

How to Write Marketing Copy

When writing a flyer, a web page, or any marketing material, it's good to have a clear overview in mind: who is the marketing for and what are they looking for? Here are tips and a 6-step guideline on how to get your message out. What you write builds on your life purpose, your soul's guidance, knowing your niche, and your benefit statement.

Writing Tips:

- **Know your desired outcome:** what do you want the reader to do after reading your words?
- **Refine your writing** until it becomes clear.
- **Have a conversational tone;** avoid academic writing and jargon. Read it aloud to confirm that it feels natural when repeated aloud.
- **Always keep your audience in mind.**
- **Make sure each point flows** from the previous. Lead the reader step-by-step.
- **Don't get bogged down in features,** especially at first ("A session is 60 minutes long and we do one each week.") Focus on benefits. (As we work together, your life purpose will become easier to follow and you will have more joy and fulfillment in your life.)
- **Keep it solution-oriented.**
- **Eliminate typos and bad grammar.**
- **Make the layout and design easy to read.** If you're not good with graphics, find an example that looks clean and copy the formatting.
- **Get some feedback from others** on what you wrote and need to revise.

6-Step Sequence to Your Marketing Material:

1. **Create a headline** (and possibly sub-headline) that reflects your benefit statement. (Good headlines: can ask a question; summarize a story; give number of ways/lists; are problem based; arouse curiosity) E.g., "How much longer can you stand the stress?"
2. **Describe the challenges you help clients to address.** "Up to 90 percent of the doctor visits in the United States may be caused by a stress-related illness..."
3. **Describe the solution.** "By having a program you can integrate in your daily life and eliminating underlying causes, you can de-stress and do what you really want, easily and enjoyably."
4. **Note why they haven't succeeded:** "Many people want a quick fix and don't deal with underlying causes of stress."
5. **Describe why your process works.** "We've found that using..."
6. **Provide a call to action.** "If you'd like to know more, we can set up a complimentary session on "Taking Your Life Back: De-stressing Your Life" or I'll send you my article on....."

Resource: Robert Middleton's *Info Guru Manual*, www.1shoppingcart.com/app/?af=774075

Links to Examples of Marketing Copy

Examples of marketing copy we plan to include in the teleclass include the following:

1. Mountrose Holistic Healing/Coaching Weekend <http://www.gettingthru.org/coach.htm>
2. Coaching and Leadership <http://www.oneononecoaching.com/>
3. Gentle Healing Touch <http://www.GentleHealingTouch.org> (Spyder Webb's site, class member)