
The Traditional Formulas are Broken

- False scarcity • Pain points
- Manipulation • Fear and shame
- Problem – Agitate - Solve

It's Time to Flip the Script

- Focus on values, vision and mission
- Highlight PASSION points and paint a picture of possibility
- Unlearn techniques and tactics that you've been programmed to accept as the norm



Lisa Manyon | The Business Marketing Architect

"I will never attend an anti-war rally; if you have a peace rally, invite me." ~ Mother Teresa

Numbers Don't Lie

- Women influence over 85% of all purchasing decisions
- 91% of female consumers feel misunderstood (Next Web Survey)
- Antiquated techniques don't work with consumers today ESPECIALLY women

The New Copywriting & Marketing Formula for Success

- Challenge: Acknowledge it with empathy and understanding (no poking at pain)
- Solution: Share with your value proposition (results/case studies/ social proof)
- Invitation: Ask them to take the next step

Words Have Energy

- Consider the quote from Mother Teresa (*notice the subtle energy shift*)
- YOUR word is your honor
- What Do You Want Your Copy to Do for Your Business & Your Prospects?

7 Key Focus Areas for Copywriting

There are 7 key areas to focus on in order to connect with prime prospects and convert them to paying customers

- 1. Understand the Importance of Copy**
Copy is the DNA of marketing
- 2. Know Who You're Speaking To**
Who are your ideal clients?
- 3. Discover Your Prime Prospects**
PASSION Points
What motivates? Paint a picture of possibility instead of poking at pain
- 4. Leave YOUR Ego Behind**
Share your expertise but be humble. Your message should be about your ideal clients and how you can help
- 5. Include an Invitation**
Never assume people know what to do next. Invite them to call, click the link or request more info
- 6. Facts Tell and Stories SELL**
Studies show men respond better to facts and figures and women connect to stories. What's your story?
- 7. Consider Placement**
Modify and rewrite content for various platforms. What works on the web might not work in print or radio.

Bonus tip: Invest in Your Copy Wisely

Invest in professional copywriting training or hire a pro.

Claim your **FREE Copywriting Action Plan**, and save **\$200.00** on the Marketing With Integrity program.

Call 1.866.620.1428 with questions

Lisa Manyon is The Business Marketing Architect and President of Write On Creative. She helps you reverse engineer your most powerful solutions into profitable revenue streams and create marketing messages with integrity with a focus on PASSION points. Her Content Strategy Plans are known to produce million-dollar results.

Claim your FREE Copywriting Action Plan
www.WriteOnCreative.com

Notes:

My biggest challenge or goal for writing better copy and creating marketing messages

1) Understand the importance of copy

- Take Action Challenge: Choose ONE piece of content to revamp using what you learn

2) Know who you're speaking to

- Take Action Challenge: Review your current messaging and make sure it's speaking to your prime prospects

3) Discover your prime prospects PASSION points

- Take Action Challenge: Ask yourself if your marketing message is truly speaking to the PASSION points of your prime prospects. Are you focusing on positive solutions or poking at pain points?

4) Leave your ego behind

- Take Action Challenge: Does your marketing message highlight your value proposition for prime prospects or focus on giving YOU props?

5) Include an invitation

- Take Action Challenge: Review your marketing message and make sure you're including an invitation so your prime prospects can say YES to taking the next step

6) Facts tell and stories sell

- Take Action Challenge: Review your marketing message and consider how to connect with stories that showcase value proposition and personality

7) Consider placement

- Take Action Challenge: Make sure you're modifying your messages for each medium (radio, TV, print, online etc.)