

~Copywriting Action Plan~

How To POWERFULLY Communicate Your Marketing Message To Increase Results ~

*7 Power-packed Insider Tricks
of the Copywriting Trade
to Dramatically Increase Sales of
Your Products and Services*



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~The Scoop from Lisa Manyon~

Hello Savvy Marketer,

I want to personally thank you for taking the time to invest in your business (taking the time to read this is an investment). While we may or may not work together my desire is that you succeed no matter what. And it's really important to choose a copywriting partner and content strategist who has a work style that meshes with yours. Someone who can help you craft an authentic marketing message to capture your true voice (or at the very least, show you the way).



One of the things people underestimate is the amount of content you need to create to support your business. From newsletters, blog posts, social media updates, white papers, special reports, sales pages, web copy and the list goes on.

I have found that there are three key components to marketing success.

- 1) Identifying what you need to write.
- 2) Creating a strong online presence with a clear and compelling website.
- 3) Developing a Content Strategy Plan.

I support you in achieving these goals with these services.

- The Copywriting Action Plan to help you write better copy and identify what you need to write so you can start planning your content. (This is my free gift to you).
- Manyon Marketing Web Makeovers and 5 Page Web Copy Packages help you create or revamp your website so it's getting better results. (These packages are available to you and I do limit them to only 4 Manyon marketing Web Makeovers a week and 4 web copy packages a month.)
- The Content Strategy Plan helps develop your marketing editorial calendar for 12 months at time so you don't have to struggle with what to write. (Available only to preferred clients who are truly web ready — you don't want to drive traffic to your site if it's not doing its job.)

~ The Scoop Continued ~

I'm honored to have the opportunity to support you and am excited to have you as a member of the Write On Creative Community.

I know without a doubt my mission is to give women a voice to turn your ideas into something that matters. While I don't exclude men, the majority of my clients are wildly diverse entrepreneurial women with heart-based, conscious businesses. Many are coaches, authors, speakers and artist and while you are wildly different there is a common thread. That common thread is a BIG mission. Often you struggle with creating a palatable marketing message that doesn't feel icky or too salesy. The good news is I can help. I'm often told that I hold the vision for where you are going before you even see it yourself. I also have the gift of capturing your voice in way that feels right to you, says what you want to say without hard sell tactics ,and most importantly, connects with your ideal clients.

The Copywriting Action Plan will help you get really clear on all of the content you'll need to effectively market your business. You'll also learn tips to connect your message to market and build lasting relationships, create customer loyalty and ultimately increase your results. From there you'll decide your next steps (often the Manyon Marketing Web Makeover is the next step — especially if you've already established your online presence and know it needs some help).

You can expect to stay connected via my online newsletter approximately once a week. I'll also send you a few follow up messages within the next two weeks to see how you're progressing with your journey (it may seem like a lot of communication to start and it will slow down to only once a week unless I have a big promo to share).

Cheers to your continued success!

Let's get started.

Write on! ~





~Copywriting Action Plan~

How To POWERFULLY Communicate Your Marketing Message To Increase Results ~

7 Power-packed Insider Tricks of the Copywriting Trade to Dramatically Increase Sales of Your Products and Services

Welcome to the wonderful world of entrepreneurialism, business ownership and marketing management! **You see, no matter what your profession, you will always have a second job—the job of a marketer.**

We're all fueled by our passion. Regardless of what it might be, we want to be happy, successful and enjoy life, right?

The bottom line is we've chosen our specific role or followed our calling for a reason. When it comes right down to brass tacks, though, we must do much more than what we love. **We have to market, advertise and promote our services.** Or we have to find the right person to add to our team to get the job done.

One of the most important aspects of marketing is your Copywriting Action Plan.

This is where POWERFULLY communicating your marketing message to increase results comes into play. I say "play" because I love my work. As a professional copywriter and marketing strategist, you might say I have the best of both worlds. I'm able to skillfully merge my role as passionate entrepreneur with the role of marketing my business... and luckily for you, yours too.

You see, the success of any marketing, advertising and promotional campaign all hinges on one very important factor—content.

