

Craft Your Magnetic Marketing Copy

OBJECTIVE

Now that you have identified your hot topic theme, connected with your Juicy JV Partners and crafted your JV Agreement you are ready to create the marketing pieces that will help you drive traffic to your event! Craft your 5 pieces of magnetic marketing copy so that you position yourself powerfully to promote your event.

MODULE OVERVIEW

Create compelling copy that will have your tribe on the edge, eager for your interview and ready to buy your expert's solution. You'll get templates of the 5 pieces of magnetic marketing copy that you'll need and plenty of examples of what works!

- 1. 5 Essential Magnetic Marketing Copy Templates:** Opt-in Page, Newsletter Notice, Solo Email, Blog Posts and Social Media Tweets (Templates)
- 2. Opt In Page Worksheet.** The 4 elements that must be included on your Opt in Page to attract your perfect participants. All additional copy is created from this worksheet.
- 3. Confirmation Page Template.** Make sure to include language around double-opt confirmation, or whitelisting.
- 4. Welcome Email Template.** Ensure that the welcome email includes topic title and description, bulleted benefits and dial-in information. Also encourage subscribers to submit questions on the topic right away.

ACTION STEPS

- 1.** Watch the Module Video.
- 2.** Draft Your Opt In Page, Confirmation Page and Welcome Email.
- 3.** Draft Your Solo Email.
- 4.** Draft Your Newsletter Notice.
- 5.** Draft Your Social Media Posts.
- 6.** Bonus: Draft a Blog Post.
- 7.** Run your 5 marketing pieces by your Power Pal.

These can all be accessed on [Module 4](#).

10 COPYWRITING TIPS THAT CREATE RAPPORT, RELEVANCE AND RESULTS

You may be new to copywriting, and it may even seem like something out of your reach, but the best online marketers are ALWAYS involved in their own copywriting. I remember Alex Mandossian mentioning that there were two things he NEVER outsourced: delivering his programs and his copywriting.

Whether you're having someone help you out with your copywriting, or doing it for yourself, you'll want to ensure that your copywriting is in your voice. That means it should sound like you. Here are some copywriting pointers to get you started:

1. **Craft a Powerful Headline.** A headline's primary purpose is to grab your attention so that you will continue reading. That's it!
2. **Have a Conversation.** Imagine that you are sitting with a potential client at a Starbucks that has come to you for help. Copywriting is a way of having that dialogue with your potential clients and help them make a decision regarding your offers.
3. **Grab Their Attention.** Grab their attention when you begin, and make them gasp when you finish. Think of a web page as a story, a performance or a show. Make it light, easy to read and captivating. You'll know you've hit it on it by how you feel!
4. **Ask a Powerful and Provocative Question.** Ask the reader a simple question early on they'll say 'yes' to. This will connect and engage them to your message and your offer, especially if you've created deep alignment and resonance.
5. **Write in Your Tribe's Language.** Leave out the jargon and use the style they're comfortable with. Read your Tribe's magazines and newspapers to get ideas. Use positive inspiring language on what the reader 'can' achieve and 'will' be able to do. Avoid negative terms that might dampen their spirits. Use power words to charge up your writing's impact, such as 'revealed', 'proven', 'scientific' and 'breakthrough'.
6. **Use Short Sentences.** Sentences should average around 16 words, but vary between short and long sentences to give your writing rhythm. Cut out excess words. As Anton Chekhov put it, 'Brevity is the sister of talent.'
7. **Allow Your Copy to Breathe.** Break up up your page with subheads and bullets to aid skim reading. Leave long paragraphs to novelists, and limit yours to a single thought. Two or three sentences is adequate.
8. **Tell a Story.** People are hardwired to respond to stories. Use storytelling on how your product has solved someone's problem to trigger the reader's imagination and emotions. Use facts or personal history to build rapport, empathy and to show the reader that you feel their pain.
9. **Test!** Read it aloud to hear whether it flows smoothly. Ask your colleagues and inner circle, *that are in your Tribe*, to check it out for you and give you feedback.
10. **Keep a swipe file.** Notice which opt in pages you say, "Yes!" to and copy them. Study them and highlight key phrases. Use them as a way to brainstorm for your own pages. Adapt what works for your own copywriting.

