3 SECRETS TO COPY THAT CONNECTS AND CONVERTS
What if you could sit down with your coffee...

AND JUST POUR OUT WORDS

that spark an aha, a revolution, or thousands and thousands of

Guess what: you can.

Those words -- the words in your blog posts, your emails, your sales pages, your headlines, your business tweets, and all over your website -- those are called copywriting. Or, “copy.”

They’re the words that sell.

And if you’ve been having trouble writing them so they sound like you and make people want what you sell...

A few key changes to how you think about copy will change your business forever.
In fact, we’re going to share some tips with you shortly that will make you instantly smarter about the words you use in your business.

But first, if you’re wondering whether you really need this skill, here’s a question for you.

Have you ever read a few sentences of someone’s website and thought,

“WHERE HAVE YOU BEEN ALL MY LIFE AND WHERE CAN I GIVE YOU MONEY?”

THAT’S THE POWER OF GOOD COPY.

And if you thought you could succeed without it, think again.
IN FACT, THINK ABOUT THIS:

Attracting more of your ideal customers can often be a matter of changing a few key words.

Conclusion?

Every day that you put off this copy thing, you’re leaving the people who need you in the lurch, and leaving money on the table.

(Also, on the floor. In the bushes, under the couch.... look, there’s even some in your hair. Don’t you want it?)
GET THIS

GOOD COPY

...gives you the power to make more from doing what you love.

...is THE key to a clear, distinct brand that’s impossible to copy and unmistakably “you.”

...touches the soul. And other parts.

...is the difference between the happy roar of clamoring fans and buyers... and the lonely sound of tumbleweeds.

...makes you stand out from competitors, and your message resonate with buyers.

...gives you more confidence to share what you’ve got and what you do with the people who need it.

...is the microphone and giant amp for your life-changing message.

...above fancy design, above all else -- is what makes people go, “Ooh, tell me more.” And “Ooh, I need that.” And, “Ooh, here’s my credit card.”
STIFF, BORING COPY IS A FULLY REVERSIBLE CONDITION. BUT IF LEFT UNTREATED, IT WILL **KILL YOUR BUSINESS.**

**THE DIRE NEWS**

*Without good copy, your business is DOA (Dead On Arrival).*

**THE AWESOME NEWS**

*Good copy works miracles. And you can write it.*

*You* can write copy that sounds like you talk, and gets people to love and buy what you sell.

*You* can write copy that’s true to your voice, sassy without being snarky, intimate without being inappropriate, and persuasive without being pushy.

And, you can have fun doing it. What’s more?

**You can start right now.**
What is copy, and where do you use it?

Let’s start with a quick review. What is copy, and where do you use it?

“Copy” is short for “copywriting.” It refers to any words you use each and every day to communicate and persuade.

Ever watch the TV show “Mad Men”? The main characters, Don Draper and his protégé Peggy Olson, are advertising copywriters. Their job is to come up with concepts and words (or, copy) that sell pantyhose, baked beans, hamburgers, lipstick, candy bars, beer, airlines, and more.

That’s the traditional idea of what copy is.

But for your purposes, copy isn’t just the words in a TV commercial or on a highway billboard.

**It’s all the words you use in your business.**

Even indirectly. It can be the words you use personally, in a Facebook or Instagram post, to make people connect with and remember you and your brand.

As far as we’re concerned, “I love petunias!” is copy.

Which means?

**You’re already a copywriter.**

You don’t have to be a Don Draper. You don’t have to be a master wordsmith. But you do have to know what makes copy succeed or fall flat, so you can make sure yours does the job right.

That’s how “your thing” gets the attention it deserves and you get to make the impact in the world you’re meant to make.
A few online places every modern business owner needs to write effective copy:

- Blog post titles
- Blog post content
- Email subject lines
- Email content
- Sales pages or sales videos
- Proposals or pitches of any kind
- Home page
- About page
- All web pages
- CTAs (calls to action)
- Website button copy - buy now, add to cart, sign up
- Product or offering descriptions
- Video scripts
- Meta tags and descriptions
- Headlines for articles
- Content for articles
- Teaser bullets
- Video titles
- Video descriptions
- Customer service emails
- Autoresponder sequences
- Tweets
- Facebook updates
- Instagram updates
- Pinterest descriptions
- Webinars
- Teleseminars
- Your “I’m not checking email today” message

Some offline places that require good copy:

- Physical book title
- Physical book back cover blurb
- The standing sidewalk chalkboards outside stores
- A tearoff flyer for guitar lessons
- Brochures
- Handwritten thank you notes
- A “schedule your next appointment” postcard
- “SALE” sign in the window
- The description on a wine label or blend of coffee - think “pair with branzino or chicken” or “notes of chocolate, cherry and citrus”
- Items on a menu - think of a pasta dish that sounds so good that it made you close the menu and say, “Done. I’m getting that, and I’m not sharing.”

