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Copywriting TNT

Tips 'n Tactics



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Published by Lorrie Morgan-Ferrero

Events

Small Biz Marketing Summit

May 20-22
Costa Mesa, CA

www.smallbizmarketingsummit.biz

National Association of Women Business Owners (NAWBO)

June 9-12, Orlando, FL
www.nawbo.org

Red Hot Copywriting Bootcamp

6 week tele-training
beginning June 20

www.red-hot-copy.com/rhcbootcamp.htm

Shared Vision

June 21
Los Angeles, CA
Register for the luncheon
www.sharedvisionnetwork.com

MegaSeminar

July 16-18
Denver, CO
Early Bird Discount ends soon!
www.megaseminar.com/SeeLorrie.htm

My apologies about not sending out a full ezine last week. I had some issues with **Constant Contact**. (You can read about the drama on my [blog](#) if you're interested.)

No problems anymore though! Just like Dorothy in the "Wizard of Oz" had the power the whole movie to get what she wanted, I realized so did I! My shopping cart! You're getting this ezine via [KickStart Cart](#), the system I use for autoresponders, orders and special announcements anyway! (*Duh! Why did it take tragedy for me to see the light?*)

Big, big, **BIG things** are brewing if you are a serious copywriter ready to launch your business to the next level. I about to unveil my exclusive *Protégé Program*. Not today, but soon. Stay tuned...

Meanwhile, if you haven't signed up for the **Red Hot Copywriting Bootcamp** yet, get it done while there's still time. No matter what level your writing is at today, you WILL improve dramatically by the end of the training. I guarantee it!
www.red-hot-copy.com/rhcbootcamp.htm *To whet your appetite, I've included yet another drill we do in the Bootcamp below.*

Finally I love my entrepreneurial friends. Here is a picture of us out on the town at a fancy French restaurant. Later we went dancing at a fun club. Ali, Mel and I jumped onstage and practiced our pole dancing skills. *(No pictures of that one!)* A rep from MTV even gave us his card. Hmm. A reality show on entrepreneurs gone wild? Maybe...



James Malinchak, Ali Brown, Melanie Benson Strick, Sean Roach, me and John Ferrero

Events

Psst! Don't forget to grab a friend and join me at the **Small Biz Marketing Summit**, May 20-22, Costa Mesa, CA www.smallbizmarketingsummit.biz. Adam Urbanski is allowing an unheard of "two for one" deal! Here is what else you're eligible for when you sign up using this link:

1. My \$10,000 NOTES from Dan Kennedy's sales letter writing workshop
2. Plus I will give you a f[^]ree sales letter CRITIQUE (\$1,200 value)
3. Special Behind Closed Door session with me - Lorrie Morgan-Ferrero. You can make back your seminar investment and MORE when you attend this session. Over breakfast at the seminar (on me) I will reveal the insider secrets, hot tips and aha moments I've got from attending past seminars that actually netted me cash. How do you get in? You sign up using this link, www.smallbizmarketingsummit.biz

The Secret to Drilling Down Deep In Your Target Market

By Lorrie Morgan-Ferrero, Expert Copywriter

We aim above the mark to hit the mark."
By Ralph Waldo Emerson

Here's another drill ripped out of the **Field Guide** for my **Red Hot Copywriting Bootcamp**. There are 20 drills total which take 15 minutes per day (my "recruits" get weekends off). Each drill stands on its own but put them all together and the impact on your salesmanship is phenomenal! So here is another one for you...

Copywriting is a team sport. There is you (the writer) and the reader. But the reader has all the power. She gets to decide when the game's over. As soon as the reader is gone, no one is there to read the copy! So anticipate what's going to keep her interested and intrigued ahead of time. Here's how it's done.

Pick a primary target market. (Yes you can have more than one, but the more specific you make your target market, the easier it will be to sell to them. So let's go with ONE.) Now let's narrow it even further. I coined a

term called "tarket" which is a combination of **Target + Market = Tarket.**

See, "tarket" is a singular way to look at writing to one person rather than a mob. Get this one concept down and your copy will bond effortlessly with the reader. Because it's just you and her in the room. (*Oops - I let out another of my secrets. We're limited in the English language when it comes to identifying rather than "he" I suggest if you use the pronoun "she" instead. Your copy will go through a subtle filter that you may find is more palatable to more of your audience than you imagined. Of course, it depends on who your target market or "tarket" is.*)

Here's a million dollar tip for your copy. In general, even educated people don't mind reading simple words. **Simple means clear.** If you use high falutin' language, you risk pulling the reader out of the reading experience... maybe fast enough to click away forever. But there's a fine line between talking down to your market. Don't go there. For the most part, Americans read between the 11th and 12th grade levels. Did you know that best-selling books are written for the 8th to 10th grade level? "Reader's Digest" aims for the 10th grade level, while "Time" and "The Wall Street Journal" reach for the 11th. So Keep It Simple, Sweetheart!

Prepare a Fact Sheet for your target market. Write down all the facts and demographic information you know about them. Here are a few categories to get you started;

- Age
- Gender
- Education
- Family status
- Socioeconomic status
- Profession/occupation
- Hobbies
- Geographic location
- Media they consume (including Web sites, blogs, magazines, television shows)

Next find a picture of your newly born "tarket". Make him or her as real as possible. I have a picture of my tarket I got from clip art. (In fact, he or she can BE real. If you would like to focus on a client or friend that fits the bill, that's fine too. Just do the brain work.)

Finally give your tarket a name. That helps solidify EXACTLY who it is you're speaking to in your writing.

Putting yourself in the shoes of your client is the best thing you can ever do. When you start thinking and anticipating what's going on in their minds, that's when your copy's going to start connecting. And that's what we do as copywriters and business folks.

So where do you grab this Field Guide for more copywriting exercises? Sorry. Only recruits of my Bootcamp can get it for now. So sign up today for the next session in June. It will be one of the best business decisions you've ever made. www.red-hot-copy.com/rhcbootcamp.htm

Resources

I highly recommend Michael Port's **"Book Yourself Solid - 15 Week**

Intensive" coaching program. You'll be snagging potential clients in stealth ways you might not have thought of before. (Don't worry, there's nothing unethical or illegal here). Whether you're a novice or an expert solo professional, you will thnk yourself on the forehead in disbelief at the pure genius of Michael's simple, yet powerful solutions. I listened to his program, taking furious notes - and I'm a seasoned networker! Want to sample first? There's a F^REE lesson [here](#).

Don't forget Andy Wibbel's [Podcasting Bootcamp](#) starts this Tuesday. I'll be there too! What is "podcasting"? It's a new trend that makes audio files available online in a way that allows software to *automatically* download the files for listening at YOUR convenience. Like I said before, I'm not the best person to explain but Andy has a flair for helping newbies grasp seemly complex concepts. Check it out.

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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 the 7- week teleseminar series that began Thursday, April 28, 2005, 6:00 pm Pacific. It's not too late. Sign up NOW: Visit www.spiritconnections.com/teleseminar

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