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Using RMBC To Crank Out Financial Promos - Jake Hoffberg

BONUS 13: Writing Financial Copy with Jake Hoffberg

Hey, Jake Hoffberg here.

I'm excited to share how I adapted the RMBC method to create a sales letter for the financial niche.

In fact, thanks to RMBC, I've been able to crank out a full sales letter every 2 weeks. Here's what I'll be sharing with you:

1. My handy dandy "two-column layout".

https://docs.google.com/document/d/1V1N-7CmeyF1U0VhKLYGMpU78EfI3PpHU6WU_Lm9VPqw/edit?usp=sharing

This is how I remind myself what that section of copy needs to accomplish.

You'll notice that the left hand column contains all the different parts of the 'Copy' part of RMBC.

Plus, how I adapted certain parts to adjust it for this specific promo and offer.

2. How I annotate every single line in the sales letter.

This is my secret for keeping all my copy short, punchy, and impactful.

3. The prolific use of proof in pretty much every single section of the sales letter.

Hint: It's a direct side effect of laying out the copy in blocks because I know each section needs to be supported.

This also makes it WAY easier to "self-edit" my copy.

In fact, I make all my juniors do this process before submitting copy to me for feedback.

Because usually, the biggest problem is the "critical thinking" portion of the writing process.

4. The advantages and limitations of the RMBC method in terms of the financial niche.

The Limitations

The RMBC method does not work so great for any sort of "single stock story" promotion.

This is when you are selling a specific investment opportunity (think penny stocks, 5g, crypto, pot stocks)...

Plus, it also doesn't work well with big "Macro Prediction" style promotions...

This is when you're selling someone on a prediction of what is going to happen to the markets in the future (i.e. "End of America" style doom and gloom promos).

Here's why.

When you're selling someone on an investment opportunity, you have to not only tell a compelling story about the money-making potential...

You also need to do a lot more research to establish a clear investment thesis (which can take a lot of time to build the case for a certain stock or a prediction package).

The Good

RMBC by itself works really well for what are known as "systems" promo.

Which refers to a scenario where the guru has created some sort of system for consistently pulling profits out of the stock market (which in a lot of ways is biz/opp ish in nature).

For most Agora-style pubs, the product being sold is some sort of "alerts" service where they get stock or options trades emails/texted to them...

However, in the example I provided, the client had a great software platform that - in my opinion - was way easier to sell than any typical Agora style backend I've written.

In conclusion, there is a LOT of stuff I've adapted from the RMBC process to help me crank out single stock stories...

Mostly by doing a better job of organizing my research on the front end and assembling it in a more orderly fashion during the creation process.

Hope this helps,

Jake Hoffberg