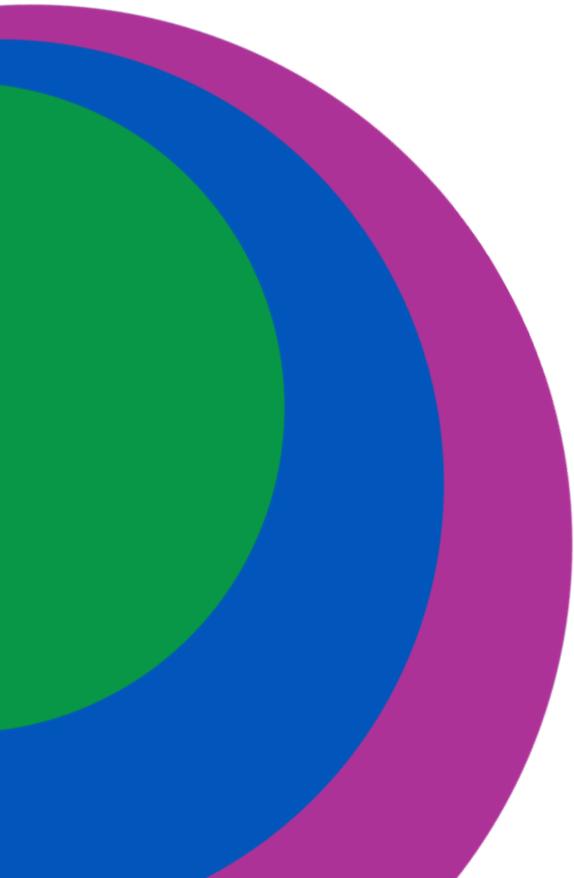




Real School

with

Dr. Paige



Week 1

Get Real Advice
for Real Results!

Copywriting 101

Real School with Dr. Paige

Week Two

Q & A Time

For a moment, write down what books, magazines and blogs do you find enjoyable to read? (see, it's not all work!)

What do you enjoy about the writing? (ok, recess is over.)

Copy & Your Dream Customer

What phrases or words does your dream client use that you can intersperse throughout your writing to build rapport? Write it if you would use it. It's not to be manipulative.

What "buzz words" does your community use and what phrases can you use to kick it up a notch but still keep the message clear?

Diss the CRAPP and add the SNAPP

Just do it! If you already have written copy, spruce it up by dissing what is: cliché, redundant, ambiguous, pretentious or passive. Do it now or schedule in a time to do this. If you are newer in business, take time to learn and apply these principles when you write.

Just do it! Expert Copywriter, Laura Belgray also suggest adding SNAPP to your copy. That acronym stands for story, natural, authentic, picture and point of view. Review the course work to make sure you are hitting a home run here as well!

Go there! Craft that About Page!

What do you want your dream client to know about you?
Jot that down.

What information does "Dream Customer" need to decide if you are their "angel with answers"? Write about it.

What does your background bring to the table to serve your dream client? This can include education, experiences, etc. Go for it!

Copywriting 101

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Week Two

Sales Page Copy 101

Read and design your sales page copy. If you have one or several already, Refer to the formula I gave you from Copywriting and Advertising specialist Michael Fortin. Allow this 10-part formula to guide you.

Extra Credit: Get feedback. Share it with the group or find someone who wants an accountability partner. Massage it until it feels good! 😊