

RED HOT COPY *presents*

Lorrie Morgan-Ferrero's

The She Factor Copywriting Bootcamp

Talk to her in HER Language





Meet Lorrie

Lorrie Morgan-Ferrero founded **Red Hot Copy** in 1999 in an effort to work anywhere, raise her family, and still make a good living. Her background in journalism and acting prepared her for the creative (and competitive) nature of copywriting.

Lorrie's words have sold products in a variety of industries including mompreneurs, professional speaking, the seminar business, hypnosis, health & fitness, nutritional supplements, biz op, and entrepreneurial services. After working closely with high profile speakers and entrepreneurs, Lorrie now focuses her passion on educating business owners in reaching the female and the conscious market.



She is a frequent guest speaker. Lorrie has written award-winning home study courses, conducts world-famous copywriting trainings on how to sell to women, holds live workshops, and authored the original book, *The She Factor* based on her own *She Factor Marketing System*. She is also known for her other groundbreaking program, *The Conscious Copywriting Formula*. Lorrie is a direct descendent of Ralph Waldo Emerson but swears their writing styles are completely different.





From Our Legal Department

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How The She Factor Copywriting Bootcamp Works...

Most people talk a big game about wanting more success, but you have actually taken ACTION by investing in this product. There is a huge difference between KNOWING and DOING. As your personal mentor for writing copy to the female market here are some things you should know.

1. **Copywriting is a big concept.** Some things will feel right for you. Others won't. Just take what works and leave the rest. Remember, there are many ways to do it. I'm showing you MY way.
2. **Copy is a work in progress.** Your first "go" at it is rarely the version you end up with. If you have some frustrations, they'll pass as you learn my system. Some of this material will be new and some of it won't be. Remember the most dangerous four words in the English language are "I already know that."
3. **Fit this program into your everyday life.** Carve out a schedule that works for you where you can focus on absorbing the lessons and creating your own copy. You can go at your own pace but this course was designed to build on itself in a rather short period of time. My recommendation is to put aside a minimum of 2-3 hours for each module.
4. **My system DOES work.** The fastest way to get good at copywriting is consistency and practice. I'm throwing you in the deep end at first but it will all come together by the end.
5. **Have FUN!** Enjoyment is one of my biggest values.... When you're having a good time, it's easier to absorb information.



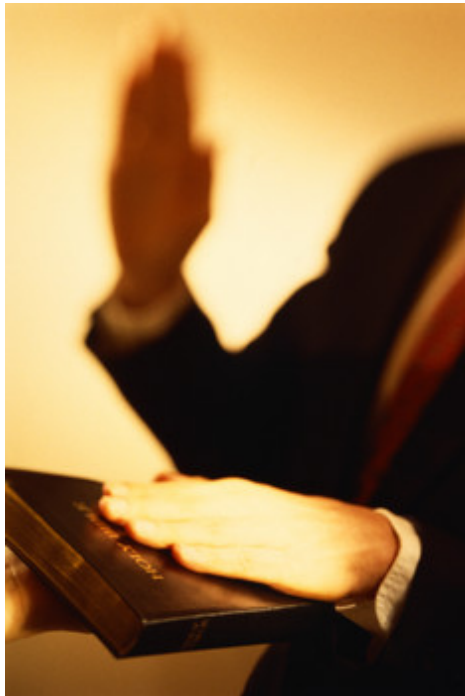


The Copywriting Pledge

Today's Date: _____

I, _____ (*name*) pledge to participate wholly throughout the processes covered at the **She Factor Copywriting Bootcamp**. I promise to focus on applying this information to my own copy and marketing. I hereby leave my ego at the door and open my mind to new concepts and ideas.

Signature _____



RED HOT COPY



The Differences Between The Sexes Are Hard-Wired In Our DNA

Before we get to the content of this course, let's take a little detour that will help you understand the foundation of what the She Factor is all about. It's most definitely not about gender-bashing. What the She Factor brings to marketing is more of a feminine slant than has been used in the past.

Let me let you in on a big secret...ready?

Men and women really ARE wired differently.

Again, this isn't meant to sound sexist but I'm going to be making some broad generalizations about males versus females. Generally speaking men in cave people days were physically stronger so they were usually the hunters. Women during that period needed a certain amount of security and community to raise their offspring and to survive. They tended to stay closer to home and be the gatherers. So certain instincts developed that continue to be a part of our make-up as human beings. Instincts we often don't even pay attention today but that factor into our behavior...that includes buying behavior and persuasion which is what this course is about.

