



The Coach School

Bonus:

Marketing
Copywriting

ALLI WORTHINGTON



BONUS:

Marketing Copywriting

Words matter. As you write copy for all your marketing needs, remember that. Every word choice you make will help you establish the "know, like, trust" factor.

As always, keep these prompts in mind as you decide which words to use in your copy:

- Who is going to be reading this? Who is my perfect person?
- What is the problem I'm going to solve for them?
 - Use the "Hook, Story, Close" formula, when applicable.
- How can I establish relevance?
 - Think, "How can I make it worth their while?"
 - Show that you understand where your perfect person is coming from and have been where they are.
 - Pro tip: Incorporate the problem into the hook portion of the story to attract your perfect person.

► *Headlines*

Make your headlines short and punchy. Think of them as a "teaser" for the product or service you're offering. Address the problem you're going to solve and the person you're trying to attract. After all, a headline's purpose is to grab your perfect person's attention and convince them the rest is worth reading.

You want to make a relevant promise to the reader about what they'll get out of your coaching. Anticipate and answer their unspoken questions: "What are you promising to tell me? Why would I want whatever you're talking about?"

Be specific, not general. State problems over solutions because that will make them read on. Keep them curious; curiosity boosts open rates.

(cont.)

Write a headline using a common mistake your perfect person might be making.
(Eg. "Most women think they're saving enough for retirement, but they're wrong.")

Write a headline that busts a myth your perfect person might believe.
(Eg. "Participation trophies don't really help kids' self-esteem.")

Write a headline that uses a number, percentage, or time limit to attract your perfect person. (Eg. "Only 5 days 'til my 'kick your cravings' mini-course goes away.")

Write a headline using a 3-part series. Put the most important thing first or last. End with a bang, not a whimper. (Eg. "Meal plans, workouts, and training – oh my!")

(cont.)

► *Subject Lines*

In emails, subject lines are the most important copy, while headlines are the second. For emails, remember to keep them personal (using the name of the reader if you have access to it) and your open rates will be higher.

Some key principles to remember:

- Create urgency to take action.
- Keep it simple.
- Relate to your perfect person.

Write a subject line that would make your perfect person curious.

(Eg. "I've got a big secret to tell you.")

Write a subject line that uses scarcity or urgency to intrigue your perfect person.

(Eg. "Only 3 spots left in my online meditation class!")

Write a subject line that uses contrarian language to pique your perfect person's interest. (Eg. "You're not going to believe what my client achieved in just 10 weeks!")

(cont.)

► *Email Marketing*

You don't "own" your Social Media audience, which is why building your email list is so important. Email is the best and most valuable way to keep up with your perfect person.

Since we all have short attention spans and are visually-minded, good copy for email marketing is critical.

Key elements of a good email include:

- An interesting headline
- A compelling subject line
- Body that uses easy-to-read formatting such as bullets or bold subheadings
- Short paragraphs
 - I recommend paragraphs no more than 3.5 lines tall.
 - Shorter paragraphs are easier to skim and digest. Any big block of text will get skipped. When in doubt, make a new paragraph.
- A clear call to action
 - Unlike social media, don't be afraid to sell in your email

► *Eight Guiding Principles for Effective Copywriting*

- **ONE: Consistently be yourself.** Remember your brand. (Eg. "Data can be downright sexy – because using it right helps you make more money.")
- **TWO: Talk to your potential client as you would talk to a friend.** (Eg. "Hey Mom, I know you're exhausted. My 20-minute at-home workout will give you energy, stamina, and strength.")
- **THREE: Keep it simple.** Give it the "kid test." Can a 10 year-old understand it? If you need more of a refresher on this, look back at Module 3, Training 4, where we talked about connecting with clients. (Eg. "Your puppy potty-trained in 5 days – guaranteed!")

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- **FOUR: Think of your Perfect Person.** Everything should be crafted to resonate with him/her. Remember their fears, hopes, and dreams. Try to replace "I" statements with "you" statements when possible. (Eg. "So you want to write a stellar book proposal and receive multiple offers from publishers? Dozens of my clients have done just that.")

EXERCISES

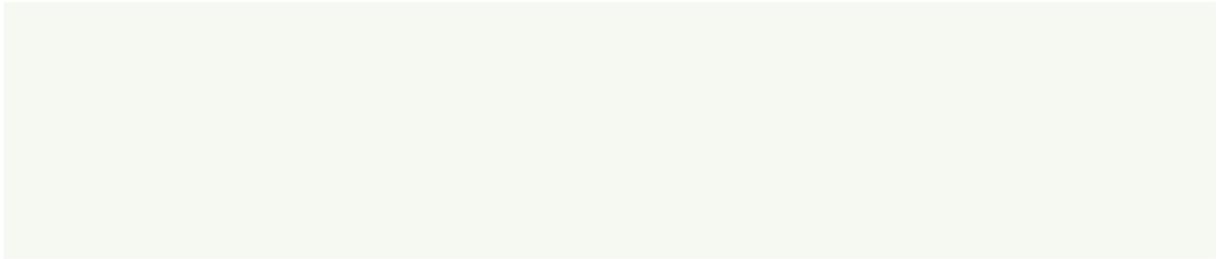
Turn words about products into words about "experiences." Write a sentence describing a product you want to offer using this technique. (Eg. "After my 25-days-to-a-killer-closet course, you'll feel like a million dollars when you look in the mirror!")

