

Copywriting that Converts

- Fundamentals

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Copywriting that Converts - Fundamentals

Copy is the language that you use to communicate with your audience. Whether your medium is blogs, emails, tweets, Facebook posts, sales pages, or your elevator speech, you'll want to make sure that your copy is compelling to your ideal client, so that it converts!

In this module, we'll discuss:

- What copywriting is and why it's important
- Principles & common struggles
- Goals for copy elements
- Keys to compelling copy
- What you need to write compelling copy
- Types of copy
- Top copywriting mistakes (and what to do instead)

Intro To Copywriting

Copywriting is one of the most important skills you can have as a business owner. It's not just about the copy. **It's about being able to think in 'marketing language' – the language that is going through your client's head.**

Copy is not artistic or academic writing. It's not supposed to make people scratch their heads and wonder about the deeper meaning.

It's writing designed **to tap into the conversation that your ideal client is having in her head, and have her say, 'How did you know? You read my mind!'**

It is a direct conversation between you and your prospect, designed to help them take the action you desire, that is in alignment with providing the transformation you provide. Whether this desired action is in the form of likes, shares, opt-ins, or purchases, you will want to **keep this specific goal in mind when you craft your copy.**

[Note: Copywriting is a skill that can take years to learn, and is always evolving. That's why some of the top copywriters in the world can charge tens of thousands of dollars for a single sales page! So, be gentle with yourself if copy doesn't come naturally for you right away.]

EXAMPLES OF DIFFERENT TYPES OF COPY:

- Website
- Business Card
- Landing (opt-in) page
- Sales page website
- Flyer or postcard
- Poster or banner
- Emails
- Facebook or Google PPC ad
- Video script
- Elevator speech (Yes, your elevator speech is copy!)

Although each type of copy may have a different format, you will want to check that your marketing message is **congruent** and **consistent** from one to the next.

We will be going in-depth into copy for landing pages, sales pages, webinars, and email marketing in future modules. For this module, we'll focus on the copy which you'll use to sell your Signature System online and offline.

Types Of Copy You Need Right Now

COPYWRITING 101: Principles & common struggles

There are three important principles when it comes to writing copy.

1. Good writing is REWRITING

The first thing you write should never be the final thing that you publish. Your goal is to be able to shorten and change your writing every time you look at it. It's a living, breathing document.

2. Know your avatar

You can't write to "the void." You have to write to your ideal client avatar. This means not just a one-sentence description, but a full-fledged avatar profile. You need to know what she or he really likes, and what she's really struggling with. Giving your avatar a name (like 'Emily') makes it easier to write to your avatar. Think of it as though you're writing a personal letter to Emily every single time that you're writing.

Exercise: Imagine that 'Emily' (or your ideal client avatar) sends you an email. It goes along the lines of, *"I have this problem. I just need*

this one thing..." Now, write your response back to 'Emily'. You'll get a lot of your pain points and results out of the response to 'Emily'.

Next, jot down the following:

Here are 5 pain points that _____ (name of my avatar) is struggling with right now.

Here are 5 results I will help _____ with, by the end of our work.

3. Short and sweet (Less is more.)

Brevity is your friend. Bring in your 'editing machete.' Do not be attached to too many words. The shorter, the better. This goes for all aspects of copy (bullet points, CTAs, etc.)

Common Copywriting Struggles

1. Blank Screen Syndrome

Remember that good writing = rewriting. For the first draft of your sales page, landing page, email, etc. - don't shoot for perfect! In fact, go ahead and TRY to have it be awful. It will free you! Don't worry about the outline. Write short bullet points or notes to yourself. Then, play with it.

2. Writing is too formal

Marketing language is not formal. You are writing to your version of

'Emily'. You get to choose your tone, be more casual, and sound like you!

Tip: Use contractions. Unless you're very formal, use contractions such as don't, can't, won't, etc.

Don't write a formal, business email. It's much more likeable to write 'I'm going to send you...' rather than 'I am going to send you...' The "grammar police" have no power over you. You get to choose. Break the grammar rules and your emails will actually feel accessible. For example, I include these phrases in my emails:

"Yep."

"How cool is that?"

"I'm gonna..."

Hint: Read all of your copy out loud. You will be able to hear if it sounds formal, stilted, and awkward. Seeing it on a screen is so different than hearing it out loud. If it doesn't sound like something you would send your closest friend, it needs work. If there's a statement you wouldn't say 'in person,' then it probably doesn't belong there.

