

VOLUME 2

Love-Based Copywriting System Workbook

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This is the companion workbook to my “Love-Based Copywriting System:

A Step-by-Step Process to Master Writing Copy That Attracts, Inspires and Invites” book. (Note — if you don’t have a copy of the book, both the hard copy and Kindle version are available here: LoveBasedCopyBooks.com).

I designed this workbook to go hand-in-hand with my book so you not only learn the Love-Based Copywriting System, but so you can also start writing in a love-based way. The workbook is a convenient place for you to complete the exercises in the book as you read, and it contains even more exercises and writing prompts to help you craft your marketing materials. If you would like additional information regarding any of the exercises in the workbook, be sure to refer back to my book.

In Chapter 1 of the book, I explain how it helps to have a project in mind as you read.

Maybe you want to write (or rewrite) your website, or maybe you want to craft a sales letter.

If you have an actual, specific project in mind, it will help bring the lessons home so you can better incorporate what you learn into your copy. And that’s what this workbook is for – to walk you through each step of crafting your love-based copy, not just for your current project – but for anytime you need to write marketing materials.

Now let’s get started! Go ahead and print this out now, so you can fill it in as you go, or just leave it open in your computer’s browser or tablet as you work through the book and exercises.

CHAPTER 1

YOUR PRE-WRITING CHECKLIST

Before you start writing, let's make sure you're completely prepared.

The Checklist:

In chapter 1, I provide details around the following checklist, so refer back to that text now if you need more explanation of each of these pre-writing steps.

- ✓ Do your homework.
- ✓ Know your ideal clients.
- ✓ Know your ideal client's pain (or what's keeping her up at night).
- ✓ Start with the end in mind.
- ✓ Make sure your mindset and "come from" are in alignment.

EXERCISE: IDEAL CLIENTS

Describe your favorite client, as specifically as possible.

Demographics:

Age: _____

Gender: _____

Income: _____

What is it about him that made her/him your favorite client to work with?

What did you really appreciate about her?

What did she appreciate about you?

What are her worries? The problems keeping her up at night? (Use the actual words your ideal client would use, if she were describing it to you.)

EXERCISE: CREATE AN IDEAL CLIENT AVATAR

Now it's time to take all the information you've collected about your ideal client above, and create an avatar - the virtual embodiment of the all aspects of your ideal client, including details such as demographics, personality traits, motivations, interests, professions, etc. Remember, all of this is to help you really get into the head of your ideal client. When you do, you'll know exactly how to market to him.

Here's an example:

Let's say your ideal client is a married women in her thirties with small children and a full-time job.

From that, you create a typical customer avatar — a 35-year-old woman named Marci (giving your character a name is very important) with two small children who works as a loan officer at Wells Fargo. She also has a dog, a husband named Larry who works as computer programmer and a house in the suburbs. She longs for more work-life balance, so she can spend more time with her family.

It doesn't matter if these details are all true or not; the point is to make this avatar as real and detailed as possible. Why? To start thinking in details. The more details the better.

In the space below, describe your ideal client avatar:

EXERCISE: ROLE-PLAY

Role-playing has been around for just about forever. Although used widely by actors and fiction writers, anyone can benefit from living in someone else’s skin for a while (if nothing else, it can help free your inhibitions and get your creativity soaring).

By living in your ideal client’s skin for even an hour, you can take the process of creating your avatar one step further, by actually connecting emotionally with him or her.

Here’s how it works:

1. Read your avatar description again.
2. Now pretend to BE him or her. Actually live in her skin. Ask yourself: What would Marci do in this situation? What would she eat for breakfast? What would she think? How would she act? Really try to get inside her persona.

(Tip: Don’t get discouraged if this doesn’t come naturally. It takes awhile to get the knack of it. Try this exercise for a few minutes over a few days — it should get easier each time you try it. You can also do this as a group exercise, with people “acting” as ideal clients.)

3. Once you start to feel comfortable with this exercise, then you can ask your avatar questions while you’re “in character,” and write down the answers that bubble up, here:

What needs do you have that are currently unfulfilled?

What are you looking for? What do you want most?

What do you really want to gain from my products/services, specifically?

TIP: Don't know what your ideal client wants most? Ask her!

- ♥ **Talk to your current clients.** There's no better way to get a feel for what your clients really want than to have an open and honest conversation with them.