In fact, a recent article in The Times Online (UK Edition, January 2009) – filed under the heading 'Science News' reported that wealthy men gave women more ... *pleasure* in the sack. (I am not kidding!!) The researchers credit a **biological need** as the reason. Women were more turned on when they knew they were being taken care of. I know, I know. This is sounding incredibly sexist again. But trust me, this is science. Try to keep your judgments out of this, k?

Dr. Thomas Pollet, the Newcastle University psychologist behind the study said he believes **"the phenomenon is an 'evolutionary adaptation' ... hard-wired into women, driving them to select men on the basis of their perceived quality."** In other words...men who could provide.





But it's not just one gender or the other. Both genders embody survival instincts they use every single day.

Psychology Today says, "We inhabit our high-tech world with Stone Age minds because there has not been enough time to change our psychology to match our environment".

In fact, with the advent of the Internet, as of 2010 we are now uploading and downloading 21 exabytes of data every day. An exabyte has 18 zeros behind it. And 5 exabytes of brand new data is created EVERY TWO DAYS. Crazy, isn't it? We are literally getting flooded with information making it even more important to pay attention to our internal hard wiring when it comes to marketing.

In other words we're just cave people driving around in fast cars and talking on cell phones despite the flood of information coming at us.

Let's strip away all the modern conveniences of today and time travel back about 100,000 years. No cars, no phones, no Facebook, no grocery stores. No guarantees about eating every day. Up until about 10,000 years ago humans lived in the hunter/gatherer model. That's when our instincts gelled.

Here's a quick overview of our caveman/cavewoman tendencies...

Biological Drives

HE is biologically driven to:

- Fight competition for tribe status and survival
- Provide food and shelter to mate(s)
- Win choice of mate(s)
- Pass on genetics

SHE is biologically driven to:

- Create community for support and security by being taken care of by a stronger provider
- Get along with everyone
- Bond with other females
- Raise healthy offspring





Biological Wiring

HE:

- Is single-focused
- Tends to be competitive
- Needs approval

SHE:

- Is community-focused
- Tends to be non-competitive
- Needs acceptance

Turns out we are programmed to make decisions in a certain way. Even after millions of years, the hard-wiring still affects our decisions – not only about buying, but about everything we do. So the way you communicate with your market will have a dramatic effect.

Check this out: Even though both sexes have the same number of brain cells, the way those cells function is quite different.

This is part of the foundation for what we'll be covering in the course so stick with me.

Brain Physiology

First of all, even though men's brains are larger, men and women have the same number of brain cells. They're just circuited differently.

Men:

- ◆ Use only one side of the brain at a time
- ◆ Have 2½ times more brain space devoted to sex than women
- ◆ Have larger primitive areas of the brain that trigger fear and aggression (When marketing to men, those emotions get tweaked which is why you have seen a lot of "negative" and "aggressive" styles of marketing in the past.)

Women:

- ◆ Use both lobes of the brain
- ◆ Spend more time picturing things in their minds before making a decision
- ◆ Have 11% more neurons for language and hearing
- ◆ Have a larger hub for language and emotions.





I think of women's brains working like pinball machines – all over the place, thinking of a gazillion things all at once. Men's brains operate more like Pong – single-focused.

By now you're likely wondering what all this has to do with writing or marketing... Well, these drives are still very much a part of who we are – even in the 21st century.

To really connect with potential clients and customers (women or men) you need to understand what drives them. You can connect much more deeply when you learn to speak their language.

Until the last 50 years, the differences between the sexes didn't matter much to merchants. After all, the only people with most of the spending power were men. Marketing, then, was pretty easy. Write for men and you'll sell to men. They did ... and it worked. It worked for a long time. *But nothing stays the same forever...*





It Wasn't Always Like This...

Marketing segments have changed dramatically over the 100 plus years...and much of that change has to do with women.

Please allow me to give you a brief history lesson that isn't wasn't really discussed or even challenged for many years in the traditional marketing circles. Those discussions are starting to happen now...

Adult women living during the years 1925-1942 were actually called the "silent generation" because of the little power they had in the financial and political arenas. Many had little education. After all why waste time on an education since society expected them to simply get married and raise a family. If they went to college it was generally to meet a future husband. They were expected to stay home and take care of the household while the men worked.

