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Copywriting TNT

Tips 'n Tactics



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Hi Lorrie,

First of all, I have to give special thanks to my three assistants for helping keep my sanity. I'm been extremely busy and overwhelmed. If it weren't for Linda Heibel Pridgeon (www.essentialoutsourcing.biz), Kyle Chandler Sheldon (www.virtualadminksc.com) and Jill Chongva (www.vadiva.com) there is no way I could keep organized. If you aren't outsourcing, you are missing the boat. The trick is to find someone you can trust. And these three women truly run my organization. So a public "thank you" to you all.

Why am I so grateful? Well, I just spent three empowering days at Mark Victor Hansen's Mega Book Marketing event. If you ever want to spend time changing your life, go to one of his events. There were close to 600 people there (I will send out links for the pictures later in the week.) Mark also knows the importance of surrounding himself with good people (*Right Lisa, Jody, Michelle, Pat, Richard, Barry and the other behind-the-scenes folks?*) It was one hot event!

Speaking of sizzling things, there are some teleseminar events I want to tell you about. Now you can get f^ree training without ever leaving your home. It is a 10 hour marketing teleseminar series sponsored by the **Small Biz Marketing Summit**. Every Tuesday and Thursday you are invited to join my pal, Alexandria Brown as she interviews the top-notch speakers (including moi) for the **Small Biz Marketing Summit**. The series started, Tuesday, April 12 at 5:30 PM Pacific (that's 8:30 PM Eastern Time). But it's not too late to register now for f^ree and get all details at

http://tinyurl.com/5nl_2c

The other teleseminar is for you if you're interested in getting f[^]ree publicity. Join me on Wednesday, April 27th from 5-6 PM Pacific as I grill Randall Blaum, the **Hollywood Marketing Mogul** to find out the inside story. Simply sign up on www.red-hot-copy.com/hollywood.htm. (If you're at all interested, don't wait. There are only 100 lines.)

Events

Want to know where in the world I'm speaking? Come on out to one of my events. I'd love to see you!

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Event Number 1 - Small Biz Marketing Summit, May 20-22, Costa Mesa, CA www.smallbizmarketingsummit.biz Remember to register for the f[^]ree marketing training at http://tinyurl.com/5nl_2c

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Event Number 2 - National Association of Women Business Owners (NAWBO), June 9-12, Orlando, FL www.nawbo.org

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Event Number 3 -- Red Hot Copywriting Bootcamp 6 week session beginning June 13

Price increase on May 1st. Sign up NOW! Get the full story here. [Sign up NOW](http://www.red-hot-copy.com/rhcbootcamp.htm) www.red-hot-copy.com/rhcbootcamp.htm

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Event Number 4 -- MegaSeminar, July 16-18, Denver, CO

Hurry on this one! Early bird special ends May 1st. Sign up through my link and get the super saver Early Bird Discount!
www.megaseminar.com/SeeLorrie.htm

Resources

You know how I love promoting organizations that recognize the hard work we do in business. [The Stevie Awards](http://www.stevieawards.com) is looking for an underwriting sponsor for 2005 to help keep their entry fees low. Hey, you can even promote yourself. Visit their website to see where you fit in. <http://www.stevieawards.com> The Stevie Awards were created to honor and generate public recognition of the efforts, accomplishments, and positive contributions of companies and business people worldwide. Check it out!

Copywriting Checklist

Lorrie
Morgan-
Ferrero,
Expert
Copywriter

7 Steps You MUST Take Before Writing a Word of Copy!

Okay, you know you have your product (or service) in front of you. Now it's time to get the word out with an attention-grabbing sales letter. But where do you begin? Whether you hire someone to write your copy, pass it off to a staff member or learn to write it yourself, you need this checklist.

The Critical Steps to Take Before Writing Your Sales Letter

One of the biggest misconceptions new clients have when they come to me is I can whip out a sales letter in a few days. Wrong, wrong and wrong. A lot of preparation goes into writing copy. I spend on average 50% - 70% of my time PREPARING to write copy. If you don't do your homework, the chances go up exponentially that your copy will fall flat on its face. Use this simple checklist to get you prepared for writing your own sales copy.