Tip: Use the Hemingway Editor app, which will force you to get rid of complicated language. [If you write above a 4th grade level, your copy will not make you as much money.] This will help you to use words like 'want' rather than 'desire' and 'help' rather than 'assist'.

Exercise to capture your authentic voice: If it's hard to capture your authentic voice in writing, consider setting up an interview. Ask a family member or a friend to interview you. They will read questions that you provide to them. The answers will give you conversational copy that you would actually say.

3. Writing perfectionism

When you need to get content out of your head, set a timer.

Challenge yourself: *"I have to write 10 headlines in 3 minutes"*
Or *"I have to write 5 bullet points in 1 minute."*

Remember, this is not going to be your final draft. It gives you a starting point and reminder to play with.

Goals For Copy Elements

3. Title v. Headline

Your title and your headline aren't necessarily the same thing. Your title may or may not even contain the title of what you're offering (depending on what you're offering.)

For example, I have many freebies and products that have fairly simple, straightforward names, which call out the benefits.

Examples include:

"The Elevator Speech Template to Attract High-Paying Clients"

"Profitable Free Consultations"

"The Top 5 Branding Mistakes for Coaches, Healers, and Consultants"
Webinar: "Profit From Your Gifts"

Each of these titles are solid on their own, but can be expanded with either headlines, sub-headlines, or bullet points.

2. Headline

A headline should answer 2 questions:

- a. What is it?
- b. What does it do for Emily (my avatar)?

For example, if someone comes to your landing page, they should be able to read the headline and know the gist, what it is, and what it does for them.

Example without product name:

“Revealed: The Secret Branding Formula That Creates Successful Coaching Brands Every Time (without expensive designs or websites)”

This headline tells the prospect exactly why they should read the page, without specifically mentioning the title of the product itself.

Headline Formulas & Examples

1. How to “yay” without “boo” (Good without bad)

Ex: “How to get consulting clients fast even if no one has ever heard of you”

2. Statement of offer

Ex: “Free (or NEW) book reveals how to create internet campaigns that sell”

3. Question about pain

Ex: "Are you tired of doctors who can't find out what's wrong with you? Finally, all-natural ways to get healthy and happy"

4. Dog whistle

*Ex: "If you have trouble sleeping, Please read this..."
Or "discover how to fall asleep naturally... without pills or medication"*

5. Perry Belcher Formula: [Trigger - Desired End Result - Time until Results - Overcome objection - Reverse risk]

Ex: "Finally, a formula that writes winning headlines in 15 minutes flat - without any copywriting skills - Guaranteed."

3. Sub-head (Optional)

A sub-head is a continuation of the same conversation. You can use a shorter headline and expand the conversation in the sub-head to keep the user engaged and tell them a little bit more.

Examples of sub-headlines (expanding value):

- *"Profitable Free Consultations: The number one way to offer free consultations that are powerful, profitable, and of service to your clients."*
- *"Profit From Your Gifts" 3 simple shifts to make \$3,000-\$10,000 per client (while working less and having a bigger impact.)"*

4. Bullet points

These should be skimmable and action-oriented. Tell the reader what they will be able to do as a result of engaging with your content! Pull from your pain points of the avatar, benefits from the program, end results your client will achieve, and so on.

In general, the more well-written bullets you can write, the better your copy will convert. For extra credit, come up with EVERY POSSIBLE benefit you can for your Signature System Offer and put them in a bullet point formula. Feel free to create two or three bullets per formula! (This many bullets is NOT necessary for freebies, but the higher the price, the more you'll need.)

Bullet Point Formulas:

- How to X, even if Y [X= Desired End Result, Y= Objection]

Ex: "How to get consulting clients fast, even if no one's ever heard of you."

- You need X, Right? Wrong! [X= Thing They Think They Need]

Ex: "You need a million affiliates to make sales online, right? Wrong!"

- X Ways to Y [X= Number, Y = Desired End Result]

Ex: "5 ways to burn fat this summer"

- Where to Find Y [Y= Desired End Result]

Ex: "Where to find clients"

- How to Eliminate X [X= Objection or Pain]

Ex: "How to eliminate skepticism"

- What You Should Never...