IMPORTANT NOTE: *This is also about the same time frame many of the advertising methods still used today were born...obviously targeting the market with the paycheck – MEN. (No judgment here – it's simply a hard, cold truth.)*

Suddenly in 1942 society got a little 'shake up call.' **World War II broke out and women went to work on a large scale while many men fought overseas.** For the first time for many women, they were making money. The rules were starting to shift. When the men came back after the war, things were never quite the same.

Next phase, the Baby Boomer Generation (1945-1964). Reunited couples made the largest baby boom in history. Some women continued working. Others returned to their previous roles as homemakers. Women had tasted the power of being in charge of the finances and households. This group of women was more accustomed to working outside of the home though the glass ceiling was firmly in place. In other words, working women were accepted, however they weren't given the same business clout as men.

(Interesting side note here . . . when females of the human race are put in the position of being the main caretaker of the household, their testosterone levels hormonally rise to the occasion.)





By the 1980s, it was commonplace for women to work – even a little odd if they didn't. Married households got hooked on two incomes. In the 1990s there was a bit of a division between woman working versus moms. Today in the 21st Century, women have more choices than ever. They have . . .

- **More education** – women take home 57% of college degrees, giving them more earning power;
- **The ability to choose whether or not to have a family and WHEN** – Many women today are deciding to remain single and focus on career first (with or without kids). Others go the married route but having children isn't a given anymore;
- **More socially acceptable divorce options** – women no longer can rely on men as the sole providers for a lifetime. Whether she marries, cohabitates, or maintains her own residence, she is responsible for figuring out how to support herself. A man is not a plan.
- **Access to credit** - believe it or not, as late as the 1970s, a woman couldn't get a bank loan without her husband's or her father's signature. Today there are countless institutions created specifically to meet women's financial needs. And the traditional money-lenders are happy to loan it to anyone with financial clout;
- **The right to own property** – as late as the 1980s many states wouldn't allow a female jointly own property. Only the male would be listed on the deed even if she contributed financially. Today many women are solo homeowners or are a big financial factor in a joint purchase.

With huge shifts like these, it's easy to understand why the face of marketing has changed so drastically today. Women suddenly have found themselves in the power position when it comes to spending choices. . . and they are taking advantage of that position today.

❖ **As you can see, society changed big time. Now it's time the marketing shifted too...**

Today women control an incredible amount of the spending power. In fact, a recent poll in USA Today found that in dual income households, women were





responsible for 46% of joint decisions. Men made only 26% of the decisions. (The rest were made 'jointly.') That's a pretty wide gap!

Women have final say in purchases ranging from cars to houses, financial services, home repair items and so on. Women also make the majority of 'household' buying decisions for food, socks & underwear, pens and pencils.... AND women buy most of the gifts. They get stuff for the kids, for their husbands, for their friends, for their mothers, for the teachers, for biz associates....

Reaching them using the traditional marketing methods simply doesn't cut it anymore. They know they hold the purse strings, and they stubbornly refuse to respond to the *old-fashioned marketing techniques* and *hype* that used to be a slam dunk for sales as recently as just a few years ago.

The numbers speak for themselves...

- ◆ American women spend about \$4.3+ trillion annually.
- ◆ Women head 40% of all households.
- ◆ Women represent 50% of Internet users and buy more online than men
- ◆ Even though many households are dual paycheck, women still spend 80% of both combined incomes.
- ◆ 70% of all new businesses are opened by women.
- ◆ Nearly 3/4 of all mothers are in the labor force.
Even among mothers with young children, 70% work outside the home.
- ◆ Women hold 49.5% of all managerial positions at Fortune 500 companies.
- ◆ Women hold 12.5% of corporate officer positions.
- ◆ 54 of the Fortune 500 companies report a woman as their top earner.
- ◆ 89% of women are someone involved or completely in control of their car's maintenance and service.
- ◆ 90% of American women have veto power over all vehicle and consumer purchasers for their own households, and buy 65% of all cars.
- ◆ In fact single women drive 20% of all home sales today whether they are divorced, separated, widowed or never married.

Okay I'm gonna get a little risqué on ya, because I know you can handle it. I'm just going to come out and say it. Marketing is a process much like sex.





Marketing to Women Is Like Sex

Well at least the seduction, closing, and follow up are much like sex if you ever want it to happen again. One night stands as well as impulse sales do happen but you're in marketing for the long haul so you don't have to work so hard to get repeat business. (By the way, I use the sex metaphor rather than the marriage metaphor because we all have so many different options and choices today but the one common ingredient is sex. I've identified five factors that are present in both processes. For this example, "you" is referred to as the male in sex and the marketer in marketing.)

Allow me to explain . . .