Content translates to copy and honestly anyone CAN write. **It's a fact that if you can talk, you can write. At the same time just because you CAN do something doesn't mean you should.**

Copy is more complex than simply writing something and popping it into your medium of choice. **Strategies need to be considered when cleverly crafting copy.** It's important to know:

- o what you want to say
- o who you want to say it to
- o how you need to present your information to get results
- o where to place your message
- o when to place your message

Once you've carefully considered all the elements of your marketing efforts you have the foundation for your Copywriting Action Plan.

I challenge you to carefully examine your current marketing efforts. Chances are they can be improved with a detailed assessment of your advertising, marketing and promotional materials.

Ask yourself:

1. How strong is my copy?
2. Am I making the right offer?
3. Am I happy with the results?

By examining your copy, offer and results, you'll often find areas for improvement. From there it's up to you create a Copywriting Action Plan to reach your goals.

There's more to copy than just filling space with words. In fact, having a plan for all of your copywriting efforts will place you miles ahead of many other businesses.

With that being said, let's jump right into my tips to help your copy succeed and start developing your Copywriting Action Plan.

1. Understanding the importance of copy

First and foremost, it's vital to understand why copy is so important. Your business success depends on copy more than you might realize.

It's amazing how many people don't even know what "copy" is.

It's even more amazing that many people who do understand the true value and power of copy don't utilize it to the fullest—let alone create a Copywriting Action Plan.

Copy is the written part of any marketing, advertising and promotional piece.

One of my favorite analogies comes from my friend and mentor Lorrie Morgan–Ferrero. She professes that copy is the DNA of all marketing materials and she is so right. Imagine stripping away the words from any broadcast radio or television script, print ad, brochure, website, billboard, business card... well, you get the idea.

As you imagine advertising, marketing and promotional pieces without words you begin to realize how important carefully crafting your copy really is.

Once you grasp how important copy is, you're able to begin the process of crafting copy that sells. **If you aren't interested in doing the actual writing yourself, you'll at least understand why it's necessary to partner with a pro to help you powerfully communicate your message to increase results.** Plus, it's often a good idea to have another set of eyes review your copy or possibly even create new copy from a fresh perspective.

Take Action Challenge:

- Stop and take a moment to ponder all the areas in your business where copy is necessary.
- Now review one piece of copy.
- Ask yourself "How important is this marketing material and is it doing its job?"

2. Know who you're speaking to

This may seem like a no-brainer to you. At the same time, I've seen seasoned business owners grossly underestimate how crucial it is to really connect with prospects.

If you think "everyone" is your target or prospective market, your copy will be watered down. Vanilla, if you will. Bland copy doesn't sell and a broad approach to capturing your market is kind of like trapshooting. Hit and miss. Unless, of course, you're a sharpshooter or in this case a professional copywriter who can skillfully reach your desired target.

I actually once had a marketing professor in a small market claim he advised his students to target everyone in small markets because it's too expensive to segment. I was shocked and amazed by this methodology, especially since it's proven time and again that direct marketing works best. Not everyone is your ideal client. **Not everyone has interest in your product or services. And, most importantly, not everyone is prequalified to invest in what you have to offer.**

So, really think about who you want to reach BEFORE you begin writing. **Consider your ideal clients.** Hone your marketing skills to become laser focused on who you really want to work with and how you will benefit them. You want to be clear on this before you hire an ace copywriter to help you out, too.

Bottom line is: The more clarity you have about who you want to do business with, the easier it will be to connect with them.

Take Action Challenge:

- Think about your business and who you ultimately want to work with.
- Consider all the entities of your business, products, services etc.
- Are your marketing materials specifically created for your ideal customer?
- Make a list of all of your marketing efforts.

3. Discover your audience's "hot buttons"

It's one thing to know who you are speaking to and it's another to actually get through to them.

Here's what I mean.

Often, we become so impassioned by our work or what we have to offer, we forget to really focus on our customers.

Taking the time to discover the "hot buttons" of the people you want to reach will greatly increase your chances of building relationships, really connecting and making a sale or lasting business partnership.

