 kids!  
Under the age of 10!  
And you've already been  
there twice!



Tell you what George – if  
you want to do something



Tell you what George – if  
you want to do something  
*“because it’s there...”*



Get that bloomin'  
guttering fixed



Or do a spot of dusting...



Or pick your clothes up off  
the floor...



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# Most people are not George Mallory

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**Most people are not George  
Mallory**

**They don't do things just  
because they're there**



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**You need to give them a good  
reason...**

**You need to give them a good  
reason...**

**But even then, that's not  
enough**

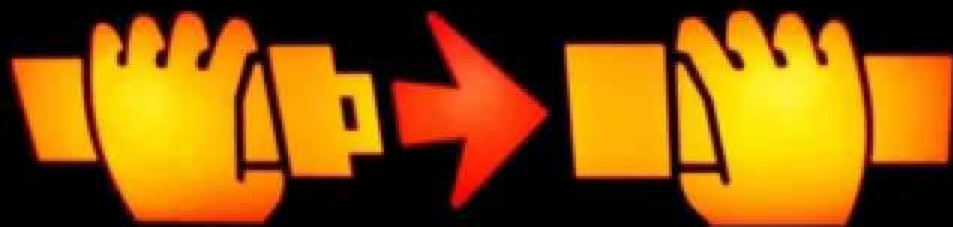
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**People aren't great at listening to  
a good reason**


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**People aren't great at listening to  
a good reason**

**Even if it's essential to their safety**



**FASTEN SEAT BELT**

A photograph of a public pier or playground structure extending into a body of water. A sign on the right side of the structure reads "DO NOT CLIMB, PLAY ON, AND AROUND PIPE". The structure is a long, narrow, dark-colored pipe. Numerous children are seen climbing on the pipe, some standing on top, some hanging off the sides, and some in the water. The water is blue and calm. The background shows a clear sky and some distant structures.

DO NOT CLIMB,  
PLAY ON, AND  
AROUND PIPE

**We can't just tell people what  
we want them to do (donate!)**

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**We need to do more than  
provide instructions**



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# We need to persuade

# Copywriting is the language of persuasion

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# Copywriting amplifies ALL marketing

# Hello! (From your property in Phoenix)

It's not easy being away from your rental property, and you may often find yourself thinking:

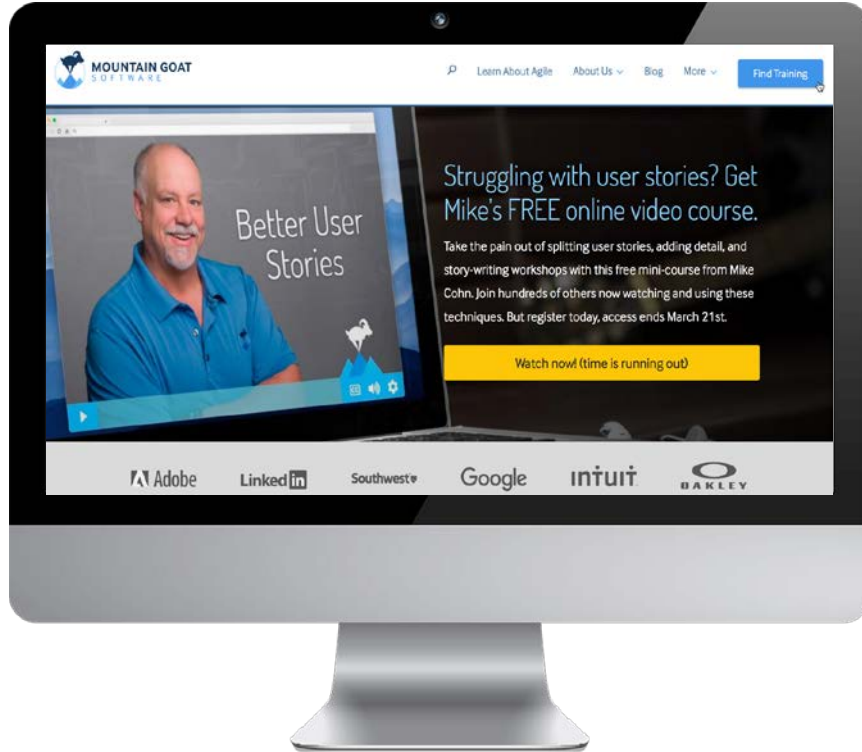
- *I need fast communication. I want to know how my property is TODAY, not in 3 or 4 days time.*
- *How do I know maintenance is necessary if I'm not there to check?*
- *I don't want to worry about if my rent is being paid on time, if at all!*

As specialists in distance-landlords, TURN OVER to see how we handle these concerns and more, to give you true peace-of-mind (even from a distance...)