- **Use the product or service yourself.** I wouldn't dream of writing copy about something I had never experienced. (If it's your product, you may want to let someone else test it, then interview her about her experience.) It's one of the fastest ways to get a complete understanding of its strengths and weaknesses.
- **Research your target market thoroughly.** If you know anything about the way I help others write their own copy, you know about the "tarket" concept. Basically it goes like this. Segment your market down by age, income, marital status, etc. Then write out a detailed description of ONE PERSON in your target market - your "tarket". When you write, speak only to that person.
- **Spy on the competitors.** Make yourself a customer to your competition. Then study how they handle marketing and customer service from A to Z. Sign up for their ezines, study their websites, collect their direct marketing campaigns. Learn to think like they do. Soon the differences between your company and theirs begin to reveal themselves. Your unique selling position pops its head out!
- **Anticipate objections by writing out the FAQs ahead of time.** Put yourself in your customer's shoes and think like she does. What questions come up for her that would stop her from buying? Expect those frequently asked questions to come up and address them in your copy.
- **Identify the features and benefits.** We already know people buy more on emotion than logic. So have a list of what your product or service does (features) and how each feature makes your customer's life better (benefits). The more you can stimulate an emotional response in your client with benefits, the deeper the connection goes.
- **Collect compelling stories from the client.** Nothing pulls us in psychologically more than a good story. Humans are a storytelling society. It's in our genes. So give them what. Get the reader entrance by your copy with a hard hitting short story. Then connect it back to what you're selling.
- **Gather testimonials from happy customers.** How often do you read a testimonial about how badly this product stunk? Not very often. Testimonials are designed to increase credibility. To put a face on people who have had success with your product. How it made

them richer, happier, thinner. Let them speak for you. Your trust quotient goes way up!

If you follow each of these steps thoroughly BEFORE you sit down in front of a blank screen, you have all the elements you need for a successful sales letter. I know. I know. Putting the pieces to the puzzle together can be easier said than done. But no matter what your skill level is at today for writing copy, we all start from these same basic steps.

Where to Go for More Help

If you're looking for more direction, let me again recommend the [Red Hot Copywriting Bootcamp](#). You not only get my one-on-one expertise, but you never know what other pros come onboard to teach you like Alex Mandossian (conversion expert) or Marty Foley (traffic and testing expert). The Copywriting Bootcamp is a complete copywriting brain dump (that sounds a little vile, doesn't it). Bottom line: You won't find a more thorough, hands-on program on the subject.

Of course I'm partial to my course, but you can also check out "*Michael Masterson's Accelerated Program for Six Figure Copywriting*" through AWAI-American Writers and Artists Institute . I personally took this course by Michael Masterson and I definitely recommend it.

Ask Lo

Dory from Illinois asks about headlines: "***I want head lines that grab attention in the motorsports industry.***"

Hi Dory,

Adventurous risk-takers like the type in your target market tend to respond to more compelling copy. Good news for you. That means you can have some fun with it. You'll want to use action and power words.

My suggestion is to start collecting a "swipe file" - a collection of copy from junk mail, magazines, websites, etc. that appeals to you. Also check out the language your competition uses. Let other people do the field tests for you. Then tweak the words to fit your copy. (It's a perfectly legitimate practice as long as you don't copy word for word.)

I also highly recommend my new headline creating software, "**Instant Headline Creator**". You can read more about it here. <http://www.red-hot-copy.com/instantheadlines.htm>. It takes up less space than a swipe file and spits out hundreds of potential headlines in seconds.

Best of luck! Lorrie

Classified Ads

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DISCOVER HOW TO MAKE YOUR DREAMS COME TRUE!

Learn the secrets that will show you how to ***Energize Your Dreams***. Join Bonnie Hutchinson and Karen Titanich for a FREE call on **Wednesday, April 20, 2005, 6:00 pm Pacific**.

Sign up NOW: Go to www.spiritconnections.com/teleseminar

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Is your business growing like it should? Or are you up to your eyeballs in administrivia? How's that working for you? Virtual Assistant Diva Jill Chongva offers clients personal attention and administrative support services - designed to move your business forward. Available by referral only and this ad counts!
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Want to Write a Book but don't know where to start? This is it, your opportunity to Get your Book out of your Head and onto the paper!! A 3-Day Book Writing Boot Camp. May 23-25 · June 24-26 · July 22-24. Visit www.SoYouWanttoWrite.com for full details on this amazing event.

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Expand Your Network--Develop Your Skills-- Nurture Your Creative Life

Develop a powerful support system for women writers only. The National Association of Women Writers is a forum where you can network with women writers from all over the world. You MUST subscribe to this Fre* Weekly Inspirational/How-To E-zine:
<http://www.naww.org/homepage.html>

Visit the NATIONAL ASSOCIATION OF WOMEN WRITERS at www.NAWW.org!
New NAWW AUDIOSEMINAR SERIES at: <http://www.naww.org/generic114.html>
Membership Information: <http://www.naww.org/generic1.html>

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The secret to upping the ante on website conversion is audio. [Audiogenerator](#) adds one more dimension to your marketing in a world that makes it harder than ever to get noticed. Especially when it comes to third party endorsements like testimonials or recording information for easy playback online. And you can't ignore the results. Try it risk free for \$1, UNLIMITED use for 7 days!

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An alternative to learn how to write offline copy is Michael Masterson's course, *Accelerated Program for Six-Figure Copywriting*. When I was just starting out as a copywriter, I signed up. It's a solid program with a lot of personal attention. Check out Michael Masterson's course at [The Writers Life](#).

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