Have a retail store? Get behind the counter and start chatting. Have a restaurant? Mingle. No storefront? Then pick up the phone (picking up the phone works for retail and restaurants as well), or send an email.

It doesn't have to be anything formal. Just explain you'd like to ask them a few questions because you want to serve them better. If you want more in-depth information, ask them out for lunch and pick their brains then.

- ♥ **Send out a survey.** If used correctly, surveys can be very valuable tools. You can put a survey on your website (surveymonkey.com is a good one – it offers limited survey functions for free) or you can send one out, either via email or snail mail. To get a better response, try offering a contest or something free when people answer and submit the survey.
- ♥ **Encourage customer feedback.** I'm not just talking about a suggestion box (although that's good too). Actively seek out your clients and ask them for their opinion or advice. Display it on your website, send it out via e-mail or even pass out postcards your clients can drop in the mail.

By really getting to know your avatar, you can discover what matters to him and how you can meet his needs, which gives you an edge over your competition.

EXERCISE: MINDSET 1

At this point, you've hopefully gotten a clear picture of who your ideal client really is.

Now, close your eyes, take a few deep breaths, and really feel into the space of attracting, inspiring and inviting your ideal prospects to join you. Feel them out there. Feel what they're looking for from you, what's keeping them up at night, and what needs they must have fulfilled. Don't rush this process... take your time, and once you can really feel into that, open your eyes, and start writing TO your avatar - one specific person. And I want you to write to this one, single, specific ideal client as you would to a friend. You know your friend is in pain. And you know you have the solution to get her out of pain. So wouldn't you be passionate about describing how your solution will help her, because you just KNOW how much her life will transform?

EXERCISE: MINDSET 2

Ready to embrace the love-based copywriting principle? If your conscious choice is to move beyond the fear and embrace love-based copywriting, then you must ensure your mindset is love-based, instead of fear-based.

What helps here is any exercise that can help you expand, open up and feel abundant. So, for instance, exercises that tap into the law of attraction can work really well when it comes to changing a mindset.

Here are a few areas you can focus on to get started:

♥♥ **Gratitude:** Make a list below of everything you feel grateful for, and really feel into being grateful, as you jot them down.

♥♥ **Meditation:** The benefits of meditation are invaluable – both physically and mentally. It's been proven to decrease respiratory rate, increase blood flow (which means more oxygen to the brain), reduce anxiety and stress, and so much more. There are many free guided meditations available on the web.

♥♥ **Journaling:** Writing begets more writing – and journaling can be fun! Write about anything you want. The point is to get the actual process of writing to feel like second nature, so you can avoid any resistance that might pop up. Have fun with this – buy one you love, and get creative.

♥♥ **Affirmations:** "A positive mental attitude supported by affirmations will achieve success in anything." This is a thinking technique often used to create change via positive assertion. In other words, these are statements of a positive nature that describe a desired situation. They should be repeated often, until they become impressed on your subconscious. For an affirmation to be

effective, it needs to be present tense, positive, personal and specific. Examples: I am at my ideal weight. I am rich and abundant. I am spending more quality time with my family. Get the idea? Great! Now it's your turn – write down as many as you can think of in the space provided, and then repeat them whenever your mind is not focused on something else, as often as you can.

♥♥♥ **Rituals:** A ritual is basically a set of actions that are conducted routinely in the same manner, with the goal of cleansing old energy that is no longer serving you and welcoming in new energy that will. (See Chapter 2 below for an exercise specifically around writing/creating rituals.)

♥♥♥ **Grounding yourself:** Stand outside in your bare feet, touching earth, and relax for at least 10 minutes — skin needs to be touching the earth. You may want to listen to some music you enjoy as you do this.

CHAPTER 2

CREATING WRITING RITUALS

Rituals help prepare your mind for whatever you take on. In my book, I mentioned I have my own writing ritual, which includes any combination of the following: lighting a candle, selecting and playing music, meditating and journaling.

Here are some more ideas to get you started – but remember, this is totally open to whatever you WANT to do – whatever’s comfortable for you.

- ♥ Do something physical: dance, walk around the block, go for a run, do some yoga, stretch, exercise. Moving your body gets the creative juices flowing, and you renew your energy and motivation, too.

- ♥ Sing

- ♥ Play music

- ♥ Meditate

- ♥ Use a Tibetan singing bowl

- ♥ Journal

In the space provided, jot down any ideas for creating a writing ritual that appeal to you.