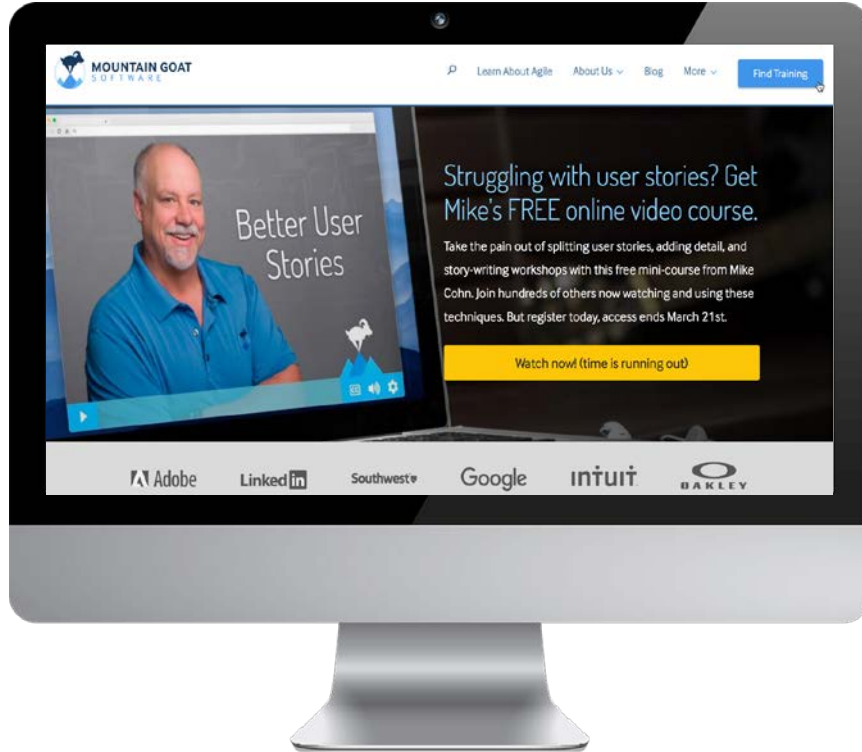


The Key to Successful Property Management

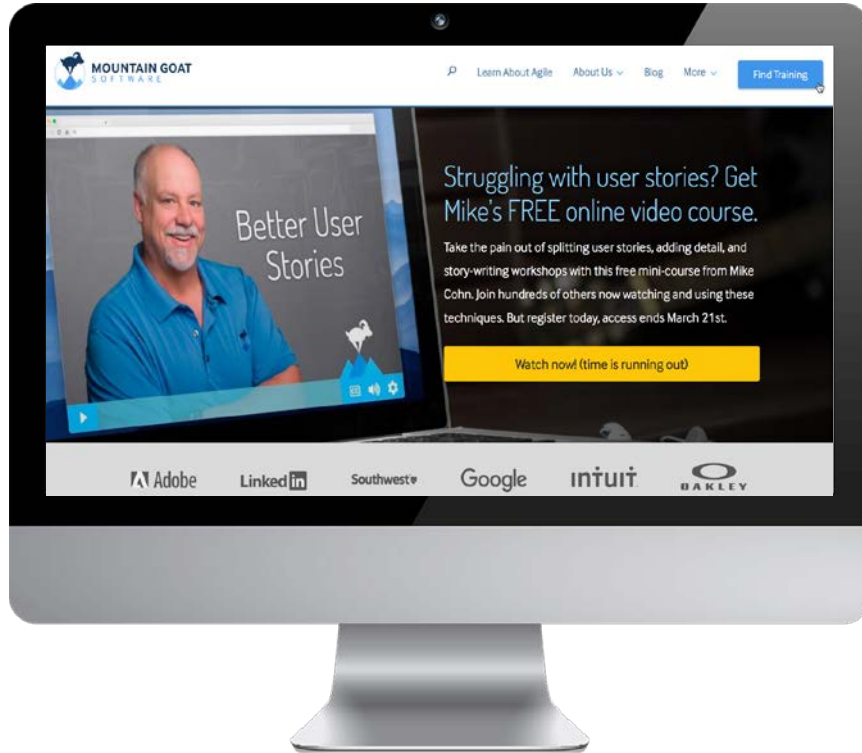
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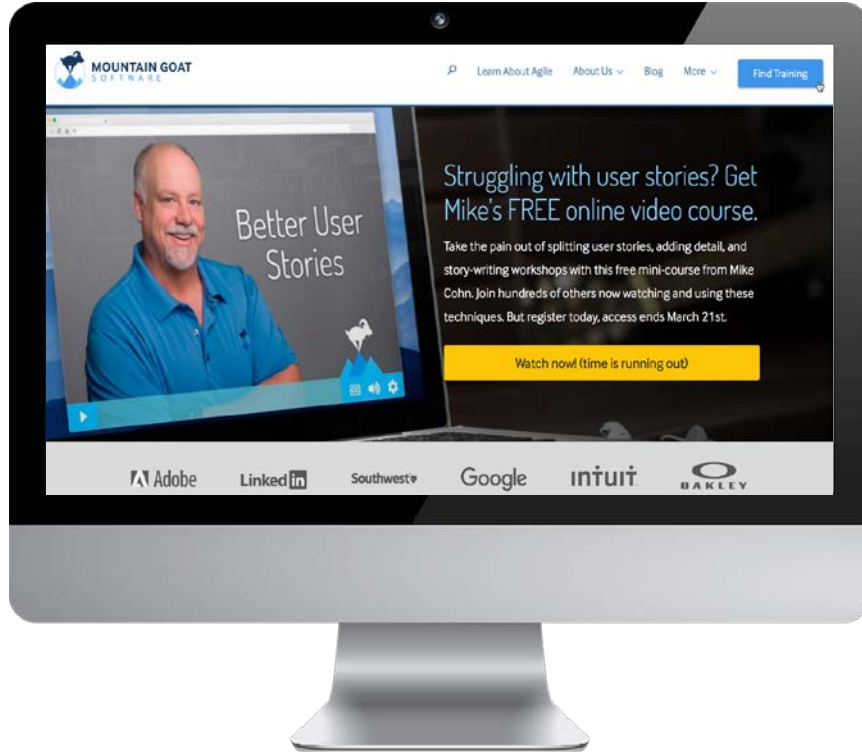
- **\$395 video course**



- **\$395 video course**
- **2 week content campaign**

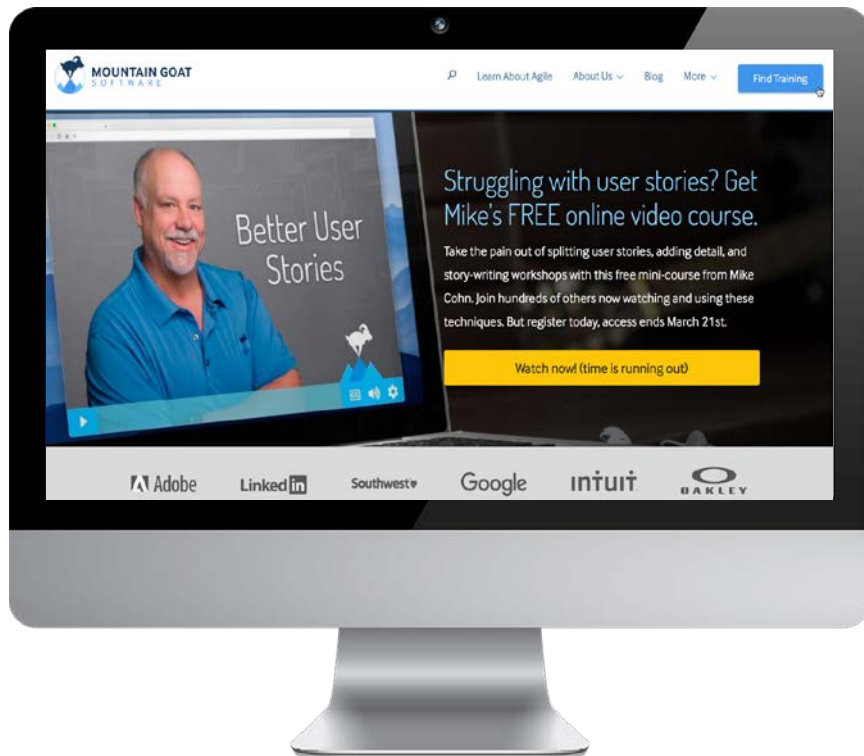


- **\$395 video course**
- **2 week content campaign**
- **No affiliates**

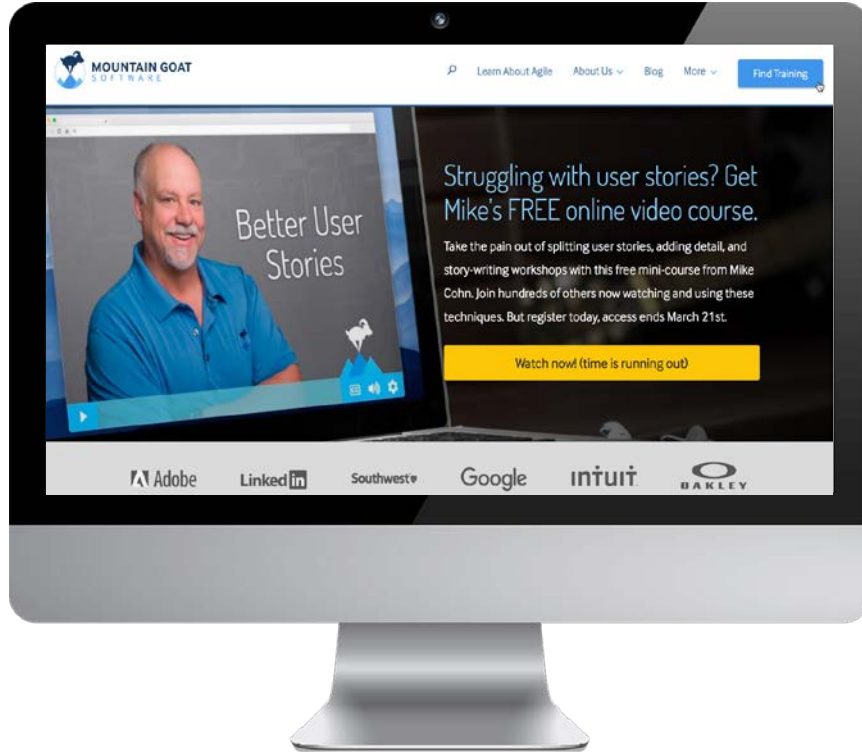


- **\$395 video course**
- **2 week content campaign**
- **No affiliates**
- **Less than \$3,000 advertising**





- **\$395 video course**
- **2 week content campaign**
- **No affiliates**
- **Less than \$3,000 advertising**
- **Repeated 3 x**



**\$1,009,899 +**  
**in sales**



72bn SEK  
Revenue



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“How can we have conversations  
that make us stand out **AND**  
engage our audience?”

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**Why aren't more organizations  
benefiting from the power of  
copywriting?**

---

**They put copy last**

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**In marketing, there are just  
more interesting things to do...**







1995. 11

1994. 11

1992 (11)

2015 (11)

2014 (11)


2013 (11)

2012 (11)

2009 (11)

2008 (11)

2001 (11)

A young girl with brown hair and blue eyes is lying on her stomach on a white blanket in a grassy field. She is wearing a pink dress and a pink headband with a flower. She has a sad or thoughtful expression, resting her chin on her hand. A blue speech bubble is overlaid on the left side of the image, containing the text "I thought this was going to be like Mad Men...".

I thought this was  
going to be like  
Mad Men...