In the beginning with sex you decide what kind of partner you're looking for, or who you're targeting. Height, weight, eye color, hair color, income, religious affiliation, kids, pets . . .the list is truly endless. (Think about filling out a Match.com profile and the pre-contact thought that goes into that.)

Once you find that match you begin the dance or the **Flirt Factor**. You find out about what she likes and doesn't like. You ask questions. You learn what turns her on mentally.

In marketing you have to do deep research on your target market, or as I prefer to refer to them as, your community. This step has to be done in the beginning in order to effectively connect with them.

With sex, once you know who you're flirting with, you deepen the relationship by building trust and rapport. This is the courtship phase. Remember, biologically men and women are set up differently in order to survive. These differences translate to how we behave every day in a subtle but significant way and trust is a huge factor for women. I call this stage the **Trust Factor**.

In marketing the **Trust Factor** is built also over time with frequent and relevant contact. Here's where you reveal what you have to offer and how it will benefit her. You also want to address any objections that might come up and get in the way of a sale.





The third phase is the **Close Factor** the actually sale or sex. No telling how long it will take to get there, or if it will ever happen. But if you haven't built her trust by this stage, sadly you won't get to this factor.

In marketing too you have to lay the groundwork before you get to the **Close Factor**, or you won't get to this stage either. You need a clear and compelling offer so she knows exactly what she's getting into (and how to get out if it if she wants to in the form of a strong guarantee.)

For most women sex isn't the end of your relationship (unless that's what she wants). You must follow up if you want it to happen again. Call her. Text her. Email her. Send her flowers, but do something. This stage is the **After Factor**.

Same in good marketing . . .you want to follow up. Continue contact. Offer her bonuses, coupons, free gifts. There are many ways to keep her attention and keep her as a repeat customer. Also repeat many of the steps you used in the **Trust Factor**. It keeps things fresh and exciting to her.

As you continue to layer the foundation of rapport you soon move into the **Rave Factor** where she tells all her close friends about your relationship. She brags about how awesome you are. Women actually release a chemical in their brains similar to heroine when they hear their own voice. Women "get off" on talking. Maybe that's why they speak approximately 20,000 words per day compared with men's 7,000.

The **Rave Factor** is incredibly important to you as a marketer too. Women tell their close friends (or anyone who will listen) if they are a fan or foe of your business. Testimonials from happy customers are powerful indeed when it comes to attracting more customers.





Woo Woo Alert: How Chakras, Color, and Energy Can Affect Women's Buying Choices

What I'm about to share may be a little woo woo for you. No problem if it is, simply ignore this section. (I'll give you a heads up throughout this course to move along if you don't buy into the woo woo, and we'll still be friends.) Trust me ***The She Factor*** system works whether or not you buy in to this piece.

I've been able to successfully identify an energy pattern related to different stages of the buying process for women (and many men who are in-tune, for that matter) and drawn correlations back to the body's chakras, or energy centers in the body that affect our emotions, and potentially our reactions.

Bear with me on this one if you're skeptical. You can't see airwaves for the radio, right? But you know they're there because you get the end result of hearing your favorite station when you turn it on.

Likewise, science has proven the human eye can actually see only a small portion of the full spectrum of light. Yet, still it's there.

We can't see atoms, microwave frequencies, or x-ray wavelengths. But they exist.

Energy clearly exists in the body, too. Have you ever had a stressful day when your nerves were on edge and you were cranky? (Come on, you can tell me. We all have them sometimes.) That's because your energies, or chakras, are out of balance.

Now imagine getting a luxurious massage with soft music and candlelight. Notice how much lighter and relaxed you feel afterwards? Hello happy, balanced chakra energy!

Before I went to massage school in 1986, I had never heard of any metaphysical theories like the chakra system. But it wasn't long before I was physically feeling energy transfers between my clients and the bodywork I delivered as I gave healing massages.

