LIST BUILDING ACCELERATOR

COPY WRITING 101

With Vanessa Fioretti

WELCOME TO COPY WRITING 101

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LETS GET STARTED

OVERVIEW

01 THE WHY BEHIND WHAT WE'RE DOING

02 WHAT IS COPY WRITING?

03 THINGS TO KEEP IN MIND WHEN WRITING YOUR COPY

04 CALLS TO ACTION

THE WHY BEHIND WHAT WE'RE DOING

Before we dive into the tech, systems, copy, how to build your list etc, I want to start with this....

none of it matters if you don’t know who you’re serving.

EXCHANGE OF ENERGY

Does content creation leave you feeling burnt out?

- Here's a reminder: We don't want to pump out content just for the sake of it.
- That will leave you feeling burnt out, because that way of sharing content is not an energy exchange for anyone.
- We want to create and give for them to receive and take in.
- It's in this flow of sharing and receiving (for both you + them) where community + trust is built.

WHO ARE YOU SERVING?

WHERE ARE THEY STRUGGLING?

WHAT ARE THEIR VALUES?

WHAT MOTIVATES THEM?

UGGHH...WHAT'S COPYWRITING?

COPY WRITING IS DEFINED AS ANY TEXT FOR THE PURPOSE OF ADVERTISING OR OTHER FORMS OF MARKETING.

IN THE HEALTH & WELLNESS WORLD, THAT INCLUDES;

- your social captions
- the words on your website that you use to describe yourself & your services
- the words on your landing pages + sales pages
- product & service descriptions
- the words inside your emails + newsletters
- and any other words you use to describe and market your business / service.

COPYWRITING & MESSAGING IS THE HEART OF YOUR BUSINESS

Copy is the heart of your online business because it breathes life and meaning into your services.

It allows you to engage with your ideal clients, for them to get to know, like & trust you when it comes to (insert your field of mastery).

THINGS TO KEEP IN MIND WHEN YOU'RE WRITING ANYTHING

- Who are you talking to?
- What's their pain? What is their desired outcome?
- What problem are you solving?
- What's the solution?
- What motivates them?
- What is the call to action (CTA)?

MAKE YOUR CONTENT CONVERSATIONAL

- Remember; you’re speaking to ONE person. Address them as YOU not a collective
- Contractions are your friends! You are = you’re, it is = it’s -- this goes a long way in making your copy sound conversational
- Again, get clear on the CALL TO ACTION

CALL TO ACTIONS

BOOK IN A CALL WITH ME

AND here's why, here's what we'll cover, here's what I can help you with, here's why you should give me your time

DM ME

AND here's why, here's what discuss, create curiosity and intrigue - you have answers they need

LEARN MORE ABOUT MY PROGRAM OR SERVICE

AND here is what type of transformation or outcome you can expect (don't just list features of the program)

CLICK THE LINK IN MY BIO TO GRAB MY FREEBIE

AND here's why you should click + what you'll get

THE END!

You can find me on Instagram
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