We know it sounds like a lot. But on the flip side, all these places are gleaming, golden opportunities to use words that:

- set you apart
- make people smile or laugh
- make them feel understood
- let them know they’re in the right place
- let them know they found exactly what they were looking for
- get them thrilled to follow you and buy from you
KNOWING HOW TO WRITE COPY THAT connects FROM THE heart AND CUTS THROUGH THE NOISE MEANS YOU HAVE THE POWER to sell anything.
Traditionally, CPR is what you perform to breathe life back into a human.

Our version of CPR will breathe life into everything you write.

Even if your copy is flatlining, lying there all boring, stiff and ignored, you can use these three key components to revive it.

The following “CPR” guide is the at-a-glance cheat sheet for a free video class brought to you by The Copy Cure -- the copywriting course that helps you find your voice and sell your anything.

Sign up at thecopycure.com to watch the video that pairs with this guide. You’ll also get copywriting tips in your inbox to make your writing instantly better. Here’s what a few of our subscribers have to say about our free tips.
“This is the best copy advice I’ve ever EVER gotten. Thank you!!!!!! You just made something that I’ve struggled with SO easy.”
- SHANNON

“Thank you Copy Cure - I’ve already pumped out my About Page and Services... They were weighing SO heavy on me!”
- NICOLE

“Thank you SO MUCH for this tip. My copy was beginning to sound a bit mumsy (nothing wrong with being a mum - I am one), but I tried this technique and it worked! I sounded ... like me when I’m at my coolest.”
- HELEN

“Just from the free content you’ve sent, I’ve already revamped the copy for my online course. I saw a huge improvement from the first day of my last ‘launch’ to the first day of this one.”
- ALLISON

“I tried your ‘Mini Me’ advice. It was amazing. I finally was able to write a cover letter in just 30 mins that I was happy about, it shows my personality as well as emphasizes my skills. And the best thing ever is that I’m finally getting feedback from companies I sent emails to last week, requesting interviews and more information.”
- MARTINA
SECRET #1 Clarity

FILL IN THE BLANK

Clarity is about making sure your copy is _________________.

Because when something is ________________, you don’t have to think twice about what you’ve just read or heard -- you understand it immediately.

Here are two common mistakes people make with their copy that makes it anything BUT clear.

Clarity Mistake #1: Cluttered Copy

You know what clutter looks like. A big ol’ jumble of too much stuff. You can’t find what you want, because there’s all kinds of junk in the way.

What clutters your copy?

1. **Using big words when short ones will do.**
   Big words are great to know, but clog up the flow of your copy. Instead of “utilize,” try “use.” Instead of “indicative of,” try “a sign of.” Instead of “attain,” how about “get”? (In The Copy Cure, we’ll give you a big ol’ list of big words you can stop using.)

2. **Using unnecessary words.**
   Are there any words you can you strike out from a sentence without changing the meaning of that sentence? If so, they’re unnecessary. Buh bye!

See an example of cluttered and decluttered copy (who doesn’t love a before-and-after?) in our video.
Clarity Mistake #2: Overly Clever Copy

We’re all for catchy wordplay. Rhymes, alliteration, puns, twists on common sayings... bring on the clever, as long as it passes this test:

Do we know what it is?

Clever is fine as long as it’s clear, too. If we have to think too hard, clever doesn’t work.

**FILL IN THE BLANK**

A confused mind ____________________________ and the _______________ marketer always wins.

Watch our video for an example of copy that’s overly clever.

**CLARITY PRESCRIPTION:**

*Use short, simple words that anyone can understand, cut out words you don’t need, and remember, clarity always beats cleverness.*
You know that person who’s the life of the party? Who turns heads when they walk into a room and has everyone’s attention when they talk?

That’s the effect of personality -- in a human, and in your copy.

It’s easy to spot copy that has no personality: It’s the copy you skip. It’s academic, dry, stiff, and robotic.

Writing that does have personality pops out at you. You can’t turn away. The first key to writing copy with personality is WRITING LIKE YOU ____________.

