

Marketing & Copywriting Blueprint The Winning Formula for Interest & Engagement



About Nancy Matthews

***International Speaker & Best-Selling Author
Leadership, Sales & Marketing Expert***

Nancy brings more than 30 years of experience and the perfect blend of business acumen and authenticity to all of her endeavors. After 20 years in corporate and dabbling in entrepreneurship on the side, in 2002 Nancy went into business for herself and the rest, as they say, is history. She is known as the "Visionary with Guts" for her persistence in going for her goals and dreams despite apparent obstacles or challenges and works with individuals and organizations to support them in achieving stellar results.

She is the author of *The One Philosophy*, *Visionaries with Guts*, the highly acclaimed *Receiving Your Riches* Course and the Best-Selling Series, *Journey to the Stage*. Co-Founder of Women's Prosperity Network, an organization serving a global community of inspired and determined women who are committed to creating, enjoying and spreading prosperity.

As a single mother of two amazing children (now all grown up), Nancy knows first-hand how to juggle the many demands on our time and energy to achieve extraordinary goals **and** enjoy the journey!

Getting Started Who Are You Serving & How?

*“Words are the currency of ideas and have the power to change the world.”
~ John Maxwell (Everyone Communicates, Few Connect)*

You’ve got the ideas and the dreams, now it’s time to put those ideas into words, words into action and it is your focused and intentional actions that will create the change and results you desire. I’m sure you’ve heard the phrase “Do what you love and the money will follow.” And while the basic statement is true, there’s too often a piece of the puzzle that is missed which is why so many people have not been able to create their dream lives. Here’s the missing piece...

*Do what you love, **get really, really good at it** – then the money will follow!*

This section takes you through the crucial piece of the puzzle to get “really, really good” at what you love and keep you focused on being of service to others and providing a needed solution.

In the book *Uncommon Friends* by James D. Newton (which is James Newton’s story of his life experiences with Thomas Edison, Henry Ford, Harvey Firestone, Alexis Carrel & Charles Lindberg), he shares the following inspiration which was shared with him by Thomas Edison:

“The secret of staying afloat, Jimmie, is to create something that people will pay for. I didn’t work at inventions unless I saw a market demand for them. I wasn’t interested in making money as much as being the first to invent something that society needed. But if you do that, the money comes in.”

The following sections are designed to support you in staying connected to the needs and desires of your market so that you can be the solution to their problem and give the market what they are looking for.

By applying these suggestions and strategies, you will find:

- More people wanting to do business with you,
- More time because you'll be working smarter, not harder, and
- More joy, money and fun!

Let's go, it's time to be a Client Attraction Magnet!



Defining Your Target Market

When I work with clients one on one, or in one of my workshops and I ask, “Who is your target market?” All too often I receive the answer, “Everyone!” At that moment, I need to take a long, deep breath and prepare to break the news to them that in fact NOT everyone will want to buy their product or service. While it may be useful to everyone, not everyone is your customer. The key to your success, both in terms of the revenue you will generate and the time you will spend, lies in clearly defining your target market so the messages you deliver through copywriting and marketing are resonating with those most likely to want your product or services.



Steps to Defining Your Target Market:

1. Create a Profile Sheet of your “typical” customer.

This is easily done by simply reviewing your existing and former client list to reveal the commonalities. The main areas of focus are:

| | |
|----------------|-----------------|
| Age | Hobbies |
| Gender | Religion |
| Income | Habits |
| Business | Children |
| Married/Single | Referral Source |

You may find there are other common traits and characteristics (i.e. they love to attend seminars, read books, enjoy music, have medical problems, are going through divorce or other types of transition, etc.).

The key to the success of this exercise is to really understand your client, put yourself in their shoes and get a sense of their likes and dislikes.

2. Focus on Your Client's Current Mindset.

Having an understanding of specific challenges, needs and desires of your clients will allow you to be the White Knight that comes in to save the day and provide your product or service as the solution to their challenge.

For example, if you are in the financial services industry, there is a pervasive climate of fear and mistrust due to the myriad of "Ponzi" schemes and fraud which have come to light. Your goal is to be put those fears to bed as quickly as possible and build a trusted relationship with your client.

One of my clients is in the "Send Out Cards" business which is a wonderful follow up tool used by businesses (as well as individuals), to easily manage follow up and add a special touch (we all love to get something in the mail that isn't a bill!). The "feeling" of a potential customer for this service is someone

who feels rushed, doesn't have enough time and is frustrated in having an effective follow up system.

When you are able to forecast the challenges, needs and desires of your clients in advance, you are able to position your offer in direct response to those needs.