Briefly, there are seven chakras in the body:



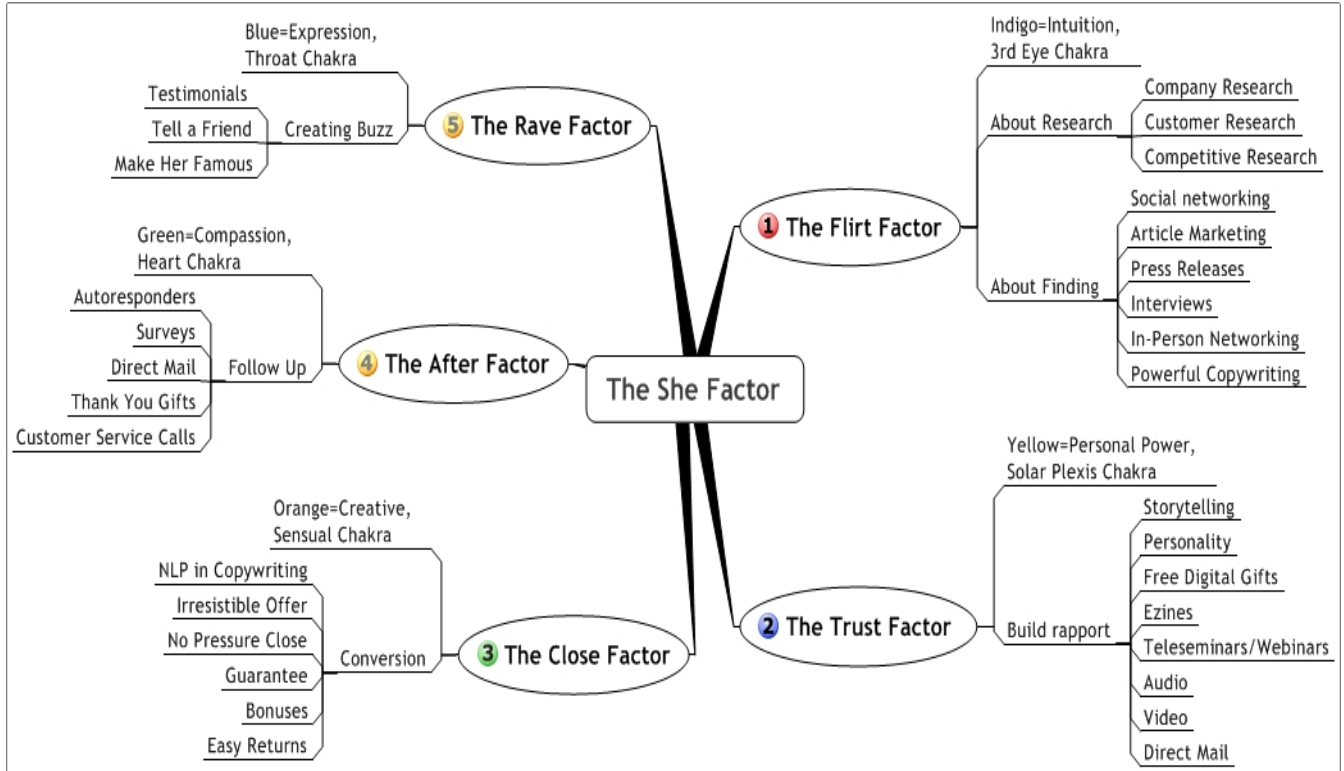


1. **Root chakra** is located at the base of the spine. It represents support and is red.
2. **Sacral chakra** is located at the genital region. It represents sensuality and creativity. It is orange.
3. **Solar plexus** chakra is located at your gut region. It represents personal power and is yellow.
4. **Heart chakra** is the center of your chest. It represents compassion and is green.
5. **Throat chakra** is, of course, on your throat. It represents communication and is blue.
6. **Third eye chakra** is in the middle of your forehead. It represents intuition and is indigo.
7. **Crown chakra** is the top of your head. It represents personal development and higher consciousness. It is white.

Here's the deal. . .

The buying process isn't just about the exchange of money. At different stages of our buying processes all humans feel different energies evoked. In general women are hypersensitive to the subtleties of color and energies. Those are the reasons I touch on the chakras in this program, but like I said, if it doesn't work for you, simply focus on the real world strategies you'll read about. Soon you'll have ***The She Factor*** system down pat and selling to women with ease and integrity.





Now let's get started on creating some amazing copy!



MODULE ONE:

“Gender Benders: Masculine Versus Feminine Copy”

In this module you will learn:

- Myths about marketing to women and how to conquer them - *(even women sometimes fall into these traps);*
- How to avoid sounding like a used car salesman in your copy - *(there is a place for hype-filled copy but not with women);*
- The avoidable mistake so many marketers make when trying to appeal to the female market - *(hint: If your copy is TOO SOFT you won't get attention);*
- The secret 'girl' code all women know when they trust their intuition - *(but seldom speak about out loud...even to each other);*
- The marketing taboos that make her click away in seconds flat - *(if you wanna lose her, this is how you do it)*





Today it's more important than ever to connect with women. Whether you sell washing machines or Mercedes Benz, digital cameras or financial advice, sneakers or home improvement services...women will likely have an impact on YOUR bottom line, one way or another.