Personally I ask several key POWER point questions to really get to the heart of my audience (or my client's audience if I'm creating copy for someone else). I suggest you do the same.

After reviewing the POWER points, I go even deeper and clients immerse themselves in my specialized questionnaires.

Knowing what really makes your customers tick will give you the competitive edge to present your product or service in a way that motivates action and closes the sale.

It's also vital to realize sometimes you're simply too close to your own business to be objective. **This is where an outside perspective from a professional copywriter can be really useful.**

Take Action Challenge:

- Ask yourself, "Do I really know what makes my customers tick?"
- What are your prospects'/customers' hot buttons? What keeps them up at night?"
- Are you connecting on your prospects' terms to help close the sale?
- What motivates people to buy from you instead of someone else?
- Would an outside perspective help you gain clarity?

4. Leave your ego behind

This is often the hardest concept to grasp, but a crucial component to fully understand when writing effective marketing content. **When preparing copy about your business you need to keep your ego in check.**

You might not even realize how your ego is projected in your current copy or marketing efforts or how it might be perceived by others including potential business partners or clients.

Simply put, your customers are interested in how your product or service will benefit them. You can be the most accomplished in your field and try to sell your products or services by explaining how great you are. Chances are your copy will fail (or at the very least not get the response or results you'd hoped for).

Certainly you want to include your qualifications in some marketing applications (think bio's, resumes, media pages, brochure information, etc.) and at the same time the core focus of your copy should be on your end-user. **Again, it's all about connecting with the consumer in a friendly, purposeful way to promote action.**

Always focus on the customers and what they will gain. Speak to them directly. This easy trick will increase results every time.

Take Action Challenge:

- Take a moment to think about what's important to your core audience.
- Now review your list of marketing materials you previously compiled and highlight the copy you should create, revamp or completely rewrite to focus on your end user.
- If you don't have the time to tackle projects yourself start outsourcing and offloading to a trusted copywriter today.

5. Include an offer or call to action

What do you want readers to do?

- Purchase your products?
- Sign up for your ezine or newsletter?
- Invest in your services?
- Send referrals your way?

Then by all means, TELL them.

While cute and clever ads with sophisticated wordplay and subtle innuendos may win advertising awards, clearly communicated offers and direct response is what delivers increased sales.

Now that you've taken the time to connect with your audience, it's important to let them know what to do next. The purpose of your advertising, marketing and promotional efforts should be clearly defined with an end-result in mind. **Craft your copy to support your goals and the needs of your clients.**

Are you guiding your customers to take action?

Take Action Challenge:

- Take a moment to review all of your marketing materials today (even if you hired a fancy ad agency to create them).
- Do all your efforts have a call to action or guide your prospects towards the sale?
- Prioritize your projects and start updating your copy to motivate sales or action. The sooner the better.

6. Tell a story to engage your audience

You may have heard the saying *Facts Tell and Stories Sell...* This is especially true when it comes to copy.

Facts are definitely important and you'll want to be truthful in any copy you create. Facts educate. Statistics can also be helpful (think facts and figures) and you can weave them throughout your copy. Just remember who you're talking to.

Studies have shown men tend to be more interested in facts and figures. Women tend to connect emotionally on a relationship basis. Of course this is a general statement and I firmly believe a blend of facts, statistics and emotions must be incorporated in most copy.

To really connect you'll also want to engage your audience with storytelling. **Figure out a way to connect your personal and professional experiences with your core audience's desires.**

Can you POWERFULLY position your product and/or service in such a way your target audience will envision a better life because of your offer?

What is your story and how does it make life easier, faster, or more complete for your customers? Become an expert storyteller to increase your results. Just make sure they're true stories and not tall tales. Truth in advertising is still the right way to go.

It's time to connect on an emotional level.

Take Action Challenge:

- Are you entertaining and engaging your audience with stories to connect them with you and your product or services?
- Think about ways you can build relationships through storytelling.
- Now make a list of your stories.
- Which marketing pieces need to connect with your audience?
- How can you weave your stories throughout your copy?