---

**What happens when you invest  
in a HOT NEW tool and  
STILL struggle to get a  
response?**



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**Organizations that invest in a  
persuasive message are  
winning**

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**But you don't have to invest a  
lot**

## CUSTOMER



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**PROBLEMS  
INTERESTS**

## COMPANY



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**PRODUCT  
SERVICE  
FEATURES**

**MARKETING  
(COPYWRITING)**



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**Why should someone give to  
my cause?**

**Why should we give to**



**Why would my ideal donor**

**Why would my ideal donor  
NOT give to my cause?**

Target Market

COMPANY

# 4 Barriers

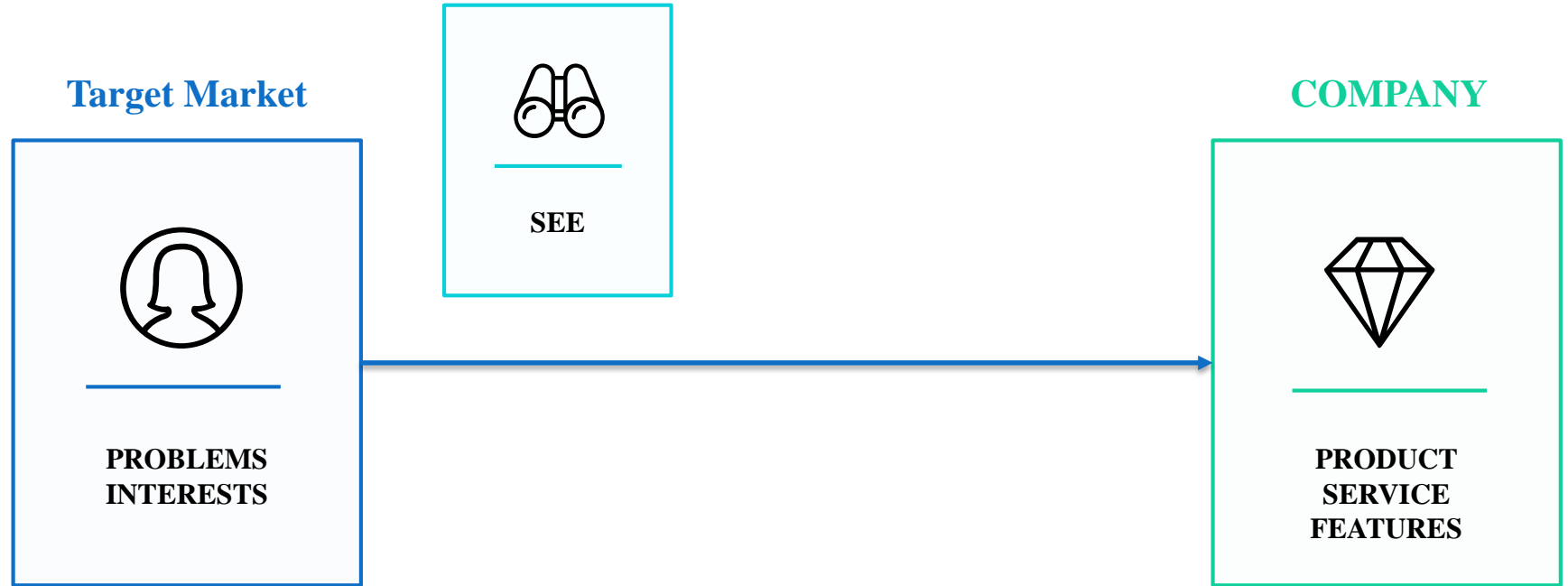


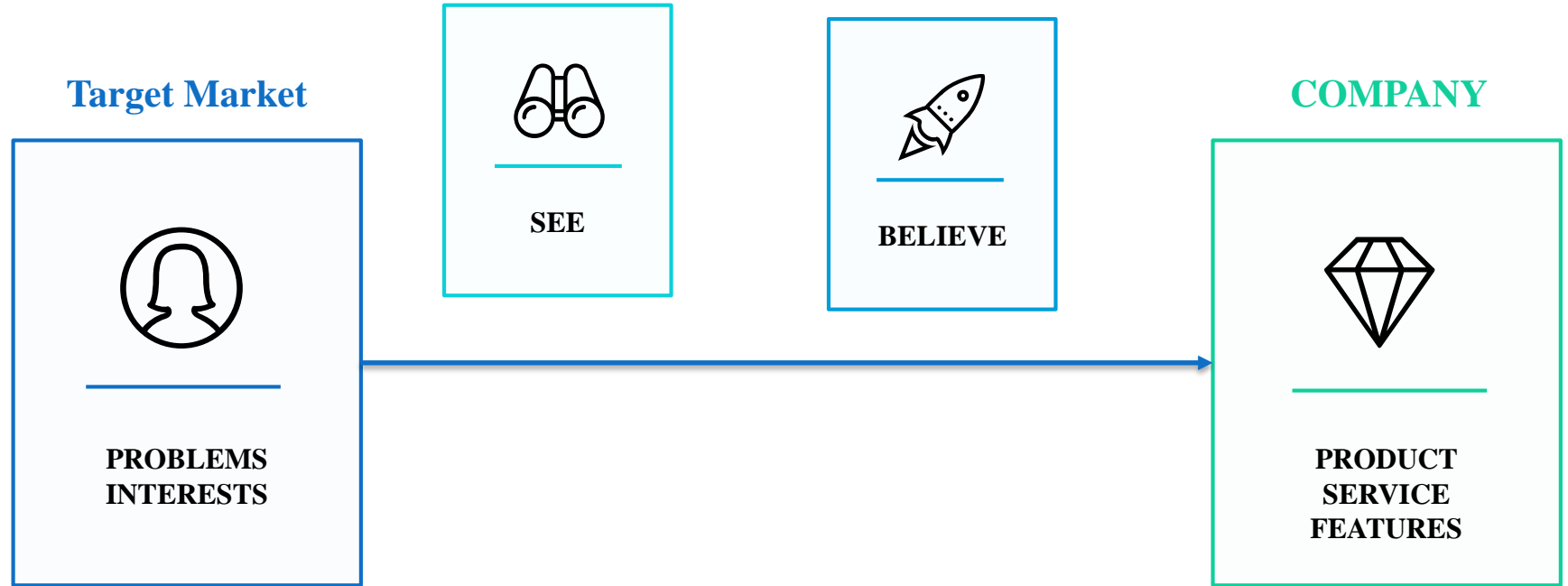
PROBLEMS  
INTERESTS

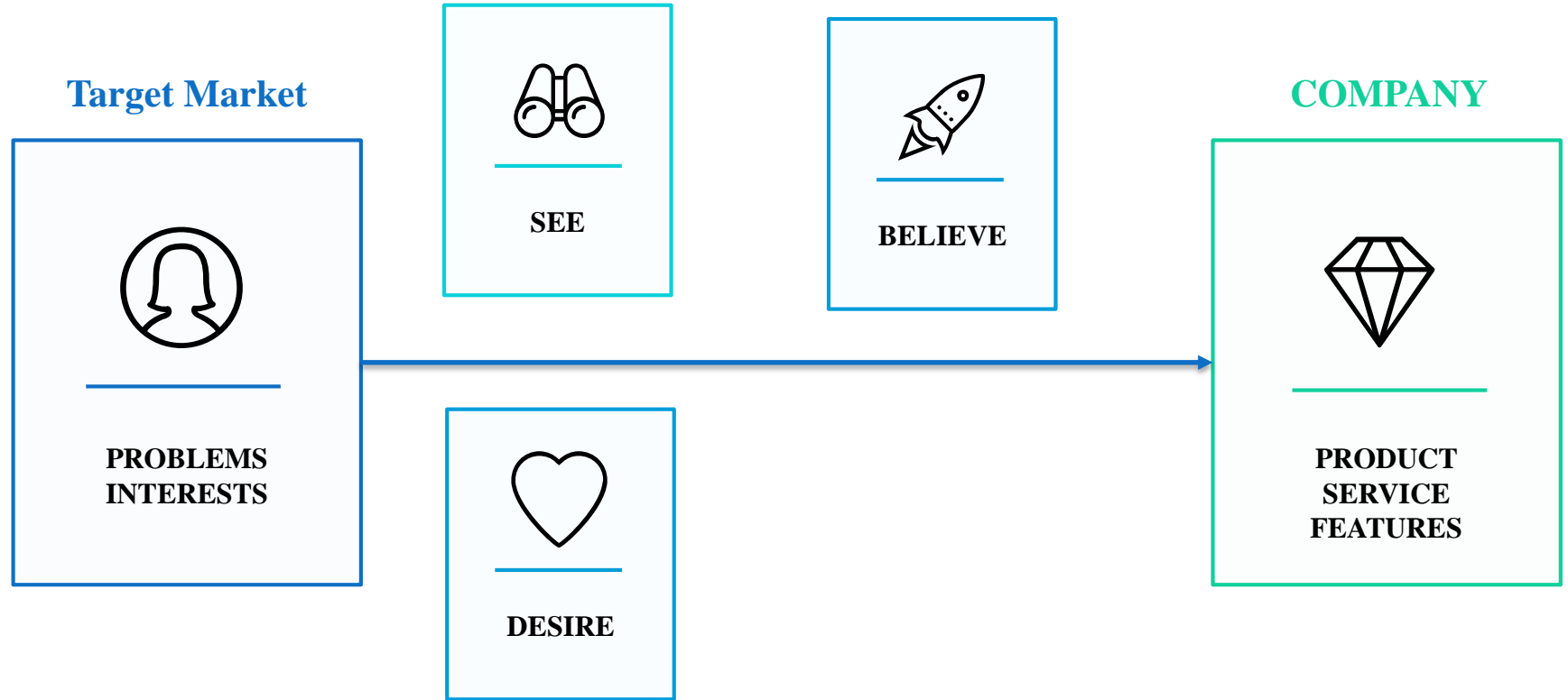


PRODUCT  
SERVICE  
FEATURES

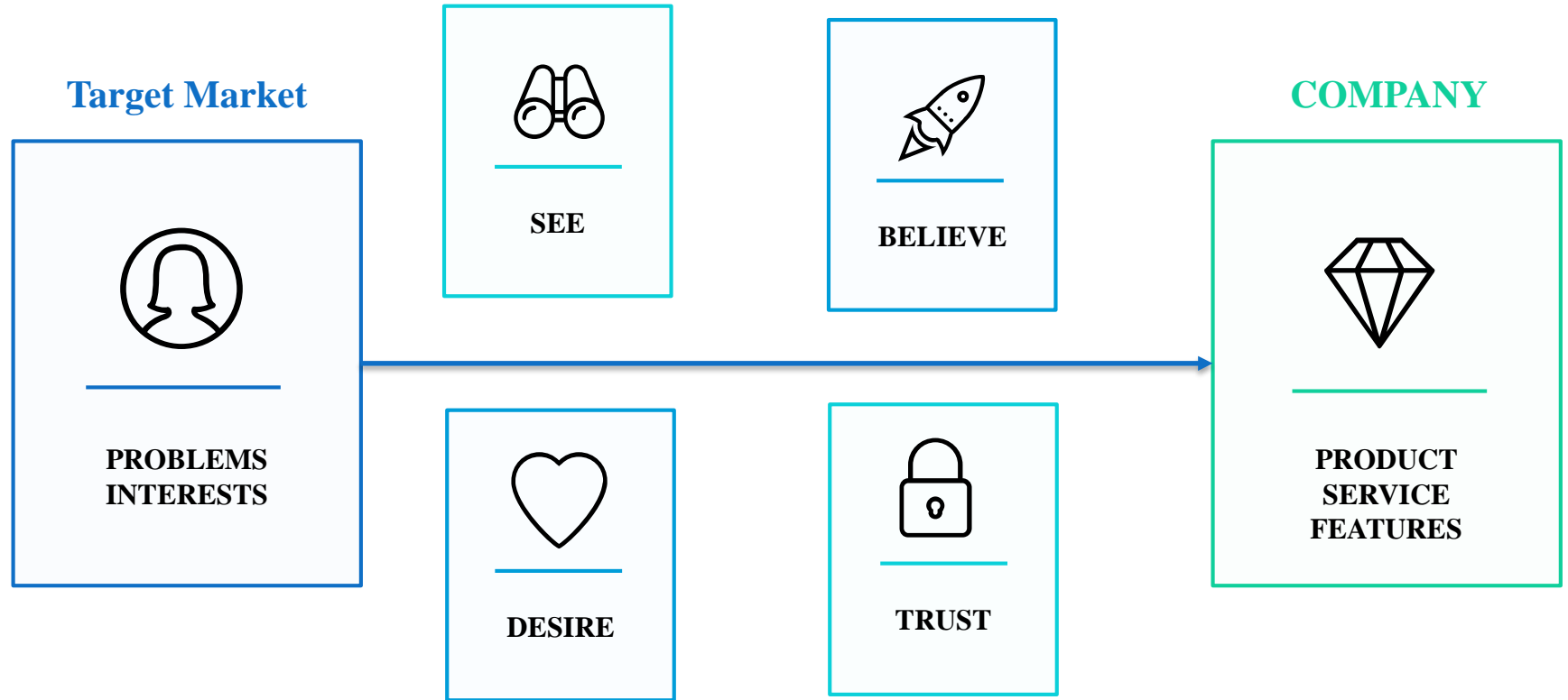
MARKETING  
(COPYWRITING)











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**Any ONE of these 4 barriers  
can make someone say ‘No’  
instead of ‘Yes’**

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**How might they stop someone  
saying yes to you?**

**Target Market**



**PROBLEMS  
INTERESTS**



**SEE**

**COMPANY**



**PRODUCT  
SERVICE  
FEATURES**

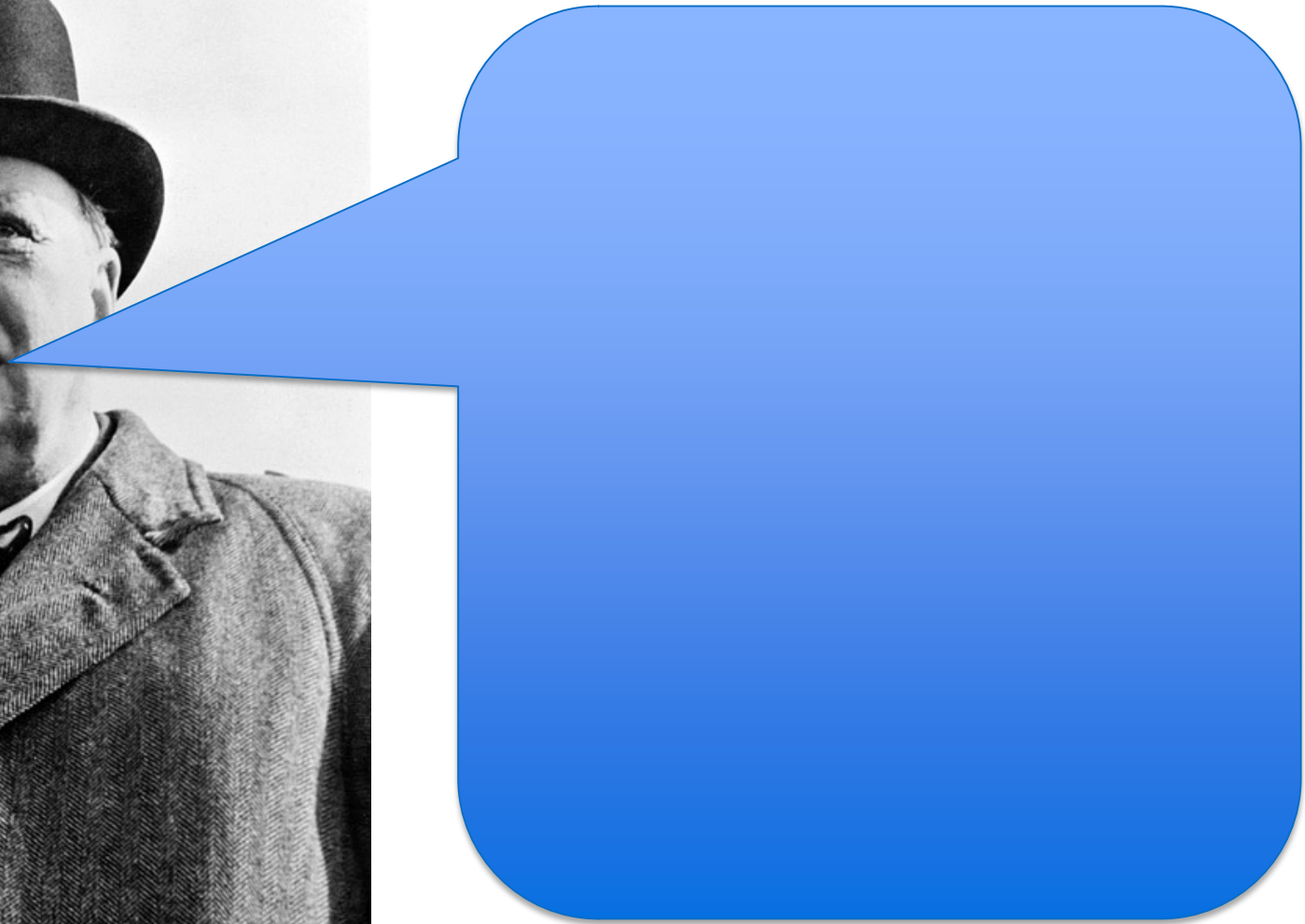
**Are you trying too hard?**

(and writing copy people don't see?)