3. Network in "Target Rich" Environments (Online and Offline).

Once you have a better understanding of who your client is, their likes and dislikes, you'll be able to effectively spend your time networking in places where your client is likely to go.

One of my clients was in the business of designing furniture for people with handicaps. A fantastic service that solves a huge problem for the disabled. She was spending her time attending every networking function that she could and would occasionally find someone there who knew someone who had disabilities. During our coaching sessions, we defined her target market and redirected her efforts to finding groups where people with disabilities, or their families, were likely to be. She began attending educational functions for families with disabilities, charity and fundraiser events and within two short months had more business than she could handle. (Of course, she was providing quality service that solves a huge problem for her clients.)

Question: If you were going fishing, would you rather fish in a lake filled with hundreds of fish or just a few?

The better understanding you have of your client, the more you will be able to discover where they go, so you can go there too, meet them and make them aware that you are the solution to their problem!

Clearly defining your target market will not only save you time and make you more money, it will now allow you to open doors to create strategic alliances with other professionals who serve the same client base!



Sample Client Profile Sheet
Heart Connections Bring Sales - Understanding Your Clients

| |
|---|
| Median Age |
| Gender |
| Income Bracket |
| Business |
| Married/Single |
| Parent |
| Hobbies |
| Religion |
| Habits |
| Referral Source |
| |
| What else do you know about them? |
| |
| |
| |
| What are the problems or challenges they are experiencing now? <i>(Be specific, i.e. instead of a broad statement such as they have no energy, they turn down invitations to go out on weekends (or play with kids) because they're too tired.)</i> |
| |
| |
| |
| |
| |
| |
| |
| What would they like to experience? <i>(What are the specific benefits of your product or service?)</i> |
| |
| |
| |

Creative Copy Getting to the “Heart” of the Matter

Do you know why people still buy The Enquirer even though they know that most of the information is false?

How many times have you bought 5 extra things while waiting in line to check out at the supermarket?

The savvy marketers know that people buy based on emotion and that’s exactly what your copy must be able to do – trigger the emotion of your customer so that they want what you have to offer.

Wouldn’t it be great to have your prospects ***asking you*** for the business?

Well crafted copy will do just that! And we’re here to share time tested and proven methods for creating copy that is charismatic, captivating and will have customers clamoring to work with you!

Buying decisions begin with an emotional (heart) connection, then people back it up with logic.



First Things First

You need to have a good understanding of why someone wants your product or service and the best way to do this is by creating a “copywriting outline” which,

(a) lists the benefits of your product or service

(b) shows the problem that you solve and (c) describes the typical user of your product or service.

You may already have a good sense of several of those from the previous exercise on defining your target market.

Next I’ll share my “Secret Weapon” for writing copy that converts.



Write a Testimonial Letter ... TO YOURSELF!

Before I create copy for any program, product, service, webinar, teleclass or presentation, I do this exercise which gets me on track and in touch with what my people really want AND what I really want to give them. You'll be tapping into your true desire and motivation for offering the product (besides wanting to make money). When your copy reflects the desired impact you want to make for your customer, you'll connect with them emotionally – which is one of the first keys to making a sale.

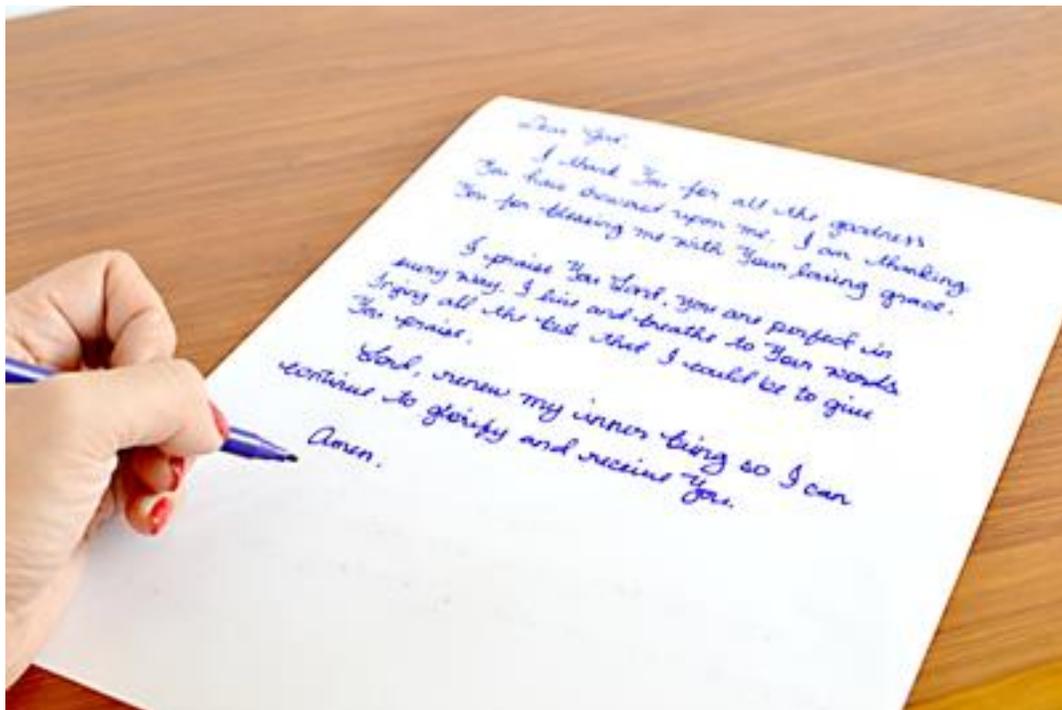
Okay, here we go (this is really one of my favorite exercises!)