YOUR MOST IMPORTANT COPYWRITING ELEMENT: YOUR HEADLINE

Web pages are often cluttered, with too many elements crammed into a single screen or page. Density of information can be a good thing. There's nothing wrong with delivering a powerful, linear message with plenty of text, images, charts or whatever else supports your message.

However, **the headline is your key message.** The headline on any web page has the power to dramatically increase readership and conversion rates. It will attract, engage and hold attention. But even the best headline will under-perform if it is crowded out by other elements. Having a strong image close to a headline can dilute attention. The same goes for other graphics and secondary headings.

Make sure you leave some clear space around the headline. Allow it room to dominate the top of the page. Design the page so that the eye is drawn to the headline first, without any other distracting elements competing for the eye's attention.

Writing compelling headlines are an ongoing adventure. Here are some templates from one of the best copywriting sites, [Copyblogger](#)...

Who Else Wants [blank]?

Who Else Wants More Fun and Less Stress When on Vacation?

The Secret of [blank]

The Secret of Successful Podcasting

Here is a Method That is Helping [blank] to [blank]

Here is a Method That is Helping Bloggers Write Better Post Titles

Little Known Ways to [blank]

Little Known Ways to Lose Weight Quickly and Safely

Get Rid of [problem] Once and For All

Get Rid of Your Unproductive Work Habits Once and For All

Here's a Quick Way to [solve a problem]

Here's a Quick Way to Backup Your Hard Drive

Now You Can Have [something desirable] [great circumstance]

Now You Can Quit Your Job and Make Even More Money

[Do something] like [world-class example]

Blog Like an Rock Star

Have a [or] Build a [blank] You Can Be Proud Of

Build a Body You Can Be Proud Of

What Everybody Ought to Know About [blank]

What Everybody Ought to Know About Writing Great Headlines

Give Me [short time period] and I'll Give You [blank].

Give Me Five Days - And I'll Give You the Secret of Learning any Subject!

If You Don't [blank] Now, You'll Regret it Later.
If You Don't Build Your List Now, You'll Regret it Later.

The Entrepreneur's [blank's] Way to [blank].
The Entrepreneur's Way to Riches.

Do You Recognize the [number] Early Warning Signs of [blank]?
Do You Recognize the 7 Early Warning Signs of High Blood Pressure?

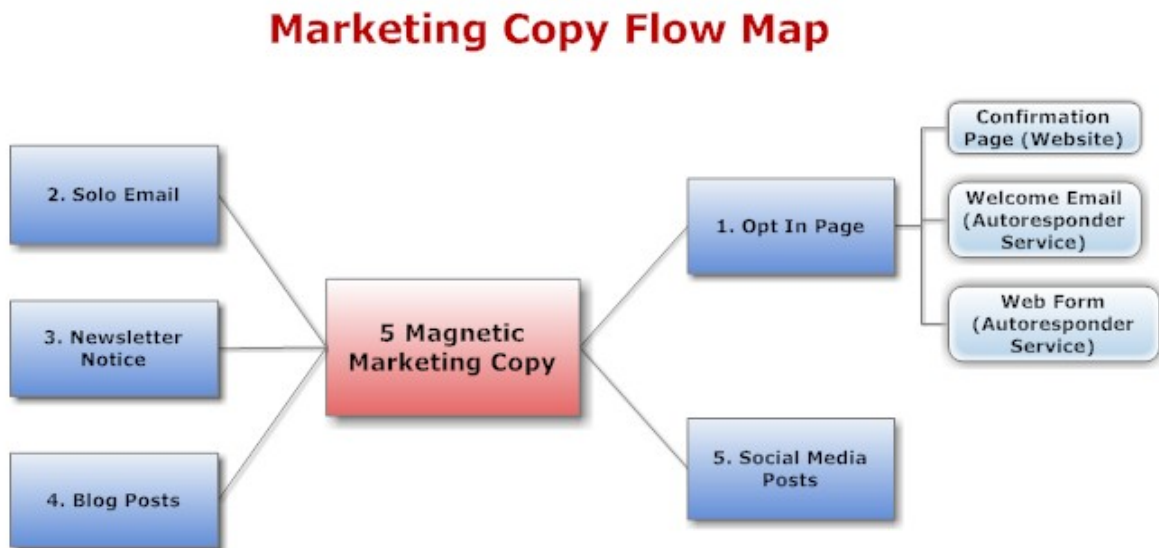
See How Easily You Can [desirable result].
See How Easily You Can Increase Traffic With Social Media.

