

The
*Goddeess Way*TM
Marketing Copy Checklist
to Promote Your Programs & Offers

20 Questions to Clarity



by Carol Ann DeSimine

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Marketing your coaching programs and other offers is essential to selling them and keeping your business profitable. You created them from your Zone of Genius, using your infinite wisdom, knowledge, experience and gifts, for the purpose of helping others, but you can't help anyone if they don't know about you!

So how do you attract more of the people who have the problem you solve and get them to pay you to solve it?

First you have to be visible on the right platforms to make sure you're speaking to the right people. Then, you need to speak to their "front-door" problem with messaging that shows you understand their pain and can help them.

From there you send them to a landing page where they'll read more and take ONE action, whether it's signing up to download a free gift, registering for an event, or enrolling in a program.

Whatever the call to action is, your messaging on the page needs to include some basic elements to lead viewers to taking the action. This will be different from page to page. For example, a free download won't require as much "convincing" so your landing page can be short and sweet, with just a hook-y title, a few bullet points, and an opt-in form. However, if your call to action requires enrolling into a program where payment is involved, the page will provide more information, such as showing feature and benefits, positioning your credibility, handling objections, frequently asked questions, and more.

This is why writing marketing copy for our sales and landing pages is both an art and a science. Especially since you're online, in a crowded marketplace, where you have only a few seconds to

- (1) grab prospect's attention
- (2) get them to read further, and
- (3) get them to enroll or take a specified action.

This checklist includes the top 20 questions that you'll need to answer to create effective landing pages that get people to take the action you want them to take. But it's more than that. It's a check-in to make sure you're clear on your intentions, speak to their heart and their pain.

Think of the 5 Journalistic W's + H: *Who? What? When? Where? Why? How?* Who are you trying to attract? What is the outcome you provide? When does your program start? Where will it take place? Why should someone join? And how will they get the results (of course you won't give them the whole kit and caboodle here)? Then there are all the other details, including a call to action. Does your program name speak to the problem you solve? Is your message in alignment with what you truly believe?

By answering the questions in this marketing checklist, you'll have all the information to easily craft your copy for your landing pages and sales pages. You'll have all the information in one place so you can easily transfer it, or hand it off to your Virtual Assistant or Graphic Designer.

Tips on Using the Marketing Copy Checklist

The checklist is meant to prompt you for all the elements that go into creating an effective sales page. People want simple nowadays, but they still want to know what they're getting for their money, and you still have to show them how you can help them. The general rule is that the greater the investment, the more information you need to provide. So, if you're asking someone to opt in for a freebie or to sign up for a webinar, where they've already read about it in an email or ad copy, your landing page only needs to confirm what they're signing up for; no need to "sell" them. However, if you're asking them to enroll in a paid program, you'll want to provide all the info and make it sound value-packed.

So, use the checklist, but adapt it for your purposes. You may not need to include everything that's listed. Here are some additional tips:

- 1 Have a hook.** The title of your program does not need to be the heading of your landing page. You're better off using a "hook" – a catchy phrase or promise that hooks them in and lets them know they're in the right place. "Are you tired of struggling to lose that last 5 lbs?" might not be so creative, but it's a promise that will "hook" in those looking to lose 5 lbs.
- 2 Make the title of your program results-based or outcome based.** Tell them what it's about and where they'll be when they do the work. If you can't say it in the title, be sure to use a tag line. The No-diet Diet may be the title of your program, which gives readers an idea of weight-loss being painless, but what more could you say about it in a tag line? "Get fast results – eat what you want"...
- 3 Call out who your program is for.** If you have a defined niche such as coaches, authors or spiritual entrepreneurs you can call them out specifically; however, using the weight-loss example, you're calling out who it's for by speaking to people who are looking to lose 5 pounds. Someone who wants to lose 100 lbs. will not resonate. Your "hook" acts as the qualifier without naming anyone specifically.
- 4 Speak to their pain, but paint a picture of possibility.** You want readers to know that you understand their pain, but you don't want to be overly negative. I prefer that you use inspirational language in your copy and paint a picture of what life will be like after going through your program.
- 5 Sweeten the pot with some juicy bonuses.** These should align with what the program is about, but they shouldn't make a whole lot more work for you. You can offer a 1:1 call as a fast-action bonus to the first few sign-ups, but you may not be able to serve everyone in this capacity. A good bonus is an evergreen course or training, an e-book, or templates and worksheets that support results without making more work for you. (Be sure to list the value of each bonus.)
- 6 Should you offer a guarantee?** Some say this will increase sales, but it also increases the work when someone asks for a refund. Especially with coaching, it's easy for someone to not do the work and then fault your program for not giving them the results you promise. I believe in personal responsibility, but if someone proves that they've truly done the work and are not satisfied with the results, I'll give a credit or add in extra support so that they do.
- 7 Position yourself as the expert to teach your content.** Use your story, case studies, or testimonials rather than a list of letters after your name. People will connect with you *emotionally* through hearing of your experiences; they're not that interested in the "cold facts" of your degrees and certifications.