If you're gonna try to reach them, you better figure out what women really want!

What Makes HER Tick

You may have heard the phrase, "The more you tell, the more you sell." Well with women, the more you SHARE the more you sell. In order to close her and get her to want to buy from you, a lot of triggers have to be included in your copy and marketing. Here are some devices you can use in your marketing right now to increase your close rate with women.

- **Women are primarily interested in community, people, relationships - there is no winner...only a village.**
- **Women base their opinions on personality whereas men base it on specifics.** It makes sense when you go back to our instincts of what is important to a caveman versus cavewoman. Caveman is single-focused in order to procreate his DNA. Cavewoman is multi-focused in order to preserve her children & the security of the village.
- **This makes storytelling very powerful to women.** Storytelling works with women AND men. While it's been a nice marketing device for awhile, women seem to NEED it more than men. It deepens the connection because they can relate to you.
- **Numbers, facts, and figures aren't as important to women as they are to men.** Women would much rather hear how someone's life was improved by a product or service than by what percentage. Think back to making your copy more story-oriented.
- **Women just don't care about the mechanical details so spending a lot of time on the features of a product ain't gonna get her attention.** A YALE STUDY tested college students' ability to program a VCR from written





instructions. 68% of the men did it on the first try. Only 16% of the women did it. My husband thinks I'm joking when I can't remember how to use one of 5 remotes to work the TV versus the DVD versus the radio versus the Tivo. It's enough to make my head spin.

- **Women love to weigh in and give their opinions...**quizzes, contests, surveys, essays...they love it! So using interactive media works great to hook women in.
- **Give her tips she can use with no strings attached.** So infuse your copy with useful statistics or fascinating facts she can tell her friends. You want to build a relationship over time. Just like dating. You don't just want to jump into bed...well maybe some do, but in general women want to be romanced and trust needs to be built.
- **Know what her values are.** Making a difference in the world is a stronger position than looking younger/better.
- **Also women like to know your business is out to make a difference.** They like to know you're involved in outreach programs beyond making money. So if you donate to a cause by all means let her know.





Qualities of Masculine VS Feminine Copy

Every piece of writing has a voice. You may not hear it with your ears, but it's there – having an impact on your readers. Men and women perceive the world through two different perspectives.

I'm using the masculine and feminine labels because it helps keep the differences clear. However studies prove that the femmed-up copy and the marketing techniques I share work equally well with men – and often out-perform the traditional, testosterone-laden stuff. Seems the cultural shift is opening men up too. Maybe as the economic roles have equalized, the feminine qualities in both sexes are finding a foothold.

Masculine Copy	Feminine Copy
Emotional aggressive language	Emotional bonding language
Gets to the point faster	Rapport and relationship-building has to happen first
Mimics offline direct response copy where uglier is better	More visually appealing – colors and overall look matter
Values are nice but not usually a factor in making a buying decision	Values of whoever she does business with is important
What's in it for me?	What's in it for me or my family or my loved ones?
Stories work but aren't critical	Stories are required to catch her attention and to bond
Men generally are looking for a single solution	Women have more criteria in making a buying choice (price, personality, stories, trust)
Facts and figures are important (features)	Numbers don't really register but personalities and stories do





Words and Phrases from the *SHE*-tionary

*Words and phrases that appeal to women ... from *The SHE Factor Marketing System* by Lorrie Morgan Ferrero*

Here's the thing about writing to women versus writing to men. There are definitely words that resonate with either gender. **But please don't get caught up in 'MAGIC WORDS or PHRASES' for either sex.** It just doesn't work that way. There is a more complex series of steps you must take to really connect with women that isn't necessarily so when connecting with men.

It truly comes down to your VOICE, your PERSONALITY, and your STORYTELLING ABILITY when connecting with the female market. I recognize we all want a list of words that hypnotically captures our market. *Never, ever gonna happen.* You have to do the due diligence and take the time to really TALK TO HER.

In general, when I'm writing to women, I use language that is a bit more colorful than I would probably use in a live conversation. It's kind of like chatting with a really hip girlfriend. Here are a few examples:

Oh, Snap!	Nurture	Empower
Inspire	Passion	Transformation is REAL
Live in the moment	Synergy	Like-minded
Tons of fun!	More satisfying!	Intuition
True freedom!	More time for YOU!	Exclusive!
You're gonna LUV this!	Wonderful!	Deliciousness!
Stand Out!	Be Bold!	Brilliant
Experience of a Lifetime!	Calling all girlfriends	Let me honest with you...
Spoil yourself rotten!	You Vixen, You	Psst!

