

# Your Words Are The Bridge To Your Value



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# Agenda

- ▶ Copywriting red flags
- ▶ What you actually DO for your clients
- ▶ The sweet spot of copywriting
- ▶ What makes a story
- ▶ Marketing syntax
- ▶ What compels people to invest on the spot
- ▶ 9 'sales' your copy must make
- ▶ Praxeology
- ▶ Distilling your value into sound bites
- ▶ And more...

# About Me

3 C's: Copywriter, Catalyst and Conscious Business since 1998

My first cell phone convinced me...



# Unique Marketing Approaches



# Good Copy Shows “Value”



“Blind Man  
Without A Pension”



“Spring Is Coming –  
But I Won't See It”

Which One Moves You?

# Copywriting Red Flags

- ▶ Overusing “I” (especially on the home page)
- ▶ Not optimizing the reader’s thought sequence
- ▶ Referencing features, not benefits
- ▶ Bad headlines
- ▶ Boring content
- ▶ Irrelevant, ‘fluffy’ content
- ▶ Not meeting the mental conversation happening
- ▶ Not having a call to action

You can (and must!) avoid all of these!!!

# What You Actually DO For Your Clients

- ▶ You create change in your clients' lives:
  - Shorten the journey by helping with constraints
  - Eliminate busywork
  - Leverage their resources
- ▶ Your copy becomes the bridge between new knowledge and taking applied action with your solution to get a transformation!  
(aka, the “value” of what you offer)

# The Sweet Spot Of Copywriting

- ▶ Where your product goal meets your reader's need.
- ▶ Tell a story that has impact, actionable frameworks and a compelling call to action.
- ▶ Copywriting is a sequenced communications plan to build your brand, your tribe and your revenues.

# What Makes A Story

- ▶ **CHALLENGE** – Something has had to be overcome.
- ▶ **ACTION** – People carry out actions (specific tangible things) to react to the challenges.
- ▶ **TRANSFORMATION** – The world (and the hero) changes because of their actions.

**COMPELLING / EVOCATIVE / MEMORABLE / REAL**

# Marketing Syntax

- ▶ Syntax means right order. The right order conveys a very specific meaning; in the wrong order, your potential customers just won't get it.
  - T-A-C vs. C-A-T
  - "My services will help you increase profits" vs. "My profits will help you increase services."

# Thought Sequencing Methods

- ▶ Promise
- ▶ Picture
- ▶ Proof
- ▶ Pull
- ▶ Attention
- ▶ Interest
- ▶ Desire
- ▶ Action

# Smart Messages Attract Smart Clients

- ▶ Narrow your message:
  - Meet needs
  - Anticipate goals
  - Share the vision
- ▶ Teach people (not ideas or probabilities).
- ▶ The smarter the message, the smarter the prospective client.



# What Compels People To Invest On The Spot

- ▶ People will buy the best crap they can find – you owe it to them to get seen!
- ▶ The ONLY thing that compels people to act... you MUST make the ask!!!
- ▶ Make their investment smaller than not investing with / through you
- ▶ Optimize the reader's thought sequence

# 9 Sales Your Copy Has To Make

1. Attention

2. Readership

3. Benefit

4. Credibility

5. Uniqueness

6. Value

7. Safety

8. Convenience

9. Now

# Praxeology

- ▶ People make decisions based on an economic principle called Praxeology – either on mathematical value or hedonic value.
- ▶ Something has more (hedonic) value when it's more fun, easier, simpler, less stressful, feel special / important / unique.
- ▶ Sell perspective for hedonic value (secrets, the choices that led to \_\_\_\_\_, reactions, thought process, actions, motivations, experience, etc.)

# What Is Your Perspective?

- ▶ Sounding the alarm
- ▶ Seeing the future
- ▶ Telling the truth
- ▶ ???

You **MUST** have perspective to stand out in your industry!

# Distilling Your Value Into Sound Bites

- ▶ Please write:
  - the egoic label of your ideal client
  - the transformation you predictably deliver
  - three benefits of your work
- ▶ Put into this statement:

\_\_\_\_\_ hire me to do \_\_\_\_\_ so they can \_\_\_\_\_.

(Can anyone else say this and it be true for them too?  
If yes, start over!) 😊

# How To Know You Need To Learn To Write Good Copy

- ▶ You don't feel clear when you talk about what you do.
- ▶ Other people don't know how to describe what you do.
- ▶ You feel hesitant to write about your offers.
- ▶ You find it difficult to put together products or promotions.
- ▶ You procrastinate on marketing your business.