*Ex: "What you should never eat on an airplane"
"What you should never do when trying to sell high ticket clients"*

- Why [Counterintuitive] Works

*Ex: "Why banning affiliate marketing makes you more money"
"Why eating high fat foods helps you live longer"*

- Say Goodbye to [Frustration]

Ex: "Say goodbye to high tax bills forever!"

- "The Truth About X"

Ex: "The truth about writing copy"

- "What do do if..."

Ex: "What to do if you've tried everything but can't get traffic from Facebook"

- "When it's OK to..." [Find the thing they secretly want to do.]

*Ex: "When it's OK to eat ice cream every meal"
"When it's OK to refuse a sale"*

Every bullet is a little teaser pulling your prospect to buying. You can't screw up the bullets if you follow the formulas, and the more the better.

Also consider:

Big questions as bullets: Continue entering the conversation your prospect is having in their mind.

"Have you been trying to sell to the wrong kinds of clients?"

"Can you really earn 500% more revenue from the people who told you no, rather than the people who told you yes?"

"If you have [problem, concern, issue]" bullets

"If you stopped increasing your sales once you reached \$1K per week, see X"

"If you're having trouble writing bullets, check out page 12!"

"Dog Whistle" bullets, calling out your target market

"For Marketers: How to write better bullets every time"

"For Chess Enthusiasts: Why you're always losing in the late game"

Feel free to mix, match, and combine!

5. Short-heads

Give them an ACTION that they will do or discover.

"Write down your biggest fear"

"Do [x] now"

"Practice this first"

"Craft your signature speech name"

6. Call to action buttons

Please don't say, "*click here.*" Use strong verbs. Use ownership. Try, "*I want my copy!*" or "*Give me my free course now.*" Make them feel engaged, like it's something for them. And, be persuasive.

Example CTAs (Calls to action)

- Download my gift here on this page
- Sign up for my webinar
- Put the webinar on your schedule now
- Post a comment below
- Push the button below the video

Hint: "I want my _____" performs better than "get my _____" in split-tests. Try out different calls to action.

Note: You can also personalize the option when people decide not to opt-in for your free and paid offers. Consider, "*No thanks, I don't need any more clients.*" or "*I'm not interested in looking and feeling great.*"

Note: For all of these copy elements, making them bold and concise will make them 'skimmable.'

5 Keys To Compelling Copy

1. Benefits and results over features - always!

If you hire a tow truck driver, you probably aren't interested in hearing which tools or truck will be used. You want a result, which is to get your car from point A to point B. The same principle applies for copywriting.

For example, which sounds more compelling to you?

This Signature System Blueprint™ includes video trainings, handouts, audios, and 2 hours of private time! [Features]

Or *The Signature System Blueprint™ is a 6-step process that allows you to put your gifts out in the world in a way that you make great money, have a big impact, and preserve a lot of your private time!* [Benefits]

2. Always be asking, 'What's in it for them?'

When you do talk about the features in your program or product, create a "so that" or "so" statement explaining the benefits and results.

For example:

You'll have access to templates and examples, so creating your Signature System becomes so much easier!

This also applies for talking about the individual modules within your Signature System and how they will benefit your ideal client.

For example: Signature System Blueprint™



MODULE ONE:

IDENTIFY YOUR SIGNATURE TRIBE

Discover the ideal group of hot buyers that you're meant to serve, so you're paid top-dollar for what you do!

- Map the connection between your expertise & gifts, and the money you desire so you do what you love and are well-paid.
- Find the perfect application of your spiritual gifts so you serve the world in a much bigger way.
- Identify the most lucrative application of your expertise, so you make the maximum profit while doing what you love most.

3. Clarity is king! Be specific about features and benefits of what you're offering.

For example, "losing weight" may be a common goal, but the pain points and motivations are different for someone wanting to lose 5 pounds as opposed to someone who wants to lose 50 pounds.

Which is more compelling?

This program will have you losing weight while looking and feeling your best!

Or The Drop a Dress Size program will have you special-occasion slim in 2 weeks! Lose 10-15 pounds and 1-2 inches from your waist and hips without giving up your favorite foods!

4. If your copy doesn't inspire action, they are just words on a page.

You will find that the goal of most writing in marketing is not just to educate, but to Inspire - to show your ideal client what's possible and inspire them to take action!

5. Your copy won't attract everyone.

It shouldn't. If your copy isn't turning some people off, it's too generic.