Turn words about buying into words about "having." Write a sentence describing a product you want to offer using this technique. (Eg. Instead of "Buy my e-book and discover the secret to potty training your toddler without anxiety," write "My e-book lets you potty-train your toddler with peace and purpose.")

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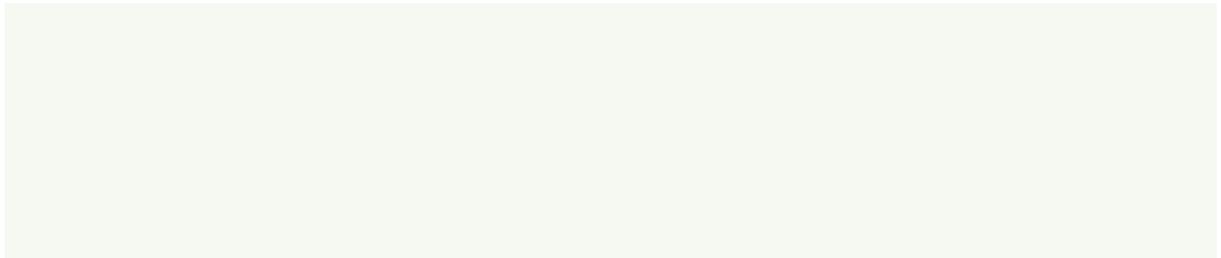
- **FIVE: Create a micro culture of YES.** Our job is to facilitate change at a micro level. We do this by asking questions that can only be answered in “yes.” Ask them to engage in tiny actions (Eg. close your eyes for a second...), then small actions (Eg. comment on this post...), and finally big actions (Eg. leave a review...).

Write a social media caption that asks your perfect person to engage in tiny actions, then small actions, then big actions.

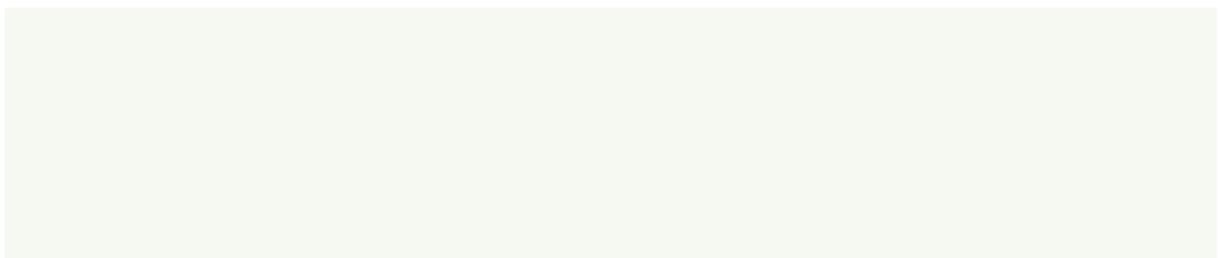


- **SIX: Create anticipation.** With everything you do in marketing, you want to set an expectation for what’s to come. The expectation can be mini or big, but it must be a promise or expectation that you can consistently meet, fulfill, and/or exceed. Remember – trust is built over time – one promise fulfilled at a time.

Write an idea for an article or post that uses a top ten list. (Eg. “Top Ten Books I Used While Raising Teenagers.”)

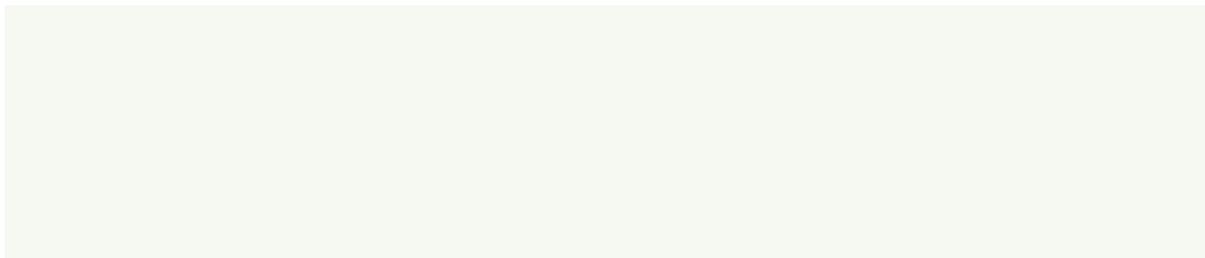


Write a statement that tells folks what’s coming. (Eg. “Stay tuned for next week’s newsletter when I’ll reveal my new course details.”)



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Write a statement that uses modifiers to create anticipation. (Eg. Instead of "It's a Fall Sale!" write, "Our Annual Fall Sale is Almost Here!"



- **SEVEN: Edit ruthlessly.** A great tip is to read your copy out loud. (I find so many errors that way, even after I it's been edited! This practice also helps me make sure I sound the way I want to.) If you're not a great editor yet, find someone you can pay or trade services with who will do it for you.
- **EIGHT: Remember your call to action (CTAs).** With everything you write, you want to know the goal in advance. With that goal in mind, always add in a call-to-action. Tell the reader what you want them to do. The best CTAs are urgent, clear, and specific.

Now that you're armed with all these tips and insights, spend some time creating content that will engage your perfect person.

Remember, you can always tap into your Mastermind or other students at The Coach School if you have questions or need feedback on your copy! You got this!