Why? Because to have personality, your copy needs to sound like a person. But that doesn’t come naturally for all of us. It takes practice, and tweaking these mistakes:

**Personality Mistake #1: Confusing Formal with Professional**

Don’t think that in order to be taken seriously, you have to keep your writing “proper.” Yes, your spelling should be on point. Yes, you should have a good grasp of grammar. But there’s no need to sound like a legal brief or a member of Parliament.
Personality Mistake #2  Sounding Like a Robot

FILL IN THE BLANK

This is a common mistake. But a tiny trick you can start using to fix it and add more personality to your copy right now is to use ________________.

Some of the Most Common ________________:
  • YOU WILL becomes → YOU’LL
  • IT IS → IT’S
  • THEY ARE → THEY’RE
  • DO NOT → DON’T
  • I AM → I’M

Examples:
In this course we will show you why you do not need to sound like you are a robot.
  vs.
In this course we’ll show you why you don’t need to sound like a robot.

You will never guess who is coming to this event!
  vs.
You’ll never guess who’s coming to this event!
There are lots more ways to make your writing engaging, original, and even copycat proof! We’ll give you a huge bag of tricks to do that in The Copy Cure. But for now, keep in mind that if you want your copy to connect and convert, you need to master Secret #2:

**FILL IN THE BLANK**

**PERSONALITY PRESCRIPTION:**

*Don’t mistake formal for professional, and do write like you ______________ by using ______________.*
SECRET #3 Resonance

This is about using words that strike a chord with your ideal customers and generate the “Ooh, I gotta have that NOW” factor.

The most effective copywriting starts in your reader’s head, not in yours.

A common mistake people make with their writing is that it’s too self-centered.

What causes that?

FILL IN THE BLANK

Focusing on what you think is important about your product or service, instead of focusing on what your ________________ think is important. Using too many of your words, not theirs.

Two things to know if you want to genuinely connect with your audience:

1. Exactly who you’re talking to.
2. The words they use to describe what they’re looking for.
Example: Say you’re a holistic nutritionist.

One of the great outcomes people get from working with you is that their chronic skin problems clear up. Rashes, eczema, zits all gone -- and they end up with crazy glowing complexions.

Word spreads and people start to come to you because they want help with their skin.

But to you, great skin is just a nice side effect. You’re more passionate about the fact that your work helps people reconnect with their bodies and with the earth. It opens up a spiritual dialog with nature and a conscious oneness with food.

And that’s where you make your big mistake. When anyone asks what you do, you say: “I use holistic nutrition to help you open up a spiritual dialog with nature and achieve oneness with food.”

You know what your ideal customer is thinking when she read that? She’s thinking, “Oh crap, I was hoping you were that skin person.” And she CLICKS away, probably never to return.

That’s what happens when you don’t use the words your customer wants to hear.

But imagine if rather than focusing on what YOU think is important, you focused on what your customers are telling you is important to THEM. You might say something like:

“I help you make simple tweaks to your diet that clear up all kinds of skin issues and give you a clear, glowing complexion.”

You might be thinking, “this sounds good -- but isn’t it sneaky and manipulative to use different words, just to make my customer buy? Or, what about my bigger ‘Why’ and philosophy - shouldn’t I share and express those?!”

These are understandable concerns. But here’s the truth - being a great listener and communicator isn’t manipulative. It actually makes you a MORE caring and compassionate business person!
**RESONANCE PRESCRIPTION:**

Know who you’re talking to, and write copy that answers what they want, not just what you think is important.

**FILL IN THE BLANK**

Remember the secret to making sure your copy ____________ and ____________ is all about making sure you give it CPR: Clarity, Personality and Resonance.
THIS FREE CLASS WAS A PREVIEW OF THE COPY CURE.

It’s a self-study program that you can take at your own pace and it’s jam packed with practical tools to help you find your voice, sell with heart and write amazing, original copy -- that actually sounds like you.

Here’s a link to check out the curriculum and start the program immediately, if you feel it’s the right fit for you.

But please make us ONE promise:

Whether you learn about copywriting from us, from someone else, or you do it on your own... please learn it. You and your message deserve to be heard, and good copy is essential to help you do it.

GET THIS PDF FROM A FRIEND?

Click here to learn more about The Copy Cure with the full video training on the 3 Secrets To Writing Copy That Connects And Converts.
About Your
COPY CURE PROFESSIONALS

You might be wondering, “Who the heck wrote this thing and what qualifies them to tell me about writing good copy?” Excellent question.