Do You Make These Mistakes?
Do You Make These Mistakes With Your Blog?

So, when do you write your headline? Some folks start off with this piece, others write their copy and then allow the headline to come together. You'll have to try it out and see what works for you.

MARKETING COPY FLOW MAP

Before we dive into the specific marketing pieces that you'll be creating for your event, let's take a look at a visual map of your 5 marketing elements:



This may seem like a lot of work but it's a lot easier if you follow my method. First, start off with the most crucial marketing copy: your Opt In Page. The remaining 4 marketing copy will be created from this ONE marketing piece!

IT ALL STARTS WITH YOUR OPT IN PAGE

The first piece of marketing copy that you need to create is your opt in page. I've created a worksheet for you to help you in creating your first draft. Every other marketing piece is derived from this first element. Here's what you'll need to give some thought to :

1. **Kickbutt Headline:** Use a mix of the problem, benefit and Tribe.
2. **Introduction:** Position your problem and your promise in one paragraph, 3-4 sentences.
3. **Benefits:** Share the benefits in a bulleted format.
4. **Call to Action:** Wrap up with the promise and invite your reader to register for the event.
5. **Picture:** Either pictures of you and your speaker, or an image that captures the problem or promise.
6. **Brief Bio** of Your Speaker and You. (Optional)

Worksheet: [Magnetic Opt in Page](#)

How to Make Your Book An Amazon #1 Bestseller



Marnie Pehrson

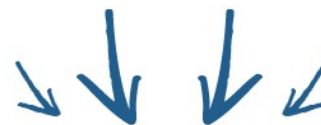


Lisa Preston

Learn how Marnie Pehrson and Lisa Rae Preston launched a #1 bestselling Amazon campaign with the Trust Your Heart: Transform Your Ideas to Income book. What was phenomenal was that they achieved best seller status in less than 5 hours from launch. Here's what also happened...

- ✔ They received calls from the media for interviews.
- ✔ They were contacted by a national business publisher who wants to publish the book.
- ✔ They heard from a national television talk show about potentially showcasing the book.

Find out how YOU can model their success and launch your book to a #1 Amazon Bestseller status!



Wed, Oct 20, 1pm ET

Launch Your Amazon Bestseller

Sign Up Now!



We will NEVER share your info.

4 ELEMENTS TO SET UP THE BACK END OF YOUR OPT IN PAGE

Now that you've created the actual copy here are the back end pieces that you also need to put in place:

1. **Create Your Mailing List (Autoresponder Service).** You might have a separate mailing list if you're hosting a series, use your newsletter mailing list, or a separate mailing list for all your interviews. If you're researching topics, to determine the most relevant ones you might want to create separate mailing lists for each one. This is little more work, as you'll have to create separate web forms. If you've got administrative support you may want to invest the time and effort in testing out your topics.
2. **Web Form (Autoresponder Service).** You can create some really attractive opt-in web forms with most autoresponder services. If you're using Optimize Press you'll need to include the html code, and not the flash script.
3. **Confirmation Page (Website).** If you have double opt-in through your Autoresponder Service, you'll want to redirect them to a page on your website (as soon as they opt-in) to ensure that they whitelist your email and avoid the spam filters. If you've included a bonus for them you can redirect them to that page from this one.

