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Copywriting TNT

Tips 'n Tactics



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www.Red-Hot-Copy.com
Published by Lorrie Morgan-Ferrero

Hi Lorrie,

I never thought I'd be so excited to see a 59 year woman onstage singing. But some of my girlfriends and I went to see Cher in concert this weekend. There's something about getting older that made us all identify with Cher a bit. Or maybe it's just Los Angeles. Read more about it on my blog. www.red-hot-copy.com/blog.htm

A lot of people have asked me, "So what's the **Red Hot Copywriting Bootcamp** really like?" Well I get so passionate and excited about it, I've actually been accused of over-promotion. I'm sorry but when I see the results students get from a program I put together with loving care, I get giddy. But instead of going on about how the exercises actually improved MY writing (*along with the writing of other professional copywriters and entrepreneurs who enlisted*) I'm going to invite you in for a hands on experience. The article below is just one of the 20 powerful exercises from the **Field Guide** (course material) we do. Try it yourself and watch your copy improve. I've also extended the deadline for the price increase until this Friday, May 6th. *My son came down with a serious staph infection a week ago and I simply haven't had time to get the word out. (He's fine now but it was scary.)* Learn more at www.red-hot-copy.com/rhcbootcamp.htm

Also, don't forget to sign up for the Small Biz Marketing Summit May 20-22 in Costa Mesa, California. I have a surprise offer for you below.

<http://www.smallbizmarketingsummit.biz/>

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

I'd like to really make it worth your while to come see me in May at the Small Biz Marketing Summit. So I've stooped to bribing. Sign up here www.smallbizmarketingsummit.com/redhot and get these f^ree bonuses.

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. JUST ADDED - Behind Closed Door session with 6 experts, Alexandria Brown, Adam Urbanski, James Roche, Melanie Benson Strick, James Malinchak and me - Lorrie Morgan-Ferrero. You can make back your seminar investment and MORE when we you attend this session. Over breakfast at the seminar (on us) we reveal the insider secrets, hot tips and aha moments we EACH got from attending past seminars that actually netted us cash. How do you get in? You sign up using this link, www.smallbizmarketingsummit.com/redhot

Last week Adam (the promoter) announced he would let attendees bring a guest for f^ree! (*Shhh! That means if you could find someone to share your ticket with, you each pay half price. Please email me if you're interested. I have a person to match you up with.*)

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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 20

Price increase on May 6th. 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

Sign up through my link and get the super saver Early Bird Discount! www.megaseminar.com/SeeLorrie.htm

One of 20 Insider Secrets to Great Copywriting

By Lorrie

"It is proof of high culture to say the greatest matters in the

Morgan-
Ferrero,
Expert
Copywriter

simplest way." **By Ralph Waldo Emerson**

Each weekday during the **Red Hot Copywriting Bootcamp**, attendees (or recruits) get a daily drill designed to reinforce the training I give on the weekly phone calls. The drills are illuminating and fun. Plus these drills build your copy from the ground up. By the end of **Bootcamp**, you actually have a sales letter that would have cost you anywhere from \$3,000 to \$15,000 to have written professionally.

So how do you get going? Grab a kitchen timer or stopwatch, a piece of paper and a pen. Your bite-sized drill today is to separate out the features from the benefits. So let's do an exercise.

Before you write a single word of copy you must define your product or service using **features** and **benefits** if you want to really connect with your reader. (When I'm trying to get my features and benefits to poke their heads out, I like to write by hand. I think there's a connection between the brain and handwriting.)

So we're on the same page, here are the definitions of each.

- **A feature is the adjective of the product.** It describes what the product is.
- **And the benefit is the emotional component** of what the person gets out of the product.

Now schedule 15 minutes of uninterrupted time to play and let's go!

1. Set your timer for 10 minutes. So take a sheet of paper and fold it in half vertically. In the left hand column write the word "Features". And on the right, the word "Benefits".
2. Start brainstorming about what features you offer to clients. Then for every feature find a corresponding benefit. Benefits are what sell. Remember we all want to know, "What's in it for me?" That's just the way we're wired. "How is your product or service going to benefit me?" While the timer is doing its thing, let the ideas flow freely. Don't judge your answers or edit yourself. Stop on schedule. (You'll edit later).
3. Reset the timer for the last five minutes. Review your list. Circle the ultimate benefit - this is the benefit your copy and headlines should focus on.
4. Put the other benefits in order of importance. These will become your bullets and subheads.

It's no secret. The amount of money you make with marketing comes down to how well you craft your words. It's the most valuable skill you can learn for making money online. But not everyone wants to be a copywriter. So I wanted to create a program that makes writing fun and effortless for entrepreneurs and copywriters alike. That's how the **Red Hot Copywriting Bootcamp** was launched. Recruits who have gone through it agree - the **Bootcamp** is the roadmap to a copywriting goldmine. You learn a proven

process for writing copy FAST that improves your bottom line. Sure there are other ways to get there, but we get it done in 4 weeks flat (plus 2 weeks of follow up critiques). Face it, if you're in business you're also a marketer. And all marketers know **it's the words that sell.**

*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. Remember, the price goes up May 6th. www.red-hot-copy.com/rhcbootcamp.htm*

Resources

Podcasting is Red Hot! What is it? It's a new trend that makes audio files (MP3 format usually) available online in a way that allows software to automatically download the files for listening at YOUR convenience. In fact, the Hilton hotels just commissioned over 300 alarm clocks with iPod jacks.

What does that mean? It could mean Paris loves her iPod. But what I think it really means is MP3 players are moving on the scene in a big way. Look, I'm not the best person to explain but I found someone who is. Andy Wibbels has now launched the [Podcasting Bootcamp](#) for newbies like me. Andy makes learning fu-fu-fu-fun! I'll be in class learning along side you.

Classified Ads

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HOW TO PUBLISH AN EZINE THAT MAKES YOU MONEY FREE

Ezine Queen Alexandria Brown's [F^REE Special Report](#) tells you how! Learn how to publish a simple ezine that will boost your business, make you famous, and grow a massive mailing list you can market to over and over. Go to

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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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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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