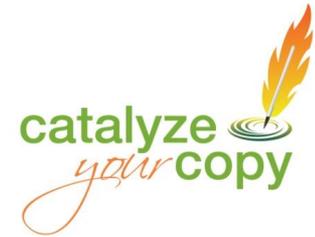
**Good copy is your key to attracting clients and, as a result, creating positive change in the world.**

# Your Turn...



## Any Questions???

# To Go Deeper...



Learn How To Find And Write Your Authentic Voice For Clear Communications, Concise Messaging And Optimal Client Conversions

An 8-Part Webinar Series That Teaches Simple Copywriting Strategies, Techniques and Thought Sequences For Powerful, Compelling And Magnetic Marketing

[www.CatalyzeYourCopy.com](http://www.CatalyzeYourCopy.com)

# It's Best For Coaches Who...

- ▶ Know it's time to take their business to the next level
- ▶ Aren't necessarily good writers but are ready to apply the teachings
- ▶ Have at least a business direction (even if no products or programs are defined yet) so that there is a way to focus for maximum value
- ▶ Choose to create a compelling connection with their market

## Lesson One: Your Key Messages

- ▶ Your audio logo
- ▶ Networking introduction
- ▶ Using word bridges
- ▶ Benefits vs. features
- ▶ A note on determining your best niche
- ▶ Articulating your three key benefits

## Lesson Two: Your Main Marketing Message

- ▶ The 7 components of your marketing message
- ▶ 12 characteristics of effective and memorable marketing messages
- ▶ Key differentiators
- ▶ Persuasion writing technique

## Lesson Three: The Keys to Compelling Copy

- ▶ The 7 motivating soul needs
- ▶ The 5 stages of enrollment
- ▶ The top words / phrases to use in your copy
- ▶ How to write compelling headlines

## Lesson Four: The Psychology of Copywriting

- ▶ The 4 voices of consumers and their buying motivations
- ▶ How to write in each style
- ▶ How to active the unconscious for buying decisions
- ▶ Pleasure or pain?
- ▶ Attention formulas

# Clients Say...

*“This isn’t just a copywriting course – it’s a personal development course too because I have to know my value before I can write about it!” ~ Maria Benning, Austin, TX*

*“I had no idea what I didn’t know about marketing... in just the first three lessons, I generated my first \$997 payment EVER in my business! It’s copywriting and sooo much more...” ~ Jyoti SaeUn, Oakland, CA*

## Lesson Five: Conversion Points in Copywriting

- ▶ Constructing clear calls to action
- ▶ Website conversion keys through optimized thought sequence
- ▶ Creating an irresistible offer
- ▶ Keywords
- ▶ SEO

## Lesson Six: Key Marketing Pieces

- ▶ Bio / backstory
- ▶ Blog entries and articles
- ▶ Social media formulas
- ▶ Testimonials
- ▶ Success stories
- ▶ Video marketing
- ▶ Press releases

## Lesson Seven: Your Website

- ▶ Drafting the main pages of your website
- ▶ Mistakes to avoid in copywriting
- ▶ Optin incentive
- ▶ Thank you pages
- ▶ Autoresponders

## Lesson Eight: Distribution Points

- ▶ Places to distribute and circulate your content
- ▶ Platform–building strategies
- ▶ Spinning and repurposing content
- ▶ Content marketing strategy

# Finer Points



- ▶ This is a **virtual course**, offered by pre-recorded webinars, accompanied by **Learning Guides, bonus materials** and **document templates** over the course of eight lessons.
- ▶ You will learn marketing basics as well – after all, you can't write copy if you don't know how to market!
- ▶ This course is very practical – you must be able to **DO** it on your own (or know what you're hiring for)!
- ▶ You determine your actual pace of writing in this course and are not required to write anything if you don't choose to do so.

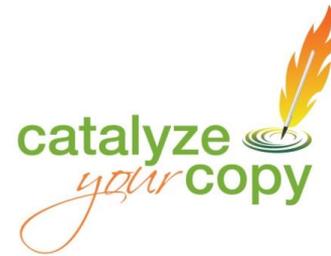
# Copywriting Is The #1 Skill You Need To Market Your Business!

- ▶ If you don't know how to write marketing copy, you're either leaving money on the table with potential clients OR you're spending too much in outsourcing it (and, in that case, it may not be reflecting your true voice either)
- ▶ I've been teaching entrepreneurs how to do business better since 1998.
- ▶ Copywriting is a core skill that must have context in order to grab onto it more effectively – and that's why this course doesn't teach only copywriting.

# In Closing

*“The secret of all effective advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships.”*

~ Leo Burnett



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