Remember, if you're trying to speak to everyone, you will end up speaking to no one.

Instead, you will want to tailor your copy to your target market.

In order to write compelling copy, you will need

- The pain points of your target market,
- The benefits that you provide, and
- The action you want your audience to take.

Although there are many kinds of copy, those are the basic ingredients – without them, you can't write compelling copy.

Key Copywriting Points

1. Think about what they are thinking, not about what you know.

You know what they need, but they aren't thinking about that. They are thinking about what they want, which may look very different than what they need. Frame your offer in terms of it giving them what they want, not what they need.

For example, you may know the exact reason why someone may be feeling "stuck" in their business. (They don't have a niche or ideal

client avatar, which means they don't have their marketing language down to appeal to their target market, etc.) However, this prospect is only thinking about "getting more clients." Meet them where they are in your marketing language.

2. Use pain points effectively.

Use the language that is in your client's head. Don't try to 'pretty it up', reword it, or use a generic term to appeal to "everyone."

3. Write accurately about benefits.

Working with you is not a benefit. The result of working with you is the benefit.

4. Don't talk about process. (Talk about benefits and results.)

No matter how great your process is, the reaction to your process will range from, "I don't understand what you're talking about" to "I don't care." (One exception: Sometimes seeing the process can give the client confidence.)

For example, you may be an intuitive hypnotherapist and EFT practitioner. Which sounds more compelling?

"5 EFT and hypnotherapy sessions" Or a "Rapid Results Quit-Smoking Program?"

5. Study really great subject lines.

The biggest challenge with emails is that they don't get opened.

Spend 50% of your time on great subject lines, so people open and read your emails.

6. What is attractive changes every six months.

What is appealing both online and offline is changing rapidly now. Study and be aware to stay up with the latest 'hot' techniques.

7. Stories are always powerful.

People remember stories and feel connected to both the person in your story and you when they hear them. Stories generally make good copy.

8. Say less, not more.

If you have a tendency to be wordy, have an honest appraisal done of your copy.

9. Be enthusiastic and passionate, not hype-y.

It's very genuine to be enthusiastic, and you should be honest and proud about what you're offering. That's not hype-y. Don't use tactics for the sake of tactics unless they feel right to you, but do some mindset work on any marketing resistance so you don't walk away from good copy.

10. Have only one call to action per piece of copy.

Asking people to do too many different things in one piece of copy is confusing. Decide on the action you want them to take and point everything in your copy towards that one action.

10 Big Copywriting Mistakes (And What To Do Instead)

"Do [x] now"

"Practice this first"

"Craft your signature speech name"

1. Writing to "the masses"

It is no longer sufficient to write to "anyone" who could benefit from the problem you solve and transformation you provide. We are bombarded with information and advertisements 24/7 and are likely to tune out what isn't relevant to us. [Writing to "the void" also makes it very expensive to advertise.]

Instead, you want to craft your copy so it reads like a conversation with your ideal client avatar. If you don't know who you're speaking to, you will never reach them. Speak to their unique challenges, pain points, motivations, and desires.

2. Fixating on features

When describing your program or course, you might be tempted to say, *"This program has 15 hours of video trainings, 10 workbooks, and 32 templates."* Not only is this not compelling, but it sounds like a lot of work!

Instead, you want to focus on the benefits and results. When you do describe the features of or modules within your program, use 'so that' statements to describe, "What's in it for them?"

For example, *"this program has my step-by-step system broken down on video, so you have my exact process. And, you can watch these trainings over and over again. Use the customized workbooks to go through the process and design your own _____. You'll even have fill-in-the-blank templates, so you'll never stare at a blank screen ever again."*

3. Focusing on process

As the expert, you probably know the exact process to take your client through to get the results she desires. However, she is only thinking about what's currently wrong and what she desires.

For example, a health specialist may know that their clients would benefit from a *"4-step process to eliminate toxins, improve gut health, reduce toxic load, and get the body's detoxification process working on autopilot."*

Instead, you want to focus on the pain points your ideal client is experiencing and what she desires (benefits and results.)

Examples for this health specialist may include:

Feeling the mid-day slump? Don't reach for that 2nd can of coke! I'll show you what foods to swap out so that you have sustained energy throughout the day.

4. Overly technical language or use of jargon

Beware the curse of knowledge! You may be a highly experienced practitioner with many 'letters' after your name. However, complicated or scholarly writing will not convert.