# Harrow School

1941





Passionately leverage  
and utilize your  
determination to unlock  
your potential and take  
your perseverance to the  
next level.





Never give in.



Never give in.

Never give in.



Never give in.

Never give in.

Never, never, never,



Never give in.

Never give in.

Never, never, never,  
never.

**Copy Tip:**

**You can be direct and still  
convey emotion and passion**





Good job

26% increase in traffic

< Back

• "Brady Josephson" <brady...  
An Email Unlike Any Other...

< Back

Inbox

Search

• "Brady Josephson" <brady... 11:39 AM>  
The best stuff I've read this week

---

**Another way of making your  
marketing disappear...**

# Being ‘Easy Oasy’





**“What time  
should we  
come round?”**



Oh any time...  
you know me,  
I'm 'easy oasy'



12:30pm  
prompt!!

Tribute donations are vital to keeping CaringBridge and Laura's website running.

Honor Laura with a contribu

Do you appreciate staying connected to Kelly like this?

A \$30 donation powers a site like Kelly's and their updates for one month. Will you help ensure that CaringBridge and its journal notification system stays online for them and for you for the next year?

Honor Kelly with a contribution to CaringBridge.



“Easy Oasy”

Tribute donations are vital to keeping CaringBridge and Laura's website running.

Honor Laura with a contribu

Do you appreciate staying connected to Kelly like this?

A \$30 donation powers a site like Kelly's and their updates for one month. Will you help ensure that CaringBridge and its journal notification system stays online for them and for you for the next year?

for Kelly with a contribution to CaringBridge.

78% increase in conversions

# Copy Tip:

When asking for what you  
want...

*Don't be 'easy oasy'*



## Target Market



PROBLEMS  
INTERESTS



BELIEVE

## COMPANY



PRODUCT  
SERVICE  
FEATURES



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**We are very good at using false  
beliefs as excuses not to do  
something**



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# **Beliefs that can make your donor say ‘no’**

“It’s impossible...”



A vintage light blue car is driving on a dirt road towards a massive, dark tornado in a stormy, dark sky. The car is in the foreground, and the tornado is in the background, towering over the horizon. The sky is filled with dark, heavy clouds, and the ground is a dry, reddish-brown dirt road. The overall scene is dramatic and ominous.

“It’s not that big a deal / it’s far away”



“Someone else will do that thing we just agreed to...”

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**Remind people that these  
beliefs are false**



**Let donors know they count**

# Thank you for joining the fight to confirm Neil Gorsuch to the Supreme Court!

Your signature right now is crucial—here's why:

**Liberals plan to do everything in their power to fight this nomination.** Minority Leader Chuck Schumer has vowed to lead the resistance, and there are enough Democrats to sustain a filibuster.

That is why we are gearing up to do everything we can to ensure a conservative justice is confirmed to the seat vacated by the late Justice Antonin Scalia. His loyalty to the Constitution is essential at a time when our highest law and essential liberties are under attack.

Last year, Heritage Action successfully pressured lawmakers to keep Barack Obama's nominee, Merrick Garland, from even getting a vote.

Now, with your support, we can turn up the pressure to get Neil Gorsuch confirmed to the Supreme Court.

can  
of  
llion  
over the weekend.

**125.6%** increase in revenue

# Thank you! Your signature at a time like this is critical for three reasons:

With your urgent donation today, we can put immense pressure on vulnerable red-state Democrats who are up for reelection in 2018. And we can give lawmakers the procedural tools they need to overcome a filibuster and ensure an up-or-down vote that conservatives can win.

That is why we are gearing up to do everything we can to ensure a conservative justice is confirmed to the seat vacated by the late Justice Antonin Scalia. His loyalty to the Constitution is essential at a time when our highest law and essential liberties are under attack.

Last year, Heritage Action successfully pressured lawmakers to keep Barack Obama's nominee, Merrick Garland, from even getting a vote.

With your donation, we can pressure vulnerable red-state Democrats up for reelection in 2018. And your support can give lawmakers the procedural tools they need to overcome a filibuster and ensure an up-or-down vote that conservatives can win.

## Donate today to help put a constitutional conservative on the Supreme Court

Your Donation

\$25

\$50

\$100



---

**If they believed in you and said  
'yes' once before...**

**If they believed in you and said  
'yes' once before...**

**Can you make them say 'yes'  
again?**

The “new” psychology  
behind persuading someone  
to stay...

A photograph of a squirrel on a rock, looking up and reaching its right paw towards the sky with a pleading expression. The background is dark, making the squirrel and the rock stand out.

**don't leave me!!!!**



**Zakary Tormala**  
PHD Professor  
Stanford  
Graduate  
School of  
Business



**Tim Riesterer**  
Chief Strategy and  
Marketing Officer  
Corporate Visions



==== TESTED AND PROVEN 'WHY STAY' FRAMEWORK ====



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**How do I get people to continue a  
relationship with me?**

## First:

Document specific results of the partnership and share those **before** trying to get someone to choose you again.

**Then:**

Provide detail about **recent advances in your solution** to prove you are making progress

**When you supported [organisation], your donation had a significant impact.  
You helped us [provide / give / feed / clothe / lobby for] X [people you help] in  
[time frame].**



When you supported [organisation], your donation had a significant impact. You helped us [provide / give / feed / clothe / lobby for] X [people you help] in [time frame].

**I know that [goal] is important to you and I want you to know that you helped achieve exactly that.**

When you supported [organisation], your donation had a significant impact. You helped us [provide / give / feed / clothe / lobby for] X [people you help] in [time frame].

I know that [goal] is important to you and I want you to know that you helped achieve exactly that.

**You are critical to this cause and I want you to think about supporting the new initiatives that [area / people] need that we can provide with your help. Without you we'll continue to [work that they do], but it is easier to stop [negative consequence] with you standing alongside us.**

When you supported [organisation], your donation had a significant impact. You helped us [provide / give / feed / clothe / lobby for] X [people you help] in [time frame].

I know that [goal] is important to you and I want you to know that you helped achieve exactly that.

You are critical to this cause and I want you to think about supporting the new initiatives that [area / people] need that we can provide with your help. Without you we'll continue to [work that they do], but it is easier to stop [negative consequence] with you standing alongside us.

**Since you first donated, we've been working harder to [achieve goal]. In fact, since [time] we have [specific results / new projects].**

When you supported [organisation], your donation had a significant impact. You helped us [provide / give / feed / clothe / lobby for] X [people you help] in [time frame].

I know that [goal] is important to you and I want you to know that you helped achieve exactly that.

You are critical to this cause and I want you to think about supporting the new initiatives that [area / people] need that we can provide with your help. Without you we'll continue to [work that they do], but it is easier to stop [negative consequence] with you standing alongside us.

Since you first donated, we've been working harder to [achieve goal]. In fact, since [time] we have [specific results / new projects].