1. Create an uninterrupted space of time to do this activity.
2. Imagine that you just finished delivering the product, program or service that you will be creating the copy for and think about it creating the exact impact and result you wanted for your customer.
3. Picture that ideal client and reflect upon:
 - a. The problems or challenges they were experiencing BEFORE working with you.
 - i. What was happening in their business? Stress about paying bills, wondering if they'd have to get a job instead of being an entrepreneur? No systems or structure, causing them to be overworked and exhausted. Were they spending way too much time and money on social media but not getting results?

- ii. What was happening in their personal lives? Fighting with spouse, kids? No time for friends or social life?
 - iii. What was happening with their health? Overweight and spent an hour each morning trying to figure out what to wear and step into the day feeling bad about themselves? In chronic pain? Migraines, chronic fatigue, diabetes or other health challenges.
 - b. To enhance the list of problems and challenges, think back to previous clients you've served and the specific problems they presented with when you began working with them.
4. Next, imagine them coming to you or writing you a letter AFTER you delivered the program, product or service.
- a. How has their life been improved as a result of working with you? Are they:
 - i. Making more money? So not only are they no longer stressed, they feel accomplished and successful. Perhaps they even got to go away on a long imagined vacation!
 - ii. Healthier? They've lost 20 pounds quickly and feel better than they have in years, are wearing their high school jeans again and their sex life has improved. Were they able to get off prescription medication and that's saving them \$200 per month?
 - iii. Happier? They don't come home from work stressed and frustrated and they're having more fun with their family, friends, etc. Now that

they're happier and more relaxed, their teenager actually shares what's happening in his/her life and confides in them?

Write it all down as a testimonial letter to you from the you served. This glowing testimonial will now capture the essence of all you want to bring to that client. This will form the basis of the copy you're about to create to invite people to work with you.



By keeping in mind that your product, program or service has far reaching impact in the lives of your customers, and getting into the nitty gritty of how the problem or challenge is really affecting their lives, you will now be able to use the same language they use to describe what's going on in their lives in your copy and marketing materials ... that's the key to magnetic marketing.