Are you ready? Head over to page 3-4 and give it a go!



20-QUESTION MARKETING COPY CHECKLIST

- 1. What is it you're selling?** (Outcome-based program/product/service Title & Tagline.)
- 2. Who is it for?** (Call them out in your copy. It's for _____ who want to _____ .)
- 3. What is the hook that captures prospects attention?** (Speak to the problem and/or the result.)
- 4. What is the ultimate outcome/result of going through your program?** (The end game; long-term results.)
- 5. What are some "pain points" you could use in your marketing copy?** (Pull questions.)
- 6. How can you "paint a picture" of success of someone taking your program?** (Emotional, inspiring)
- 7. How can you position yourself as "THE ONE" to teach the content?** (Your story, credibility, social proof.)
- 8. How will you describe the program?** (Modules, structure, steps they'll follow.)
- 9. What do they get?** (Features: number of calls, worksheets, scripts, templates, Q&A calls, etc.)
- 10. What added bonuses could support the outcome?** (1:1 time, pdf's, other programs.)



PUT AN X IN THE BOX NEXT TO EACH QUESTION AS YOU COMPLETE THE ANSWER

11. **What is the format?** (Group, 1:1, membership, mastermind, self-study course.)

12. **How will you deliver the content?** (Zoom trainings, email, posts in a FB group, slides, transcripts....)

13. **What limitors could you offer as incentives?** (Early Bird pricing, fast-action bonuses.)

14. **What is the cost?** (Pay in full, payment plan options, early bird savings.)

15. **What needs to be in place to enroll clients?** (PayPal/merchant acct, thank you page, autoresponder...)

16. **What is the length of the program & important dates?** (90 days, starting on....8 weeks.....)

17. **Will you offer a guarantee?** (It can be money back within a certain period or a credit.)

18. **What are major objections that you can address?** (Time/work involved, cost, who is it right for.)

19. **What Frequently Asked Questions will you answer?** (What if I miss a call, etc.)

20. **What social proof/testimonials can you use?** (Past clients, results, peer reviews.)

What's next?

There's so much more that goes into writing effective marketing copy, but I hope this checklist is a good starting point for you. Writing marketing copy is challenging because we tend to hold back when it comes to promoting our own stuff, and because we're so close to it. You know the saying: "You can't see the picture when you're the frame."

I'm always happy to hop on a quick call to answer any questions you have about writing better marketing copy. You can easily schedule that at alignbelievecreate.com. Just click one of the buttons linked to my scheduler or fill out the contact form. I look forward to connecting with you!

About Carol Ann DeSimine

Carol Ann DeSimine is a Creative Business Coach and Book Mentor to Coaches, Authors, and Spiritual Entrepreneurs. Her mission is to empower women who are at a "seasoned" stage of life to Unleash their Inner Goddess and play full out and fully expressed. She created **Align.Believe.Create On-purpose Coaching** around her 3-step formula that teaches them to align with their purpose, empower their mindset, and then monetize their gifts and life experience by creating a signature offer from their Zone of Genius.

She is the author of *Girlfriend, we need to talk about your brand...* a 90-day plan that takes entrepreneurs through the branding process "from the inside out."

With experience as an educator, artist, writer, healer and yoga instructor, combined with a master's degree in public relations, she brings a unique perspective and her own brand of creativity to business and personal development.

Simplicity and alignment are at the core of all of her teachings.

Visit her website at alignbelievecreate.com.



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