**Will you help us [increase / get to X amount / open up another school] by [time frame]?**

**Copy Tip:**

**Tackle false beliefs...**

*And remove their excuses*



## Target Market



PROBLEMS  
INTERESTS



DESIRE

## COMPANY



PRODUCT  
SERVICE  
FEATURES

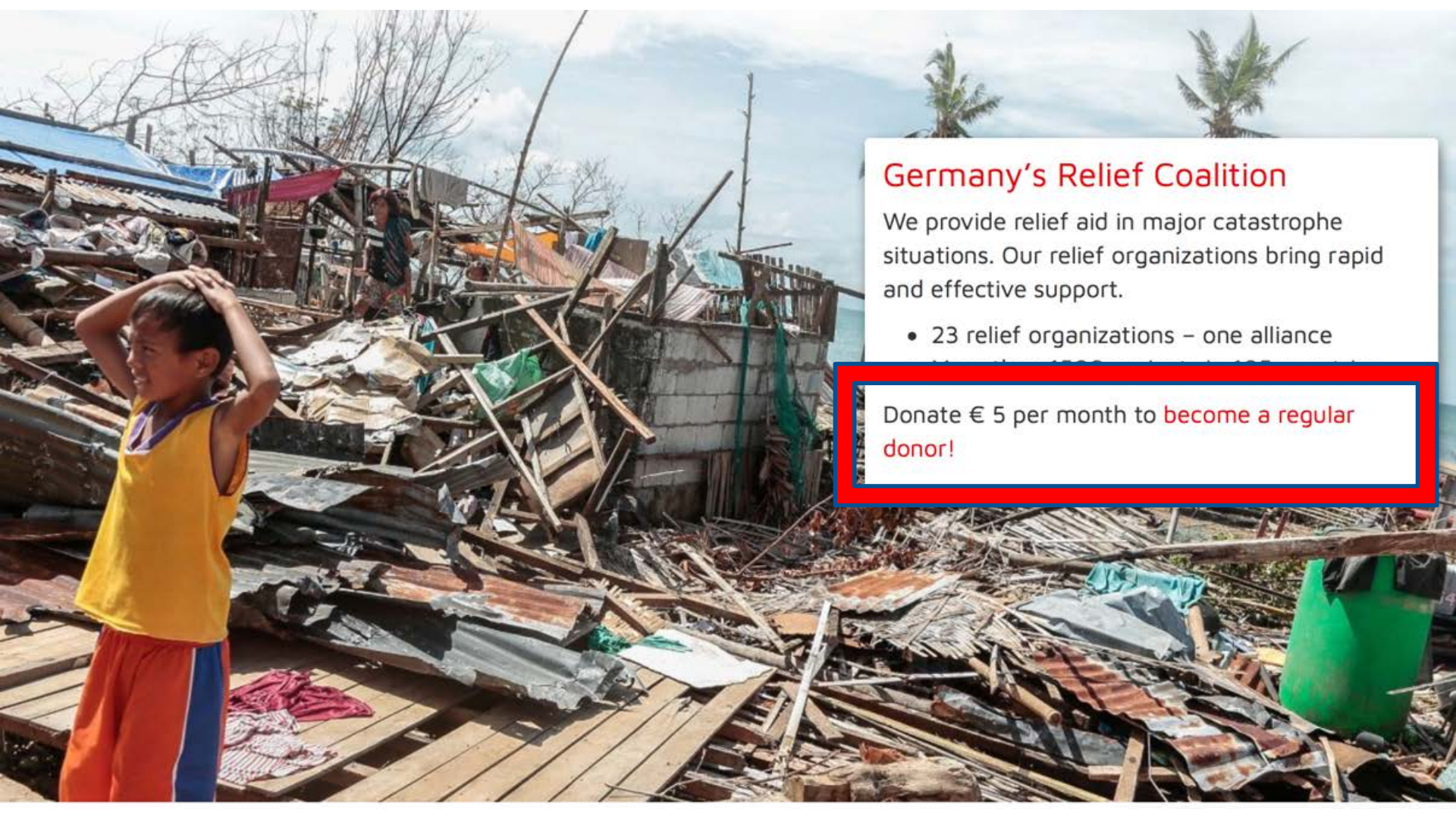
**Is what you DO important  
enough to them?**

**In your copy, develop the habit of reminding donors what you do.**



---

**For example - in your calls-to-action**



## Germany's Relief Coalition

We provide relief aid in major catastrophe situations. Our relief organizations bring rapid and effective support.

- 23 relief organizations – one alliance

Donate € 5 per month to **become a regular donor!**

**Donate €5 per  
month to **become a  
regular donor****



**Whenever you give  
a reason for a call-  
to-action, ask  
yourself...**



# Is this what my DONOR wants?



Or is this what **I**  
want?




**Copy tip:**

*What would a donor say to a friend about supporting your organization?*







A man with a beard and glasses, wearing a white shirt and a red tie, is talking to a woman with curly hair wearing a grey blazer. They are outdoors, possibly at a cafe or restaurant, with string lights and plants in the background. A yellow speech bubble with a blue border is positioned between them, containing the text: 

I donate to this cause to be a regular donor



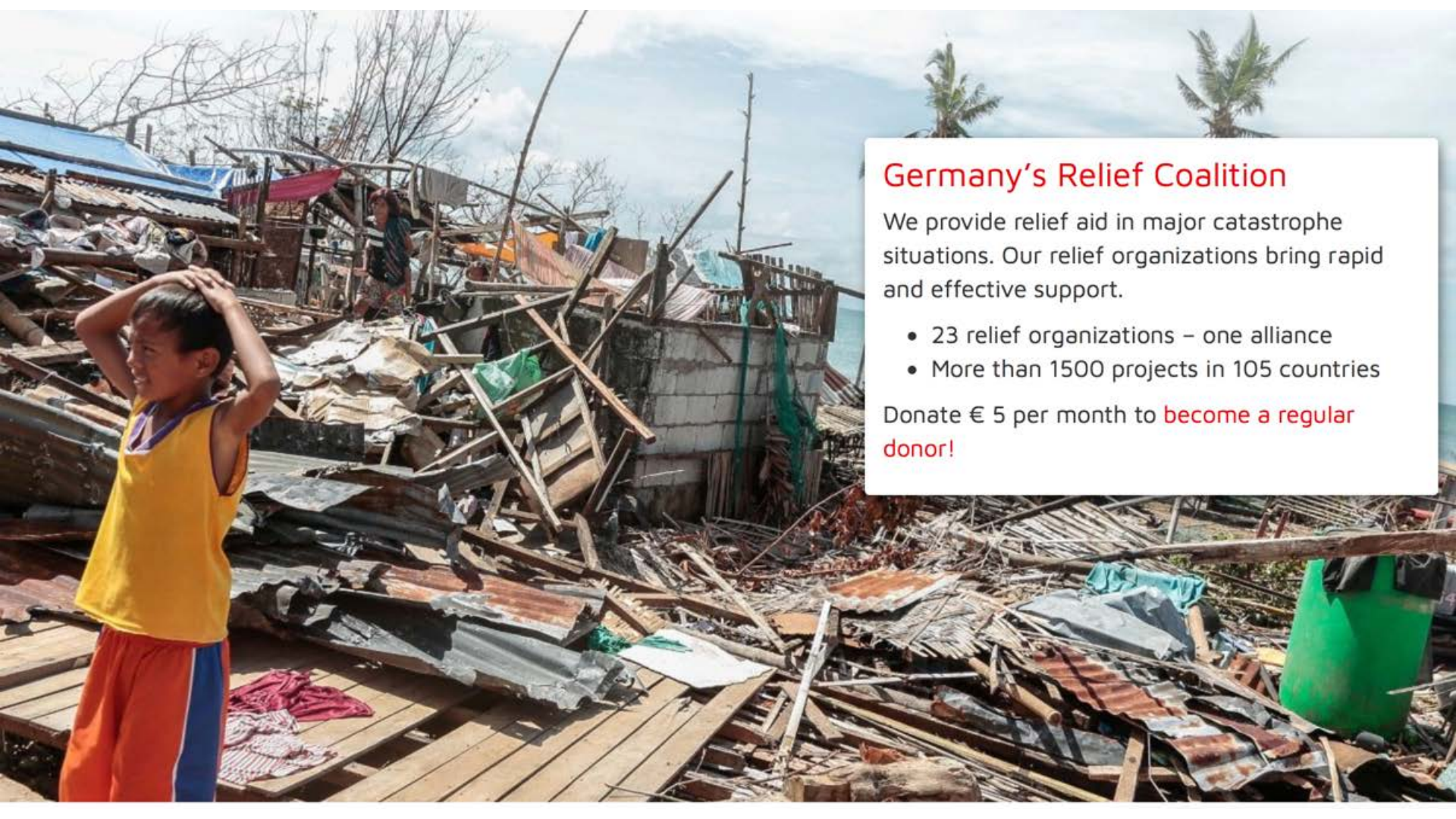
I donate to this great cause to **support and help people who have been hit by natural disasters**



I donate to this great cause to **help vulnerable families prepare for earthquakes**



I donate to this great cause to **feel better about spending stupid money on this fancy coffee**



## Germany's Relief Coalition

We provide relief aid in major catastrophe situations. Our relief organizations bring rapid and effective support.