7. Consider the medium or channel of placement

Where is your message going to be seen or heard? This is an important question to consider BEFORE writing a single word.

Will you reach your audience via radio or television broadcasts, viral video marketing, billboards, online marketing via blogs or websites, direct response mailings, email, trade publications, newspaper ads, press releases or some other method?

Knowing your delivery method is crucial to deciding the length of copy. Do you need a long sales letter to speak to already qualified leads? Is a short, pithy ad in order? Or, is this a campaign requiring a skillful balance of long and short copy?

What works in print might not always work in broadcast and vice versa.

Do you see why it's important to understand your delivery options and educate yourself on what is effective and what is not? **If you don't want to take on this task yourself, the key is finding a crafty copywriter with experience spanning the mediums so your message is carefully tailored to work with the delivery vehicle of choice.**

Take Action Challenge:

- Before you write a single word of copy, consider your medium.
- Are you ready for a new approach with your marketing materials?
- Jot down your general ideas and then match your idea with the appropriate medium.

I know I promised 7 tips. I just cannot help myself. I think it's important to over-deliver whenever possible. So in the spirit of success and serving others, here's another crucial tip.

8. Invest in your copy wisely

You've carefully reviewed your current marketing, advertising and promotional materials and now it's time to make an important business decision.

Will you outsource to a professional copywriter or write the copy yourself?

While it's been said that copy is one of the most expensive items to outsource, I have to challenge that a bit. I believe it can hurt your business and cost even more if you don't have the right person writing your copy.

Remember: All your advertising, marketing and promotional efforts are INVESTMENTS not expenses. If you choose to write your own copy it's wise to invest in topnotch copywriting training.

Be sure to do what you do best and outsource the rest. Return on investment should drive all of your decisions, but make those decisions wisely.

Take Action Challenge:

- Review your list of copywriting projects and start considering your options.
- Be sure to thoroughly review candidates' websites and testimonials.
- Always carefully examine processes, procedures and work styles to make sure you're selecting the absolute best fit for your business.
- Remember that copywriting and creating your content is a collaborative process. Know you'll have your work cut out for you and it's always better to have a pro assisting.
- Copywriting and marketing are investments in your business and it's important to invest wisely.

Finalizing your Copywriting Action Plan

It's my sincere hope this information has given you a solid foundation to create, revamp, rewrite or outsource your copywriting projects.

You may have had several ah-ha moments and realizations about just how important your copy is. Most importantly I hope you realize how crucial it is to create your Copywriting Action Plan and implement it.

As you review your copywriting projects list you've created and consider your options, here's some additional food for thought.

Consider all of your copy – present and future

Here are some items you may need or want to add to your current list of projects to update your Copywriting Action Plan.

Check all that apply to your current or future efforts.

Online/Internet:

- Downloadable special reports (like this one)
- Website copy
- Website navigational outline and copy to create a new online presence
- Landing Pages
- Rewrites of current web content that isn't getting the results you'd hoped for
- Sales Letters
- Press Releases

Internet Marketing Support Materials:

- Articles
- Affiliate Program Plans and Email Support
- Autoresponders
- Blog Postings and plans
- Email promotions
- Ezine or Electronic Newsletter Content
- Press Releases
- Viral Video Scripts

Offline:

- Advertorials
- Brochures
- Business Card Content
- Consumer Packaging
- Direct Mail Efforts
- Envelope Copy
- Letters
- Newsletters
- Point of Sale or Point of Purchase signage

Offline Continued:

- Post Cards
- Print Ad Content
- Rack Cards
- Radio Broadcast Scripts
- Television Broadcast Scripts
- Storefront Signage

This information should help you approach your copy needs with big picture vision. You'll probably even be reminded of projects you hadn't noted before and I didn't list above. Be sure to add them to your list.

Now that you've given consideration to all the copywriting support you'll need and you've noted it in your Copywriting Action Plan it's time to prioritize.

Break each project down by priority and assign a deadline to complete each project. Then it's time to start writing or contact your new copywriting partner and be sure to review your Copywriting Action Plan regularly.