We are Marie Forleo and Laura Belgray, and we know you can write great copy. Over the years, we’ve listened to thousands of creatives and business owners who struggle with getting the right words down on the page. We created The Copy Cure to help you cross that problem off your list.
We’re confident this program can help if you’ve ever said anything like:

<table>
<thead>
<tr>
<th>“I have no idea where to start.”</th>
<th>“Writing is definitely not my strong point, but I know I need it for my business.”</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I struggle to bring out my voice. I feel like I get very stiff and boring fast.”</td>
<td>“I’m a decent writer, but I tend to ramble.”</td>
</tr>
<tr>
<td>“I don’t want to come off as phony, fake, or like I’m trying to take advantage of people and use them for their money.”</td>
<td>“I don’t know how to keep it real and authentic.”</td>
</tr>
<tr>
<td>“It’s scary to put myself out there, so I end up sounding cold and impersonal.”</td>
<td>“I don’t know how to keep my voice while writing in a way that sounds interesting and non-robotic.”</td>
</tr>
<tr>
<td>“I struggle with being concise but expressing lots of personality at the same time.”</td>
<td>“I tend to be too formal and too wordy.”</td>
</tr>
<tr>
<td></td>
<td>“I have a lot of good ideas, but when I write them out they never come out the way they sounded in my mind.”</td>
</tr>
</tbody>
</table>
WITH ALL THAT SAID, HERE ARE OUR OFFICIAL BIOS AND PLACES TO CHECK OUT OUR WRITING FOR YOURSELF.

MARIE FORLEO

Named by Oprah as a thought leader for the next generation and one of Inc.’s 500 fastest growing companies of 2014, Marie’s mission is to help you realize your greatest potential and use your gifts to change the world. She’s the creator of the award-winning show MarieTV, founder of B-School and has been featured in *Entrepreneur Magazine* and *Fast Company*, among others. Marie has mentored young business owners at Richard Branson’s Centre of Entrepreneurship. Through her Change Your Life, Change The World initiative, each for-profit training program is tied to a for-purpose partner who supports women, the environment and entrepreneurship. MarieForleo.com is one of Forbes.com’s Top 100 Websites for Entrepreneurs.

LAURA BELGRAY

Laura has been an award-winning professional copywriter for nearly 2 decades. Her list of credits and clients include *New York Magazine*, NBC, Bravo, HBO, and many many more. She’s also the founder of the copywriting company Talking Shrimp, and works closely with hundreds of small-business owners and entrepreneurs (like you) to create copy that’s full of power and personality.
THANKS SO MUCH FOR YOUR INTEREST IN

THE COPY CURE

We hope to see you in the program.
1. make more sales
2. get people to say yes
3. understand how to write about yourself without sounding self-indulgent
4. write blog posts that get shared and spread faster than smallpox
5. avoid misunderstandings
6. attract the right clients
7. earn excess income
8. get more clients
9. have every communication you put out sound like you
10. stand out from the crowd of sameys
11. have a clear, distinct brand that matches your personality
12. have continuity in your tone - no jekyll and hyde
13. leave a lasting impression
14. have your content shared, tweeted, and liked
15. be called “the bomb” or even “da bomb”
16. enjoy an advantage over most marketers in business
17. enjoy an advantage over most people in life
18. have fun writing again
19. be able to make changes to your own website copy whenever you need to
20. look at writing in a whole new way
21. never again say “I can talk up a storm, why doesn’t it come out that way when I write?”
22. never again put off doing what you’re meant to do because there’s a little piece you don’t know how to write
23. help more people
24. be more knowable
25. be more likeable
26. be more trustable
27. refine crucial bits of your copy masterfully, on the fly -- without hiring a copywriter
28. if you do hire a copywriter, be able to judge who’s good
29. have people ask “who did your copy” and be able to say “me”
30. have copy that’s authentic, even if you hate that word
31. have your prospects clicking “buy” before they even finish reading
32. finally check off “write About Page” from your to-do list
33. sell your ideas
34. be more persuasive
35. tell a better story
36. make a name for yourself
37. have people like you without even meeting you
38. never again sound like a robot or a high school english paper
39. have people say they could “hear” you when they read your copy
40. have fans who’d give you money for anything you sell them
41. have secret tools to come up with “how’d you think of that” ideas
42. be able to explain what you do succinctly
43. sound intelligent when asked “what do you do?” at parties
44. be able to charge more
45. have a bigger list
46. no longer have “copy envy” when you look at other businesses
47. spend less time explaining yourself and more time enjoying yourself
48. feel confident and capable each time you have to create new copy

Want The Copy Cure?

GET THE COPY CURE NOW

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