Video Salesletter Secrets To Double Your

The unfortunate truth is that a lot of valid email gets labeled as spam and will never get to you. To ensure that you do receive the confirmation email, make sure that you have done the following:

1. Check your spam or bulk folders for my email.
2. Make sure you have added the email address below to your Address Book, Whitelist, or Approved Senders list.

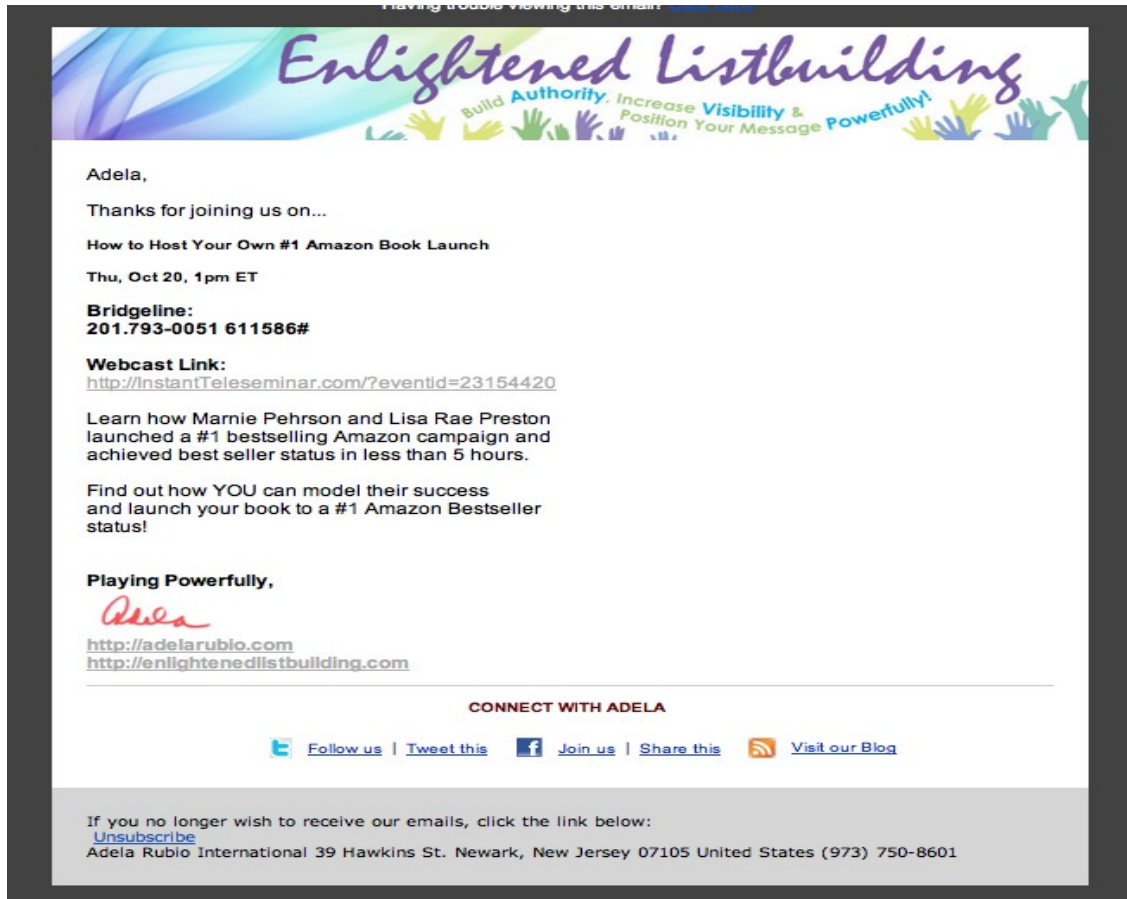
adela@adelarubio.com

3. If none of the above work, then contact the help desk for your Internet provider to see if they have blocked the message. If all else fails, please contact my [helpdesk](#).