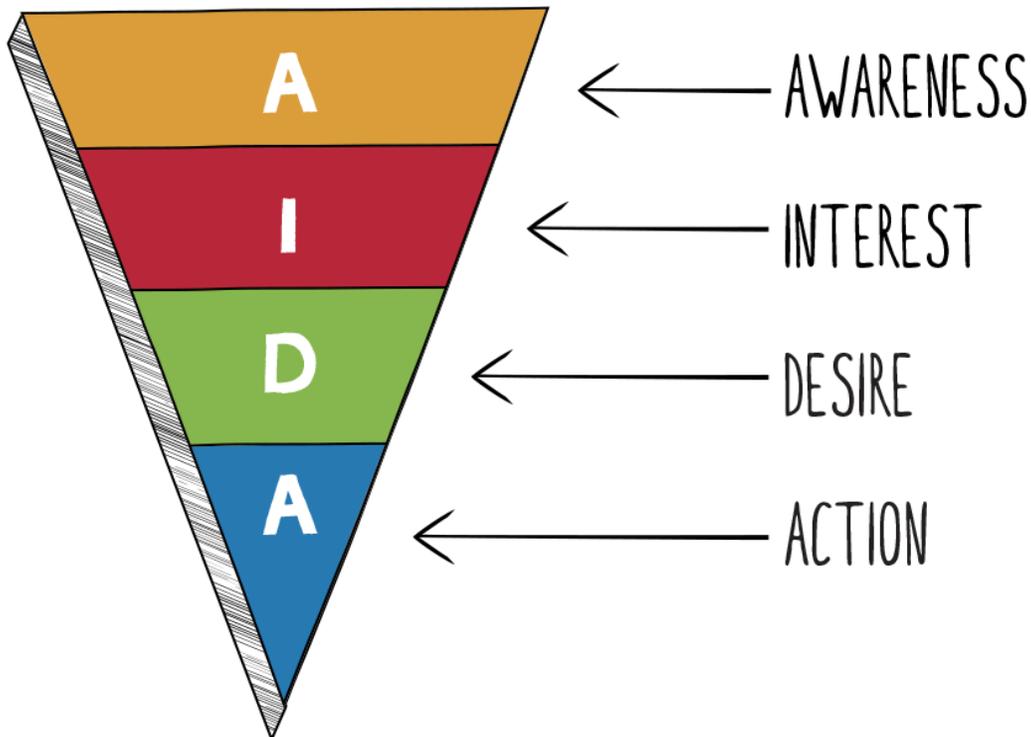
Creating Your Copy

The Word is Mightier Than the Sword!

Many copywriting professionals follow the same format, although named differently, the basic components of copy (whether for a sales letter, website content, email blasts, etc.) are **AIDA** (*not the Italian Opera or the Broadway Musical*) but an acronym for:

Awareness
Interest
Desire
Action

THE AIDA MODEL



(A) **Awareness & Attention** – the first job of any copy is to grab the attention of the reader. This is done in the headline, sub headline and first paragraph. As they say “There are no second chances to make a first impression” and your headline and opening are key factors in creating the relationship with your potential customer.

What Makes A **GOOD** **HEADLINE**

You want your headline to immediately evoke the emotion of your customer and a great way to do this is by asking a question that raises a problem to which you have a solution. For example:

Are you struggling to pay your bills?

Do you break into a sweat before you have to give a presentation?

Do you feel confused, overwhelmed and exhausted?

When you open with a question, the mind is automatically geared to look for the answer causing your customer to continue reading – looking for the answer to their problem and lucky for them (and you) – you have the solution!

Another way to evoke emotion is with a “How to” opening which elicits curiosity in the mind of the reader: **“How to Lose 20 Pounds in 30 Days”**

(I) **Interest** – Now that you’ve got their attention, your job is to maintain the reader’s interest.

Next Step – Sub-headline. The sub-headline should follow the same formula for attention and awareness as the headline. It is written in a smaller font than the headline, for example:

(Headline) **How to Lose 20 Pounds in 30 Days**

(Sub-headline) **And Keep It Off Forever!**

Next, you’ll get into the body of the copy, continuing with the benefits of your product or service and be sure to keep the focus on what your product or service will do for the customer. The content for this part of the copy will come from the outline of benefits you created and the testimonial letter to yourself. Here you will also give a brief description of yourself as the expert in this field. This is also a great place to tell them what happens if they don’t do business with you now.

For example,

- ▶ *“Don’t wait until a doctor tells you to quit smoking to save your life...”*
- ▶ *“Waiting to get organized will **cost you** thousands...getting organized now will **make you thousands.**”*

Include Third Party Credibility: Build their interest and belief in you with testimonials from happy clients. If you don't have those yet because you're just starting out, find quotes from experts who say the method or product you're offering is the best.



(D) **Desire** – As you're preparing to wrap up your copy, you want to keep the reader feeling the benefits of your product or service. This is where you will get to the core emotion of why they want to work with you. For example,

"After each session you will feel energized and inspired..."

"No more fear when you're about to give a presentation..."

Go back to the testimonial letter you wrote to yourself and include here all the AFTER working with you items you wrote down.

(A) **Action** – Okay, you've taken them this far, now it's your responsibility to lead them into action so you can solve their problem and show them how they get the privilege of working with you!

Your call-to-action
is what you ask
your reader to do
once they've read
your copy.

Make your offer and keep the emotions engaged:

1. Give Bonuses and Discounts
2. Include motivating statements – *Limited time offer, only 7 packages left, special price for the next 10 callers.*
3. Consequences of not taking action now – *It normally takes entrepreneurs 6 months to get the information you'll receive by taking action now.*
4. Imply a compliment – *Our clients are the brightest and wealthiest business owners and make quick decisions.*

Additional Food for Thought

Writing Style – keep the content focused on what the customer gets and not what you (or your company) provide. Imagine yourself as the reader of your copy, is it speaking to you or listing the accomplishments of the writer? Credibility of the writer should be briefly stated in the beginning and a longer bio at the end of the copy if necessary (or on “About Us” on website).

