

There's a whole world out there of people that need you to serve them. You are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make sure happen no matter what this is meant for millions. Here's your host, Jen Scalia. Hello and welcome to Metro Vermilion, the podcast for online entrepreneurs who want to create wealth and freedom with their business. You are in the right place if you're looking for the mindset and strategy to get seen, known and paid online. I am your host Jen Scalia, AKA Jenna faith, success and mindset strategist. For entrepreneurs who want it all, you'll get a little bit of strategy, a whole lot of mindset and a healthy dose of tough love with 100% authentic, raw, real advice on how to navigate this crazy world of entrepreneurship.

I'm super excited about today's episode because this is something that I get asked about so much. People are always asking me, who writes your copy? How do you write so much copy? How do you write like that? Today we're talking about how to write riveting copy that sells your offers that sells you to your potential clients and to those prospects that are in your Facebook groups, following you on social media, watching your videos, reading your newsletters. I want to preface this by saying I am not a copywriter. I'm not a trained copywriter, but I've learned how to actually create something that gets people to move, create something that gets people to take action, to follow, to like to comment. And that's exactly what I'm going to be talking about today is just how to structure your content in such a way and how to structure your copy so that it becomes really easy for it to just flow from you.

Like it literally becomes like you're just making it happen. You're just writing the words. They're coming so effortless. They're coming so easy. And so that's what I'm going to be sharing in today's episode. So let's go ahead and get started. People are buying us. People are buying our energy, they're buying our story, they're buying who we are versus buying the program, right? Like they're buying us. So we can be a little bit more flexible about how we put our content out there and don't have to be so rigid with like the copywriting rules because they may or may not work on people. I think a lot of the copywriting, like the direct sales copywriting is geared towards people who had no clue who you are. They just maybe see an ad, they see a Google ad, they see an affiliate thing, and it's very structured to get somebody to do something right.

Whereas like that's not the business that we're in. We want people to experience our magic. We want people to experience our expertise, and that is the business that we're in. So I'm going to give you some tips now on like how I write copy easily and that feels really good. So the first thing I'm going to do is to say don't overthink it again. That's just something that we always do, right? It's like, it's gotta be this way. It's gotta be that way. It does it. All it has to do is speak to your ideal client. And so the first thing, the first tip I have is speak from your heart. Like literally don't think I'm writing sales page copy and it has to be this and it has to have that right? Don't think like that. Like literally think about someone that you love, someone that you care for has the problem that you can solve.

How would you speak to that person? Whether that's your friend, whether that is your sister, a cousin, somebody really close to you, like right copy from that space. That's going to be like your introduction copy. That's going to be the stuff that's going to really grab someone when they land on your page. So stop trying to think about, it's got to have these bullet points. It's got to be the structure. Think about how would you talk to someone that you care for and that you love, that has a problem that you can solve that has a problem that can be solved by your program or your offer. And I want you to create the copy based on that. Like that's going to be your foundational base copy. Now remember we can always go back and fill in the blanks, right? Like we can always go back and add things that are missing and talk about the benefits and talk about the features, which I'll talk about in a second, but that first core piece of content for your copy is going to be you just speaking from your heart.

I say like write it like a letter, like literally say like, dear Kelly, like Kelly's one of my friends that I've been friends with for over 30 years. So I would say like dear Kelly, I wouldn't put the Deere part on the sales page, but like actually write a lot. Like what would you say to her, right? Because that's going to allow you to write with these, right, with flow, not overthink and just really speak from your heart and your soul. The next thing you want to do is know what the symptoms are. One of my great coaches used to say to me, you need to learn how to speak symptoms and basically what that means. It's like what are the actual symptoms? Like what are they going through right now? If again, I take the 10 K lab, you are stuck at a certain income level, right?