Chapter 3

HEADLINES

Remember, headlines are one of the most important elements of your marketing copy. Not only do 80% people decide to read the rest of the copy based on the headline itself, but the whole point of the prehead/headline/subhead combo is to encourage your ideal prospect to read the first sentence of the rest of the copy.

That said — don't stress out about writing headlines! Keep in mind that testing and tweaking headlines is a very common practice, and the only way to know if you're on track to crafting a hot headline is to actually put it out there and let the market react to it.

Exercises: Get Started Writing Headlines

♥♥♥ The best way to write a good headline is to write a lot of them.

Exercise 1: Set a timer for 20 minutes and write as many as you can without stopping.

Ready? Go!

Exercise 2: Don't use a timer and write 100 headlines. (Now, each headline doesn't have to be completely different; you can change just a word or 2 and that still "counts" as a new headline.)

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- 100. _____

TIPS:

♥♥ Remember, the real headline gold typically happens right after you decide you don't have any other ideas for headlines (or maybe the 2nd or 3rd time that happens, which is why the 100 headlines is such a powerful exercise). Plus, as an added bonus, you may also end up with copy you can use for subheads, preheads or bullets.

♥♥ If your headline ends up feeling long, don't worry. While it's certainly possible for your headline to end up being too long, typically, longer headlines test better than shorter ones. So, my advice is to start with a longer headline and test that. You can always test a shorter headline against it later.

Exercise 3: Write down potential preheads here, that identify your ideal client:

Exercise 4: Write down potential subheads here, that continue the headline, drill down into the details, and address objections:

Chapter 4

BEGINNINGS

It's time to craft a strong beginning that supports what you started with the prehead/headline/subhead. Start in the same place your ideal clients are right now – which means touching lightly on their pain, so they understand not only how you relate to them, but also how you can help.

Exercise 1: Now that you've gotten a handle on both your ideal client and what's keeping her up at night, here's an exercise to help turn that into your beginning:

Write a story around her pain.

How?

Imagine your ideal client stuck in her problem. Maybe it's health, business, or relationship-related, and jot down your answers to the following questions:

What's the specific problem keeping her up at night?

What does it look and feel like for her?

How do other people treat her?

What is she dealing with every day? How is it holding her back in the rest of her life? (Be as descriptive as possible — really describe how this problem has impacted her entire life.)

Exercise 2: Now go back and select the 3-5 biggest, most universal experiences that are specific, distinct, and directly tied into what's keeping her up at night. (And don't forget to make sure you use words and language your ideal clients would use.)

Now, turn those universal experiences into 3-5 bullet points you can use in the beginning of your copy.

• _____

• _____

• _____

• _____

- _____

Ta-da! Your love-based bullets are just about written!

Chapter 5

YOUR MILLION DOLLAR STORY

Your chance to brag! Remember, I like to start with your expertise, which typically sounds like your bio. This is a paragraph or 2 that highlights your professional accolades — your experience, degrees, awards, books, clients who are well-known in your industry and, of course, results your clients have gotten. I suggest keeping it short but powerful.

Next, you want to move to either your vulnerability or your “Big Why” - or both. (Many times your Big Why is also your vulnerability.) And the best way to showcase this is by telling an actual story.

Exercise: Fill in the following sections to create your **Million Dollar Story**.

♥♥ **Introduction:** Set the stage - what were you doing before the problem/challenge happened?

♥♥ **Conflict:** The challenge you faced – typically mirrors where your ideal clients are right now.

♥♥♥ **Climax:** The breaking point – what actually caused the change.

♥♥♥ **Resolution:** What you did to turn it all around – mirrors the solution in the product or service you are selling.

Chapter 6

YOUR SOLUTION: THE BIG PICTURE OVERVIEW

You likely ended your Million Dollar Story above by talking about how your solution transformed your life and how it also has the potential to transform your ideal client's life.

This works as a perfect transition for the next section of your copy – your solution and the Big Picture Overview.

Here, you allow your ideal client to rest peacefully again, because you let them know exactly how your solution will take care of their pain, and allow them to sleep at night.

Exercise: Write a statement or paragraph that is a “**Big Picture Overview**” of your solution. Remember to keep your ideal client’s actual words and phrasings – and keep it short and succinct. (Really, this should only be a paragraph or two tops.)