- 23 relief organizations – one alliance
- More than 1500 projects in 105 countries

Donate € 5 per month to **become a regular donor!**



Flour

Noodles

Rice

Milk

Sugar

powder

Beans

Veg oil

How much?!!!

Feature	What the organization can do	What the family can do	What this means
€60 Food parcel			

Feature

What the organization can do

What the family can do

What this means

€60 Food parcel

Feature	What the organization can do	What the family can do	What this means
€60 Food parcel	Arrange delivery of food to hard to reach or devastated areas		



Feature	What the organization can do	What the family can do	What this means
€60 Food parcel	<p>Arrange delivery of food to hard to reach or devastated areas</p> <p>Provide healthy, safe food to families who might have lost all other possessions</p>		

Feature	What the organization can do	What the family can do	What this means
€60 Food parcel	<p>Arrange delivery of food to hard to reach or devastated areas</p> <p>Provide healthy, safe food to families who might have lost all other possessions</p> <p>Eliminate the pain of hunger while people wait to be evacuated</p>		

Feature	What the organization can do	What the family can do	What this means
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<p data-bbox="65 565 266 674"><b>€60 Food parcel</b></p>	<p data-bbox="363 241 821 412">Arrange delivery of food to hard to reach or devastated areas</p> <p data-bbox="369 500 815 740">Provide healthy, safe food to families who might have lost all other possessions</p> <p data-bbox="369 822 815 996">Eliminate the pain of hunger while people wait to be evacuated</p>	<p data-bbox="871 241 1367 412">Stay together – don't need to split up to look for food</p> <p data-bbox="906 565 1333 609">Comfort each other</p>	

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Feature	What the organization can do	What the family can do	What this means
<p>What can they DO? It should start with a verb</p>	<p><b>Arrange</b> delivery of food to hard to reach devastated areas</p> <p><b>Provide</b> healthy, safe food to families who might have lost all other possessions</p> <p><b>Eliminate</b> the pain of hunger while people wait to be evacuated</p>	<p><b>Stay</b> together – don't need to split up to look for food</p> <p><b>Comfort</b> each other</p> <p><b>Focus</b> on staying safe</p>	<p>Peace-of-mind</p> <p>Less stress</p> <p>One less thing to worry about in a time of devastation</p>

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**Copy tip:**

**Make it easy for donors to  
visualise the transformation  
to increase desire**



## Target Market



PROBLEMS  
INTERESTS

## COMPANY



PRODUCT  
SERVICE  
FEATURES



TRUST



---

**Why do people  
not like you ?**

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**Why do people  
not like your industry?**



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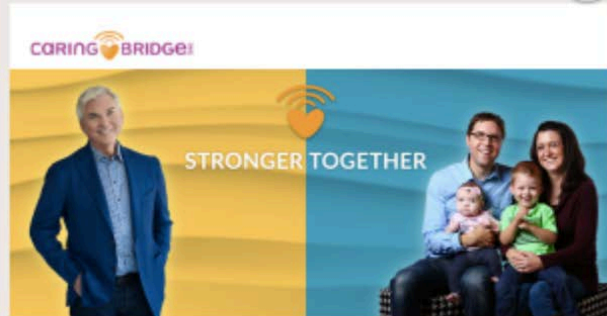
**How do you address this without calling  
out the competition?**

---

**Potential non-profit trust issue?**

**Organizations are impersonal...**

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.



Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to let families focus on what they need most: connection and healing.