Test * Edit * Revise – Copywriting is an ongoing process and you should monitor the effectiveness and results of your copy on a continuous basis. People change with the times and surely *“The times they are ‘a changing.”* Keep yourself in tune with the emotional landscape of the people, the economy and trends and you’ll keep yourself in business.

Marketing

Want to Fill Your Event or Program? Follow This Step by Step Formula

In order to fill your program (sell your product or service), you will need to 'present' the offer and opportunity through a variety of marketing strategies that include (but not necessarily limited to):

- Email marketing campaigns
- Social media posts and campaigns
- Telephone calls to past customers as well as new contacts
- Online Presentations (such as webinars and teleclasses)
- Live Presentations – One on One and/or Group Presentations

Step 1:

To determine the lead time necessary to promote and market the program, the following factors must first be established:

- What is your goal? How many people do you want in the program?
- What is your success closing ratio? (10%, 20%, 30%)

This will result in knowing how many people you must 'present' to achieve your desired goal number of program participants and therefore, the amount of time necessary to do those number of presentations.

Please Note: Email marketing and social media campaigns are strategies designed to build awareness and interest and are complimentary to presentations. They should not be solely relied upon for sales (particularly in sales in excess of \$100).

How many people will you have to “PRESENT” to in order to fill your program?

Presentation defined as:

- One on One Telephone Calls to People
- Teleclasses and/or Webinars (ones you host and where you are a guest on others' – reaching out to tap into their market)
- In Person Presentations – where you have opportunity to speak and make offer (minimum of 30 to 45 minutes to speak).

Note about revenue:

When you are a guest on someone else's stage (either an in person event or teleclass or webinar), it is customary to do a revenue share with the event host). After all, they spent the time, effort and resources to cultivate those relationships and a share of the sale is the perfect way to say thank you!

Revenue Shares Range from 10% to 50% Maximum.

Here's the Formula To Calculate How Many People You'll Need to Present to to Fill Your Program:

Number of people you want in your program

÷

Closing Ratio =

Number of People You need to present to

| Goal # People | Divided By | Closing Ratio | Equals | # of People to Present To |
|---------------|------------|---------------|--------|---------------------------|
| 10 | ÷ | 20% (.2) | = | 50 |
| 25 | ÷ | 20% (.2) | = | 125 |
| 50 | ÷ | 20% (.2) | = | 250 |
| 100 | ÷ | 20% (.2) | = | 500 |
| 250 | ÷ | 20% (.2) | = | 1250 |

Note: The closing ratio of 20% is used as an average for calculation purposes, your closing ratio may differ depending on a variety of factors:

- One on One presentations tend to have a higher closing ratio
- Teleclasses and webinars may have a slightly lower closing ratio (10% to 20%)
- In person presentations – depending on your brand recognition in the marketplace, your skill level, leveraged credibility from the event host and audience make up (i.e. are they your target market) and the length of time you have to speak – will also slightly alter your closing ratio (sometimes as high as 50%!)

Okay, so now you know the number of people you've got to present to in order to achieve your goal, NOW we can develop the marketing plan to achieve it!

Let's say you want to have 25 people in your program, that means you need to PRESENT to 125 people. Of course, you could make 125 one on one phone calls (and one on one calls should ABSOLUTELY be part of the marketing plan). Typically those types of calls are made to people already in your database, i.e. warm contacts, people you've met at networking events, previous customers and strategic alliances. I'd be willing to bet you'd like to bring some NEW customers into your business too!

Therefore, of the 125 people you must present to (with a 20% closing ratio), let's say that 50 of those people will be reached through 1 on 1 phone calls. That leaves 75 people to present to in some other fashion, for example:

- Speak at someone else's event.
- Host your own in person preview event (that is an event offered for free or low cost)
- Host your own teleclass or webinar
- Be a guest on others' teleclasses, webinars, radio shows, etc.

To effectively create your marketing plan, you'll need to estimate how many people will be in attendance for each of those events to reach the goal number of people to present to ... in this case 75 (remember, 50 presentations of the total needed of 125 will be accomplished through 1 on 1 phone calls).

Use the following chart to keep track of the presentations you'll be delivering:

| Date | Presentation | Number of People |
|--------------|--------------|------------------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| Program Date | | Total Number of People |

You now have The Winning Formula for Success

Copywriting + Marketing = Sales!

Please do send feedback and questions to: Nancy@WomensProsperityNetwork.com

And ... If You Are:

Tired, Overwhelmed & Frustrated Trying to Figure It All Out On Your Own

Interested in Creating Team to Accomplish Your Copywriting and Sales Goals

Ready to Level Up Your Business & Your Life In BIG Ways!