Also note: Sometimes it can take a few hours to receive your email – especially if you are using Yahoo. You may have also accidentally entered your email address incorrectly – I know, because I do this sometimes too!



4. **Welcome Email (Autoresponder Service).** Include your welcome and call-in information, which may include bridgeline and webcast link. Determine how you want to them to submit their questions... Q&A on Instant Teleseminar, your FB Fan Page, a Survey, etc.



NEWSLETTER NOTICE

Once you've created your opt in page. You can pull copy from it to create your newsletter notice.

UPCOMING INTERVIEW

How to Host Your Own #1 Amazon Book Launch Marnie Pehrson & Lisa Preston Oct 20, 1pm ET

Learn how **Marnie Pehrson** and **Lisa Rae Preston** launched a #1 bestselling Amazon campaign with the *Trust Your Heart: Transform Your Ideas to Income* book. What was phenomenal was that they achieved best seller status in less than 5 hours from launch. Here's what also happened...

- They received calls from the media for interviews.
- They were contacted by a national business publisher who wants to publish the book.
- They heard from a national television talk show about potentially showcasing the book.

Find out how YOU can model their success and launch your book to a #1 Amazon Bestseller status.

[Register for the call.](#)

SOLO EMAIL

You can also pull from your opt in page to create your solo email. Same elements apply.

Adela Rubio
Free Your Essence, Share Your Message, Create Conscious Community

Ever since the #1 bestselling Amazon launch of Trust Your Heart: Transform Your Ideas to Income, Adela, my colleagues Marnie and Lisa Rae have been asked...

"How did you guys attain best seller status in less than 5 hours from launch?"

I know what happened to me, as a consequence of being a contributor to the book... more offers to share my message!

If you want to skip to how they did it, you can check it out here...

<http://adelarubio.com/azbooklaunch>

But, let me tell you a bit more...

They implemented a very unique set of strategies that worked like gangbusters!

These gals are SO message- and partner-savvy that within hours of launch, they had...

- *Calls from the media for interviews
- *Request from a national business publisher who wanted to publish the book; and
- *Heard from a national television talk show about potentially showcasing the book.

Best-seller status rocks!
 Here's one more thing...

They have decided to share their strategies with you - in fact, hand you all their hard work - so that you can save weeks and months in your own best selling book launch.

If you're ready to write Amazon Bestseller beside your name, then you won't want to miss this opportunity!

<http://adelarubio.com/azbooklaunch>

AND...

I've gotten Marnie to share some of the juicier bits of the process in one of our Enlightened Listbuilding Interviews later this month!

Stay tuned, I'll be sending you info soon on how to register for that call. In the meantime, jot down your book launch questions and send them to me at...

<http://adelarubio.com/launchquestions>

Blowing Powerfully

BLOG POSTS

Blog posts are optional, but they are extremely powerful in helping to build the value of your content and the promise of your solution. Here are three blog posts that I created for my Enlightened Listbuilding Program:

Blog Post #1

Ten Ways to Grow Your Business with Expert Interviews

[EDIT]



Audio Version...

▶
AUDIOACROBAT
00:00

Are you struggling in your business because you don't have access to a large enough pool of your perfect clients?

Whether you're a coach, author or service professional, there's nothing that will flip that abundance switch like moving from 'going after clients' to having clients clamoring for you. Unfortunately, that doesn't start happening until you find your tribe, establish your expertise at delivering solutions to their burning issues, and having some mega-reach.

Blog Post #2

3 Ways to Build Your Tribe by Sharing Your Authentic Message

[EDIT]



Sometimes, as a conscious entrepreneur, you can spend SO much time on trying to figure out the essentials of your Authentic Message.

This exploration can sometimes feel a bit paradoxical: you need to dive into your message, as you're clarifying that message and whom it serves.