Click to go back, hold to see history

Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

**80.3%** increase in traffic

## Copy tip

**You don't have to criticize  
other non-profits...**

*... just identify frustrations  
and then show how you're  
different*



## Target Market



**PROBLEMS  
INTERESTS**

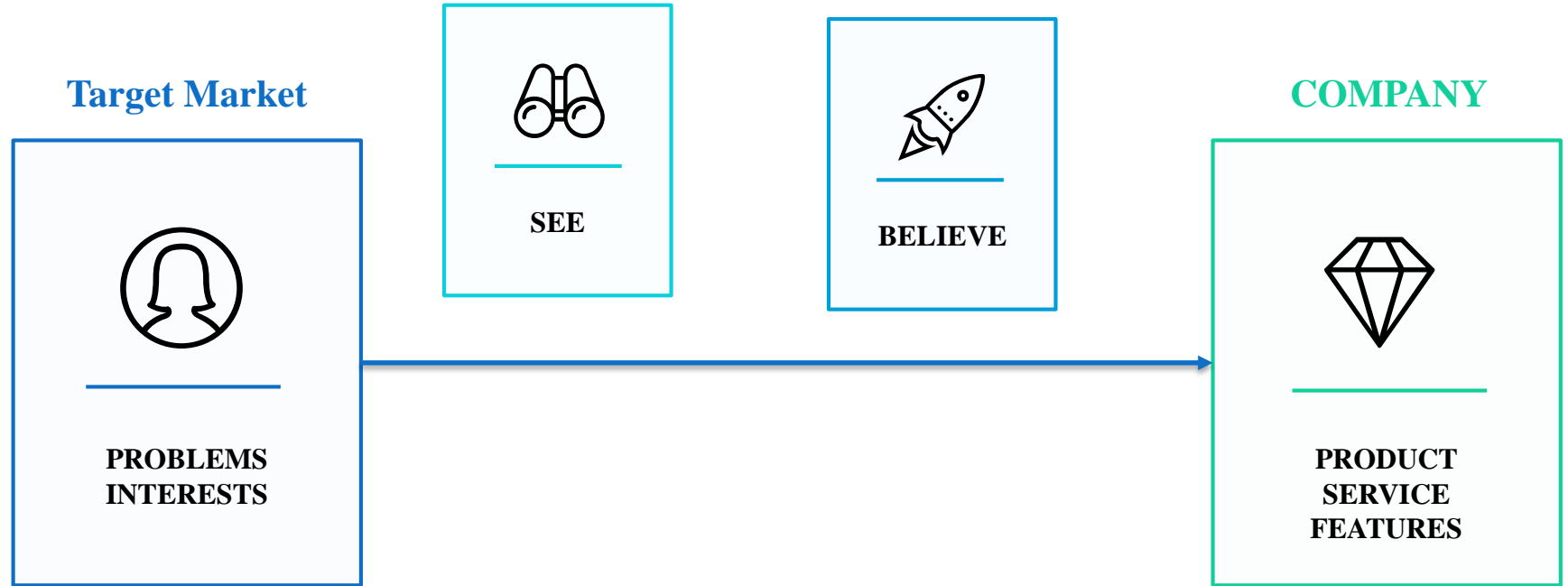


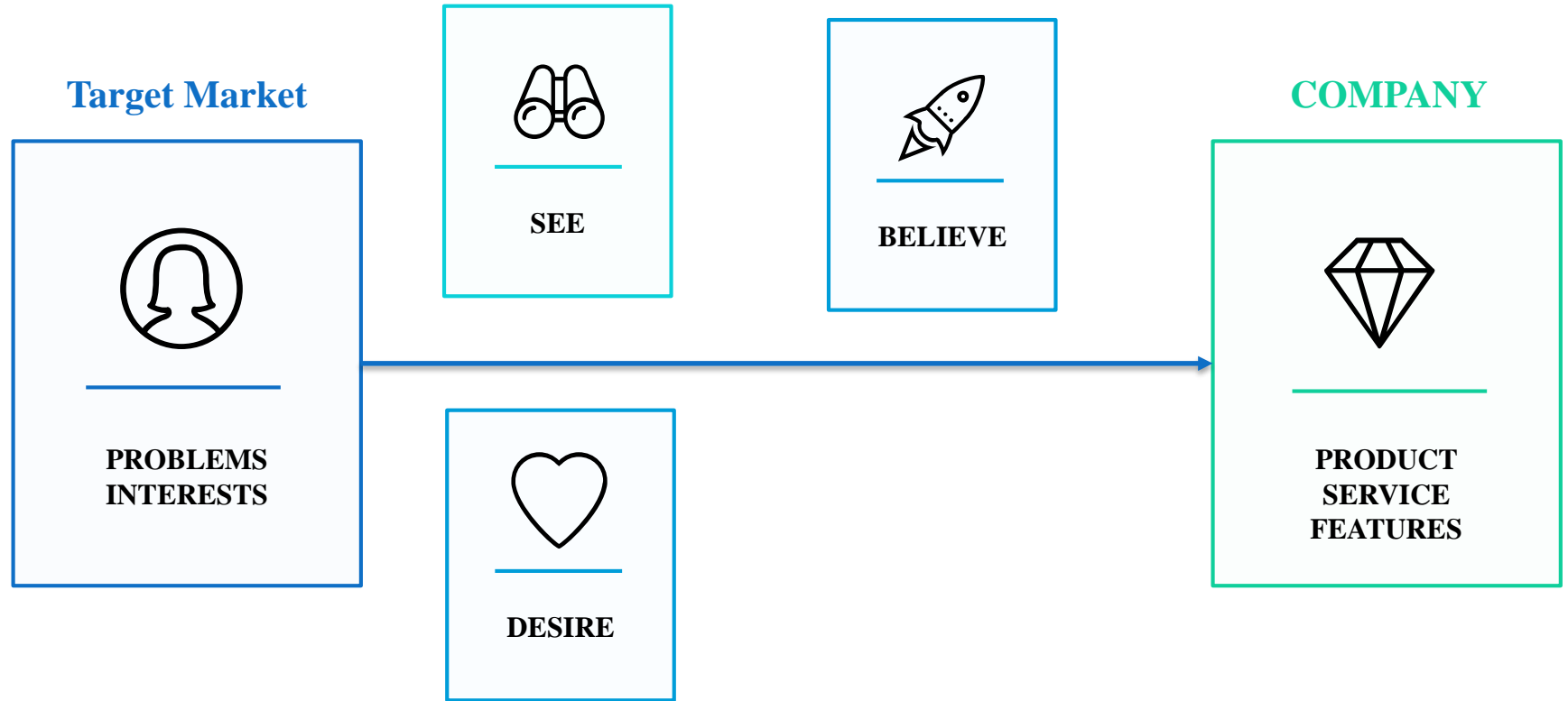
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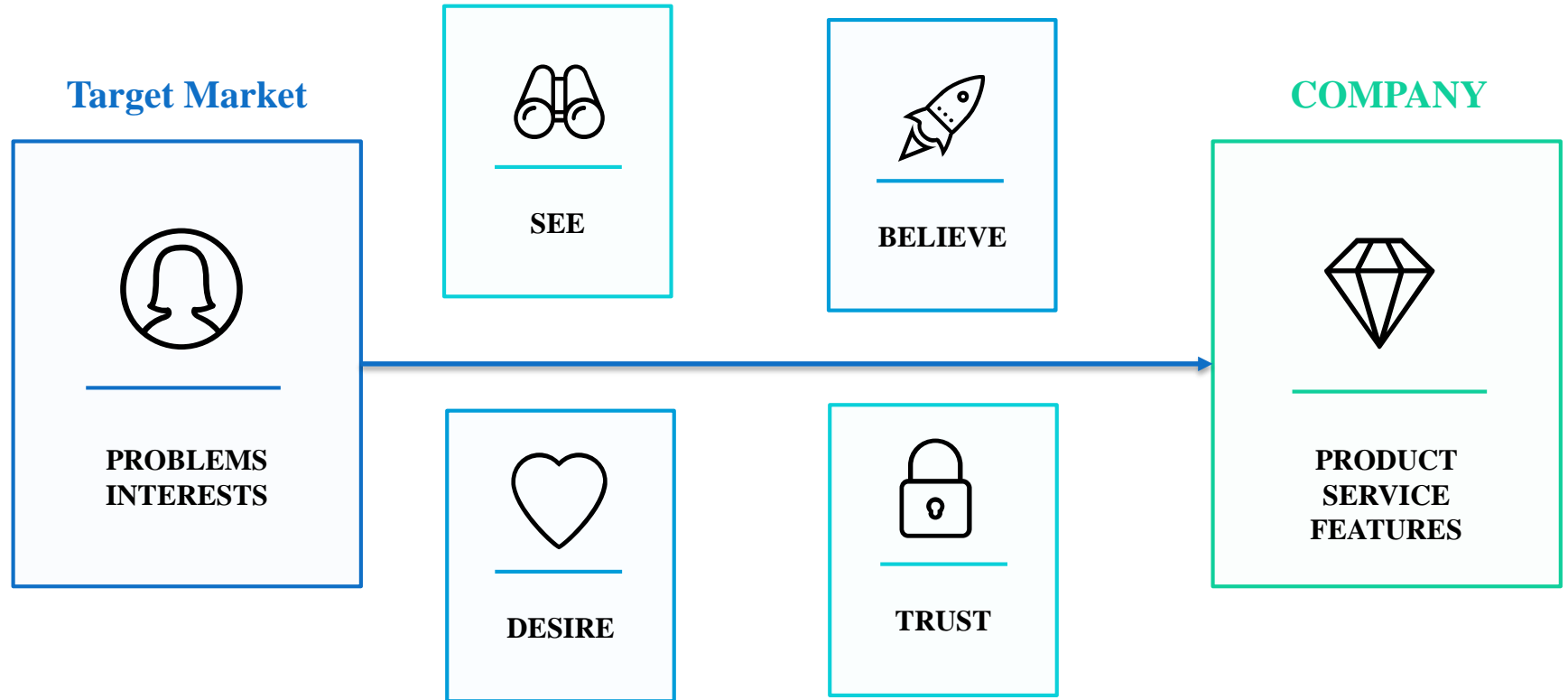
## COMPANY



**PRODUCT  
SERVICE  
FEATURES**





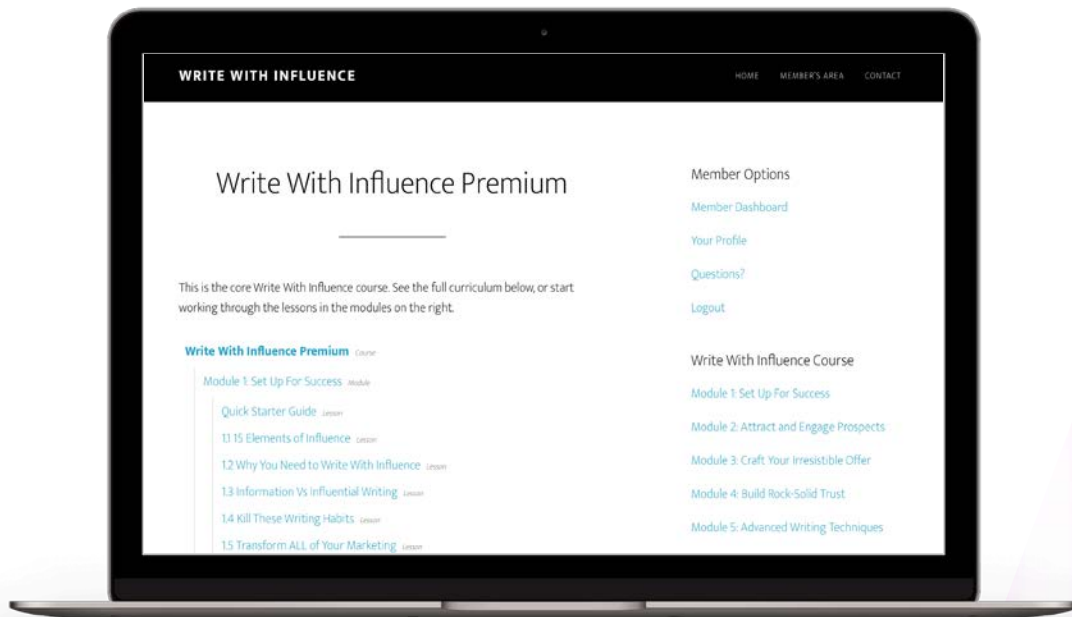






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