For example, if you're an acupuncturist, and say, *"We'll check your meridians for blockage, for excess or deficient chi..."*

Instead, you want to meet your prospect or client where they are and use language that will appeal to what they want or need. For example, marketing language for the acupuncturist may include, *"We'll balance the energy points around your body where you feel pain to improve circulation and reduce inflammation. This works wonders for patients with chronic pain or frequent headaches."*

Hint: Use the Hemingway Editor App to check for complicated language and unnecessary words. If you're writing above a fourth grade level, you're leaving money on the table!

5. Choosing a problem not enough people know they have

It's always a good idea to have a solution to a problem. However, be careful about choosing a problem that not enough people know they have (or aren't motivated to solve.)

For example, a gut health specialist may know that *leaky gut syndrome* is a serious issue affecting many individuals. However, unless someone has been diagnosed with this disorder, they are unlikely to know this is the culprit of them not feeling well.

Instead, you may have to focus on the symptoms of the problem (i.e., pain points), or choose a more widespread problem as an entry-point. For example, the gut health specialist may have to focus on digestive issues, excessive fatigue, brain fog, or headaches to reach those who do not know they have a problem with their gut health.

6. Writing super long copy with big blocks of text

When we're excited, it's tempting to go on and on about something we're passionate about. However, information and advertising 24/7 often leads to "content overload" and busy lifestyles mean attention spans are shorter than ever.

Instead, you'll want to make sure your content is scannable and skimmable, as well as quick and easy to digest. Consider the following guidelines:

- Break up text with images, quotes, and other elements
- Use sub-heads with content blocks to sort and organize your copy.
- Can someone read the headline and sub-heads and get the gist of your copy?
- No more than 3-4 sentences per paragraph
- Alternate between short and long sentences.

7. Saving your best stuff for last

When telling a story or writing a screenplay, the events unfold naturally and we try to avoid giving away the plot too soon. However, it's assumed that your audience will stay to the end to find out what happens. (Do not make this mistake when writing copy, especially online!)

Instead, you'll want to weave your best content and takeaways throughout your copy. Use the sub-heads before a content block to give "spoiler alerts," so the viewer can understand your main point and read further for more details.

8. Being too clever

Beware of being too clever or being clever for the sake of being clever. A confused mind will never buy.

Instead, you want to enter into the conversation already going on in your ideal client's mind. Do not try to start a new conversation that contains puns, tired clichés, and acronyms that only make sense to you.

The exception to this rule is when your ideal client is already in your tribe and has been 'indoctrinated' into the concepts and language unique to your brand.

9. Writing copy without a goal in mind

Writing can be a creative outlet and it can lead to a collection of random blog posts or content that does nothing for your business. Instead, you want to have a clear goal in mind when writing copy.

What are the specific actions that you want your viewer to take? Then, craft your copy in a way that compels them to take this action - Provide value, inspire, educate, and show them what's possible as a result of taking action based on your content.

10. Not talking to your audience

It may be tempting to guess what your ideal client is struggling with and what she truly desires. However, for copy that truly connects and resonates, you need to use the exact language your ideal client uses (in their own words.)

The best way to do this is to interview your current clients and prospects. Ask them:

- *What is your greatest challenge with _____?* [Challenges]
- *What does that look like in your daily life?* [Pain points]
- *What are you hoping to accomplish with _____ over the next 3 months, 6 months, or year?* [Desires]
- *What does success look like for you?*
Or - If I could wave a magic wand and your problem is solved overnight, what does that look like to you? [Greener pastures]
- *What motivates you to seek out a solution to this problem at this time?* [Motivations]

Begin collecting these responses and sprinkle them into your copy. Not only will your prospects think you are reading their mind or designing programs just for them - Your target market will essentially write your copy for you!



Pamela is a sought-after business coach, author, and speaker with a history of groundbreaking successes in the transformational industry. After removing her own discomfort with marketing and sales, Pamela built her business from \$375/month to \$1,000,000 in less than 3 years. She specializes in working with conscious entrepreneurs to build six and seven-figure businesses by combining effective marketing strategies with cutting-edge mindset tools. Pamela created Attract Clients Online, a social media marketing agency, to support other transformational entrepreneurs like coaches, healers, speakers, trainers, and authors. She helps them introduce their brands to worldwide audiences while being well-rewarded for their transformational gifts.