You have kept yourself. You maybe have backslid in your income. You know that you're good at what you do. You're kind of like, what the F, why am I not where I'm supposed to be? Why are all these other people getting this credibility and recognition and why am I not there yet? Why am I stuck? So really think about like what is your ideal clients? Like what are the symptoms they're going through right now? Is it a lack of income? Is it that they're overwhelmed? Is it that they don't have boundaries? Is it that they're getting into a fight with their husband every night? Is it that they feel like they are missing out on opportunities because they don't like the way they look? So really think about like when I say symptoms, how is this showing up in their life? What are the symptoms of whatever it is that you can solve and you want to start to talk about those things because that's what's going to connect with them.

That's what's going to resonate with them and make them feel like, I probably need this, right? So speak symptom eats. The next thing is hit them where it hurts. What is the thing that really is going to get them right? Because we buy on emotion. I'm not a proponent of like the negative marketing, but I do feel like we need to bring people back to the reality. So speaking about, you know, here's the symptoms, here's where you are right now, right? This is what you're feeling. This is what you're going through. You might be experiencing this. This is how it's showing up in your life. This is how it's showing up in your business. Here's the aspiration now to have a business with ease and flow, to have a business that's bringing in, you know, \$10,000 every single month without fail or \$20,000 every single month to have a team on board who is doing all the things that you don't want to do to be working with the most amazing ideal clients.

So like what's the aspiration? And then bring them back to reality, right? Because we can all dream and we can all think and we can all want, but just because we want something doesn't mean that we're going to take action to get it done. So by talking about the aspiration and then kind of bringing them back to reality of like, yeah, this is what you want, but this is what it looks like right now. And it's kind of the same thing that would happen on a sales call. Just figuring out like, here's where you want to be, here's where you at, where's the gap? Creating space in that gap, like opening up that gap more and more so that they really feel like I'm so far away from the aspiration right now that I need to do something about it or else I might not ever have that.

So hit him where it hurts. Talk about the aspiration, but then boom, bring them back down to here's the reality now. So if you need \$20,000 a month to survive, if \$20,000 a month is your goal, and right now you're only making five K a month, every month that goes by, you're losing \$15,000 every month that passes, you're losing more and more money. So you know why not invest some of that money now so that you can have this consistency later. That's just an example for the money. Once you have those things in place, then you can go back and like get all technical with it, right? Like then you can go back and you can move stuff around. Then you can go back and you can start talking about the logistics. You can start talking about the features and the benefits. So I want to make a quick note about the difference between features and benefits.

I think you all pretty much know what it is, but I need to remind her sometimes. So I'm going to also give you guys a reminder is the features are going to be things like the logistics, like how many calls there

are, how many weeks long it is, are there workbooks, are there modules like so what are the actual stuff that they're getting when they invest? That's the features that is much less important than the benefits. So the benefits are what are they actually getting in terms of change in terms of transformation when they invest in this program. So is it that they're going to be healthier? Is it that they're going to have a better schedule and healthier boundaries? Is it that they're going to have a better relationship with their husband? Is it that they're going to be enrolling ideal clients like clockwork?

Really think about like what's the benefit? And then on top of that, what is the benefit of the benefit? So this is something that I think we forget to do. So what is the benefit of the benefit? So if the benefit was you know that you're going to have a healthier relationship with your partner, the question I always ask is so that, so you're going to have a healthier relationship with your partner so that you're not every day and you actually save your marriage or you can not get divorced. You know? So always think about like what's the benefit? And then so that, so the benefit, but why? What is the benefit of the benefit? What is the result of the benefit? The more of those that you can have in your copy, the better I'm going to help you create sustainable income so that you can get off the income roller coaster.

I'm going to help you attract only the most ideal clients so that you don't have to work with clients that aren't showing up, that aren't paying, and they're always asking for discounts. I'm going to help you create a schedule that works for you so that you can have family time and spend time with your kids and still continue to create a thriving business. So what is the benefit? So that benefits and then like I said, the more of those you have, the better it's going to be. And talk about why those things are important, which is the benefit of the benefit. You really want to drum up excitement, right? Like you want to get people really connected to whatever it is that you're selling. This is hard. It's hard sometimes if you have intangible stuff. So if you have something that's intangible, like clarity or mindset, confidence, those are all things that I feel like are really, really important.