From here you'll want to examine your online presence and make sure your website is really working for you. Once you've established a solid online presence you can begin to develop your *Content Strategy Plan*.

Marketing your business is an ongoing responsibility. Do what it takes to ensure your success – and success is largely a matter of actually implementing your plan.

READ ON to discover Write On solutions for your business...



About Write On ~ Creative Writing Services & Lisa Manyon:

How Write On Creative Serves You:

My primary goal is to make your life easier by providing ongoing professional copywriting, coaching and marketing support so you can share your message with the world, help more people and, of course, increase your results.

The first step is to visit <http://www.WriteOnCreative.com>.

Once you've become a preferred client you gain access to services NOT available to the general public

You'll find solutions to support you if you need copy, have copy that needs help or you want to learn how to do it better yourself.

Many people find that securing a **Manyon Marketing Web Make-over Strategy Session** is a great place to start especially if your website isn't really working for you (this means you are not getting results you had hoped and people aren't really taking action on your site). Plus, once you've invested in a Manyon Marketing Web Make-over you get preferred client rates for editing and rewrites of your current web copy. Beyond that you're welcome to select the best solution for you after you've explored our site.

Note: I prefer the long-term approach to working together and can support you with a variety of projects. However, my time is limited and I only accept 4 Manyon Marketing Web Makeover clients each week. My consulting and coaching is very limited. Most professional copywriters have a 4 – 6 week turn around time. So, the sooner you select the pro you want to work with the sooner you'll be able to POWERFULLY communicate your marketing message to increase results even if Write On Creative is not the best fit for you. Plus, once you've established a long-term relationship with the copywriter of your choice, chances are your projects will be expedited based on in-depth knowledge of your products and services learned over time. **My preferred clients receive priority treatment.**

*I'm excited to help you find your voice and
turn your ideas into something that matters!*

About Lisa Manyon:

Lisa Manyon is an award-winning, #1 bestselling author, copywriting strategist and master of powerfully communicating marketing messages to increase results. A leading expert in copywriting, Lisa successfully challenges the notion that "copy is king," with her message that copy is actually QUEEN, strategy is KING, and together they are the key to creating strong and effective results.



Lisa's mission is to give women a voice to turn ideas into something that matters. She writes copy for conscious entrepreneurs, authors, speakers, coaches and artists who feel overwhelmed as they try to write their own content. She helps articulate big missions into marketing messages that truly resonate without feeling "salesy" or "icky.". She is a master of matching your message to market in your authentic voice.

Well known for her Manyon Marketing Web Makeovers, website copy packages and Content Strategy Plans, Lisa helps her clients build relationships, attract ideal clients and ultimately increase income online. Her expertise in planning and strategy has helped generate over \$40,000 in just one focused campaign. She is a master of matching your message to market in your authentic voice. She helps transform dreams into manageable action steps with tangible results. Her passion for authentically sharing newsworthy messages has earned her recognition for press release and publicity results.

President of Write On ~ Creative Writing Services, LLC, Lisa has successfully operated her business since 2003. Additionally she has spent well over 20 years in the marketing trenches of advertising agencies, radio stations and non profit organizations. She is the recipient of the Charles Schwab Financial Literacy Award in The Hot Mommas 2011 Competition and is featured in the world's largest digital library of role models for women and girls, housed at George Washington University. Lisa is co-creator of the *24-7 Web Sales Secrets Course* and co-author of the #1 best-selling book *Success Rituals 2.0 – Winning Habits of High-Achieving Women: How She Does It and You Can Too.*"

A featured writer for Today's Innovative Woman magazine, Lisa's blog received the 2011 APEX Award in Publication Excellence. Lisa is a Council Member and Founding Member of the Women Speakers Association, Founding Member of the Evolutionary Business Council, Expert Faculty for Business Brilliance University and more. She's developed marketing training, participated in numerous speaking engagements, teleseminars and interviews. She publishes *Manyon's Musings* and offers a complimentary Copywriting Action Plan to subscribers. To learn more about working with Lisa Manyon and Write On ~ Creative Writing Services or to schedule an interview, visit www.writeoncreative.com