Following is an example of masculine copy on its own, then the same copy given a feminine facelift.





Exhibit 1: MASCULINE ORIGINAL

What This Bootcamp Is NOT

This Bootcamp is NOT a substitute for learning to write copy yourself. Lorrie will NOT write your copy for you – but she has a keen eye for quickly assessing how (and where) to make it better. And she won't hold back. But the writing is your job.

This Bootcamp is NOT for those who play it "safe, the faint of heart, or closed-minded." (Lorrie's business methods are bold and often unconventional. But they have been proven to WORK.)

This Bootcamp is NOT for whiners and complainers who aren't willing to try new ideas or those who have trouble making decisions and need constant handholding. (Like they say, the definition of insane is doing the same thing over and over again and expecting a different result).





Exhibit 1: FEMININE MAKEOVER

Before You Make Your Decision, You Should Understand What This Bootcamp Is NOT...

This Bootcamp is NOT a substitute for learning to write copy yourself. Lorrie and her team will be with you every step of the way to guide and assist you with your new copywriting skills. The Bootcamp is a safe place to try things out and practice. After many years of virtual training, Lorrie has developed a keen eye for quickly assessing how (and where) to vastly improve your copy with even tiny tweaks. She and her team will give you all they've got, but the actual writing comes down to you.

This Bootcamp is NOT for those who walk on eggshells so as not to offend ANYONE, for those who like to play it safe, or for the closed-minded. Lorrie's copywriting style is unique, bold, and at times unconventional. But her systems have been proven to WORK.

This Bootcamp is NOT for complainers who expend a ton of energy telling you why something won't work instead of trying new ideas. (Like they say, the definition of insane is doing the same thing over and over again and expecting a different result).

So who is this Bootcamp for?





The Lessons

What did you think of the differences between the masculine versus the feminine tone?

- The message is the same but without the “yelling” tone.
- One of the techniques is to make her feel safe by deciding to try this new skill.
- No name-calling or bullying in the updated version.





THE Insider Copywriting Formula Revealed

When I first started writing copy I started at the beginning and wrote all the way through till the end. It wasn't until I was in the copywriting business for some time that I realized that copywriting is not a linear process. It was much easier to break it down into chunks or building blocks then move them around and stack them up to form the sales copy.

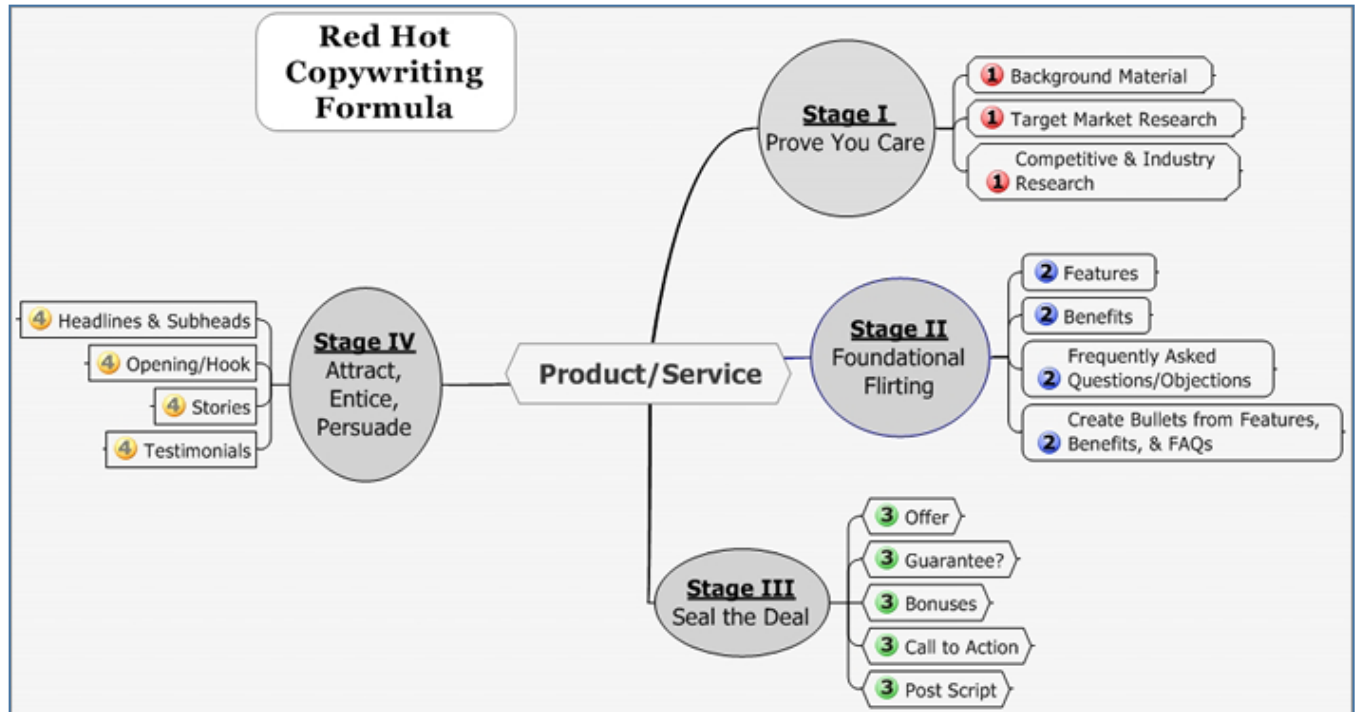
Stage I – Here's where you collect all the background material you can find on your product/service. Deeply research your target market. Also study others in your industry. All this legwork needs to be done before you write a single word of copy. Thank goodness for the Internet!