But other people might feel like, fuck, I really don't want to buy confidence or I don't want to buy mindset. So if you're selling confidence, something that's intangible, what is the result of the confidence? What is the benefit of the confidence? You're going to have more confidence so that you can charge higher prices and enroll better clients. That is the benefit of something that's intangible. So anything that feels intangible, like clarity or whatever, make sure that you connect it to and tie it to something that is tangible. So you know, if I had clarity, what does that mean? How does that show up then in my life or in my business? Right? So it's going to be speaking from the heart, speaking to their symptoms. What does it look like now? What is the aspiration? Bringing them back to reality. Don't worry about the technical stuff right off the bat, like literally just write all this stuff out.

What are the benefits? What are the benefits of the benefits? What are the features? What do they actually, you know, logistically going to get in terms of calls, PDFs, modules, et cetera. And really that's it. And then once you have all that kind of like brainstormed out and put on a, you know, document, then you can start to fill in the blanks. Then you can kind of say, okay, well this part of the copy feels better here. Don't leave with the logistics. So many people leave it logistics and it's like, I don't care. I don't care if there's 1400 calls. I don't care if there's eight PDFs, I don't care if there's 10 models. What I care about is if I'm going to hand you my money, what am I getting? What is the result? There was somebody that actually did this really good and it's interesting because I don't really buy into courses and programs anymore because I have so many, I've owned so many, I've bought so many.

I'm kind of like over that right now in this, in this part of my business. You know, I signed up for something and they were just so specific about what the results were. It was just like, I'm going to help you make more course sales without launching. Like that was it. It so clear. It was so succinct and I'm like, yeah, I want more course sales without launching. So automatically I download the thing. Now I'm like filling out this application to talk to the guy, which is so weird cause I don't really do that. But I felt like

he was so clear and so concise about what that result was going to be. If I paid them money, if I paid them a lot of money. I don't know how much the thing is, but if I know that when I do this thing that I'm going to get a specific X result, I'm all about it.

I'm into it, right? So as much as possible, make sure that you are letting your people know that there is a promise, right? And I'm not saying guarantee your work or anything like that, but there is a promise like, you know, I'm going to deliver everything you need to create X, right? So get as clear as possible as you can with with that and you'll be able to sell your things like hotcakes. And here's the thing, it shouldn't really take you a long time. You know? I think the reason why it takes a long time is because we are editing ourselves. We're filtering ourselves. We're thinking it has to be a certain way. But like I said, if you can just here, write the letter to the person that you are trying to reach. Write the letter, write the benefits, write the features, put it all together, you're done.

And if it's something that you're really connected to and something that you're really excited about, it should be very easy. Like it literally should just stop. So that wraps it up for today's show. I want to thank you so much for tuning in and I really hope that you enjoyed that. I really hope that you got some tips that you can now take to create some really Epic content for your audience. Great sales pages that actually convert social media posts that get people to reach out to you and hang out in your private messages and really just creating something that moves people and that gets them to take action because that's essentially what we want to do with our copies. So I would love for you to head on over to the show notes@jennscaliam.com forward slash E 49 that's the letter E and the number 49 and there you'll actually find the transcript for today's episode.

So if you were wanting to write down notes or just really wanting to get these tips so that you can have them all the time, if you head over to the show notes, you can download that. There's also some other links and some free goodies as always over there, and I just would love for you to come back for the next episode. Each episode is going to be just like this where I'm giving practical tips when it comes to your mindset, the strategy, copywriting, visibility, leadership, it really the whole gamut of everything that you need to have a successful business online. So I'll see you guys back here next week.

Let's keep this conversation going to join us in the private discussion group, the ambitious babe where ambitious, driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [Jenn scaliam.com/tribe](https://www.jennscaliam.com/tribe)

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