First, let me clarify what I mean by Authentic Message:

Blog Post #3

4 Ways To Unleash Your Authentic Voice

[\[EDIT\]](#)

Are you playing it safe or are you following the cadence of your own authentic voice? In a world that is full of noise, boatloads of information and so much to do, it can seem like an almost insurmountable adventure to explore the unique path of your own contribution.

However, if you're a change agent, your authentic voice is like a siren song. No matter how much surface disruption there may be, your inner voice surreptitiously arises and leads you by the heart, risking the path less traveled.

SOCIAL MEDIA POSTS

You can use your opt in page as a jumping off point for your social media posts. Here are some social media posts that you can adapt for your own events. The link you'll use is your Opt In Page link:

3 Ways to Grow Your Business with Expert Interviews [\[link\]](#)

What will YOU do this year to connect with more joint venture partners [\[link\]](#)

Build your tribe and serve more people with Expert Interviews! [\[link\]](#)

Establish your expertise and turbo charge your reach with Expert Interviews! [\[link\]](#)

Three ways to grow your business authentically with Expert Interviews. [\[link\]](#)

Build Your LIST and Your TRIBE with Expert Interviews. [\[link\]](#)

Leverage Your EXPERTISE with Expert Interviews. [\[link\]](#)

Turbo Charge Your JOINT VENTURES with Expert Interviews. [\[link\]](#)

Generate INCOME AND share your message of change with Expert Interviews. [\[link\]](#)

Struggling in your business because you don't quite have a BIG enough reach? Build your following w/ Expert Interviews. [\[link\]](#)

There has NEVER been a better time to kick your listbuilding into high gear.

Is your conscious business hit or miss? Build your tribe, share your message, generate income with Expert Interviews. [\[link\]](#)

Make money AND make a difference. Align with a conscious community and grow your biz at quantum speed. [\[link\]](#)

Is your conscious business sucking the life out of you? Tap into your essence and bring ur unique contribution to life with Expert Interviews! [\[link\]](#)

This is no time to sit out on the sidelines, share your message and your solutions with Expert Interviews! [\[link\]](#)

Create a tsunami of transformation! Bring your unique essence to your Expert Interviews and serve Life. [\[link\]](#)

Answer the inner call and awaken to your Conscious Business. Explore a powerful stream with Expert Interviews. [\[link\]](#)

BE the change in your own zip code with Expert Interviews. Watch how your Conscious Business contributes to change in the world. [\[link\]](#)

Your WHY must power your business. Clarify your message and market with Expert Interviews. [\[link\]](#)

Information does not lead to transformation, committed action does. Grow your business with Expert Interviews.

The Inner Game can be another distraction. Better strategy? Arrange success, align w/ high-vibing joint venture partners with Expert Interviews. [link]

Short on business inspiration? Quantum pathway to shift your energy: Hang out with juicy people! Host Expert Interview. [link]

Obstacles and barriers in your biz aren't stumbling blocks but the pathway upon which your success is founded. Grow your business w/Expert Interviews. [link]

Exponentially increase your business bandwidth with Expert Interviews. [link]

WORKSHEETS

Magnetic Opt in Page (worksheet). Use this worksheet to craft your opt in page. Here's an example... <http://www.adelarecommends.com/launch-an-amazon-bestseller>

RESOURCES

Evolutionary Adventurers Club. Create an environment of curiosity and lightness by engaging and exploring your Essence. There are libraries of guided meditations, monthly writing circles and a highly conscious and fun community for you to connect with. You can redeem your 90-day membership on the [Bonus Page](#).

Copyblogger Site. The headline templates were taken from this top notch site for copywriting. You can read the full posts below:

<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work>

<http://www.copyblogger.com/headline-swipe-file>

[Webinar Replay](#)

EXPERIENTIAL ASSIGNMENT

Schedule a Joint Venture Conversation with Your Power Pal. Run your five marketing pieces by your Power Pal and get their feedback..