Focus on a specific nuance of the problem (in your ideal client’s own words) that’s really keeping her up at night.

There are two ways to do this.

1. **Research** — go out and talk to your ideal prospects. Ask them exactly what’s keeping them up at night and how they want you (specifically you) to help. Really take note of their language. If you end up talking to your former ideal clients, you may also want to ask them why they ended up choosing you over your competition (this would probably give you some really good messaging and language to use).

Here’s space to write down what you learn:

2. Do some journaling around this. Imagine your ideal client and then really dig into not only what her pain is, but how she wants you to help. That’s what you want to focus on - that little bridge between what they want and how you can give it to them.

TIP: A combination of the above two works best. Once you’ve figured out the bridge — how your solution can solve their very specific and unique pain — edit it down so it’s about a paragraph or 2, BUT (here’s the catch) don’t lose your ideal client’s specific words and language.

Write your 1-2 paragraph Big Picture Overview here:

Chapter 7

YOUR SOLUTION: DRILLING DOWN INTO THE DETAILS

This section is all about features and benefits – the two ways to describe your offer.

Writing bullets is actually a 2-step process. First, you need to figure out what your features and benefits are, and then you can turn the benefits into bullets.

EXERCISE: FEATURES AND BENEFITS

The easiest way to do this is to begin by filling in the 2 columns below.

Features (deliverables)

Benefits (“so that...”)

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Chapter 8

PACKAGING YOUR GENIUS

It's time to present your offer in a nice, clear, tidy summary of what your ideal prospect will receive from you when she buys.

Exercise: The easiest way to write the Packaging Your Genius section is to figure out what you want to say in each section and then flesh out copy.

♥♥♥ **The overview of the transformation** (which you should already have from Chapter 6).

♥♥♥ **What it includes (services delivery/features)**. You filled in the columns in Chapter 5's exercise, so you already have this too.

♥♥♥ **Bonuses:** List and describe the bonuses you'll offer here:

♥♥♥ **Cost/Justify Cost:** First, clearly state the investment amount, and then justify the cost of the investment in a simple paragraph or so (yes, this IS necessary - people want to know they're getting a good deal).

♥♥ **Guarantee:** Take the risk off of the buyer by offering a guarantee, and remember, studies have shown fewer people take advantage of longer guarantees than shorter guarantees.

♥♥ **Call to Action:** Ask people for their business with a specific call to action. Don't forget to clearly spell out what their next step should be.

Chapter 9

OBJECTIONS

No matter what you ask people to do — click on a link, give them your name and email address, request a consultation, buy something — they will have objections to doing it (even if it's something they really want to do!). That's why you want to meet them headfirst, by addressing them directly.

The easiest way to conquer handling objections is to focus on one at a time. First money in the price justification section, then time, specific and secret objections in the FAQ section.

When you write the money and time objections below, I would make sure you include multiple explanations to soothe your ideal client's concerns.

EXERCISE:

Money Objection

Time Objection

Secret Objections

Chapter 10

WHAT ELSE DO YOU NEED? OTHER ESSENTIAL ELEMENTS TO COMPLETE YOUR MARKETING PIECES

While this chapter in my book provides you with what are essentially templates for several of your marketing materials, the exercise I've included here is designed to help you write testimonials to use throughout your copy. Remember, the goal is to have your testimonials tell a story, so they show your ideal prospects HOW you provided a solution to the problems your clients (just like them) were facing.

EXERCISE: TESTIMONIALS

Fill in the sections below – and then shape your answers into one to two short paragraphs.

♥♥ **Introduction** — who they are and what their circumstances are (BRIEFLY — just a sentence or two):

♥♥ **Problem/Pain** — describe what their life was like before they worked with you:

♥♥ Why they decided to invest:

♥♥ The results they got from working with you:

And now, combine the above pieces into a cohesive paragraph:

CONGRATULATIONS!

If you've made it all the way through this workbook, completing each exercise as you go, you are well on your way to writing your love-based copy!

Remember, now that you have all the copy elements done, you can plug them into the templates in Chapter 11 to actually put together whatever piece of copy you're working on.

And if you want some help critiquing what you wrote or editing (or just writing copy for you) we'd be happy to help! You can read more about our services at www.MichelePW.com or email us at Info@MichelePW.com.