Stage II – In this stage you dissect your product/service to find out what the emotional components are and how they will appeal to your target market by pinpointing the features and benefits. You also get inside her head and anticipate what she wants to know so you can overcome any objections in the copy. This comes through as Frequently Asked Questions. Finally, you create bullets.

Stage III – This part explains the conditions of exactly what she gets for her money. You lay it all out on the line here. What is the offer? Is there a guarantee? Bonuses? What is your call to action to get her to buy now? And your post script(s) can be created here as a secondary call to action.

Stage IV – This final stage is where the creative aspect comes in. If you start here, as I used to, it's very easy to become paralyzed. Create the other Stages first and the final stage will flow much easier. Headlines and subheads go here as well as your opening or hook. Often the opening plays off the headline so it's natural to create them together. The story may be part of the hook or opening as well. And testimonials can actually be gathered throughout the copywriting process but since they don't exist until there have been customers, I put them at the end of the process.





End Result of the *She Factor Copywriting Bootcamp*

The goal of this training is to give you a foundation for all of your copy whether it's for a website, short sales letter, flyer, postcard, press release, etc. Sales copy comes in many different lengths, but the foundation is basically the same. Your copywriting template is this:

- Top Headline
- Compelling Opening (remember your target's pain)
- Top 3-5 Bullets
- Offer/Call to Action (exactly what she gets for her money & why she should act now)
- Testimonials
- Short Bio



YOUR Winning Copywriting Template!

Top Headline:

Compelling Opening: *(remember your tarket's pain)*

Top 3-5 Bullets:

- ◆
- ◆
- ◆

Offer/Call to Action: *(exactly what she gets for her money and why she should act now)*

Add in a testimonial from files with short credibility bio and you're good to go!

RED HOT COPY



Product/Service Blueprint

When I write copy for a client (or even for myself), filling out this blueprint is the first step of understanding what I am writing about. It serves as a beginning basis for your copy.

1. What exactly is this product/service?
2. What problem(s) does this product/service solve for the end user? In other words what would someone want to change with your product/service?
3. Why did you decide to get into this business? Was there a single incident or a collection of actions that got you into what you're doing today? *Feel free to be as story-focused as you like.*
4. Who is your target market? *(We'll work on this more deeply in the workshop but please give as many demographic details as possible including age range, marital status, living conditions, income, worries/fears. You can't be too descriptive on this one.)*
5. If you ran into an old friend you haven't seen in 20 years, how would you explain to him/her what it is you do today? *Don't worry about proper grammar or spelling. Just share a natural conversational explanation.*
6. How does your product/service work, step-by-step?
7. How long before benefits are realized? *(Immediately, week, month, year, etc.)*





8. What are the website addresses of three other successful businesses in your industry?
9. What makes your product/service different from others in your industry?
Template: "If you have [THIS PROBLEM] we offer [THIS SOLUTION]."

Your She Factor Copywriting Mission!



QUESTIONNAIRE

Fill out the Product/Service Blueprint for your own files.

NOTE: If you have more than one product/service please ONLY choose one to work on during this training.

