
Module 17, Lesson 3 Handout:

Sell Through Your Words

At the end of the day, every word you write (or type) has a purpose, and that purpose for our business is to sell something. You need to be able to craft stories that sell, captions that sell, emails that sell, and so on. And there is a skill to doing this without sounding like you're selling! Here are 5 tips to keep in mind when your focus needs to be selling but your actual words can't say, BUY NOW, so be sure to take some time to absorb the information and practice applying it in your copy.

1. The arc of a story.

Does your piece of content follow the arc of a story? If not, it should. There's a reason people read classic novels and watch award-winning movies; there's just something magnetic about following a storyline. It doesn't have to be a long story, but there should be a reason to read through to the end. Otherwise, why SHOULD anyone read your content?

2. How to convey empathy in your writing.

In order to convey empathy in your writing, you literally need to imagine yourself in your reader's shoes. Why would someone be reading an article like this? Why would a specific social media post resonate with someone? Why would someone open an email from someone like me?

Once you have a better idea of why your readers are considering reading your content, then you simply need to convince them that you understand what it's like to be in their shoes. Maybe you don't know exactly what it's like to be them, but you can relate to their challenge, and that's what matters. Telling stories is really just another way of relating to other human beings. We hear a story, and we want to tell a similar story, because we want that person to know that we went through something similar.

3. How to craft your elevator pitch.

Simply put, an elevator pitch is a super fast explanation of what you do, why you do it, how you do it, and why someone should hire you vs. someone else to provide the products or services that you offer. It needs to be clear and concise, but also memorable in some way. The following is a list of questions you should try to answer with your elevator pitch.

- Who are you? (What you're really answering is, "Why should I listen to you? Why should I trust you?")
- What do you do? (What they're really asking is, "What's your speciality? Where does your expertise lie?")
- What problem(s) do you solve? (If you can also answer, briefly, how you solve them - even better!)
- What makes you different? (unique, better, the right choice?)

In person, you would ask your prospect a question about their needs/pain points, so you could give a more detailed question to any of the above. But, since we're talking about writing here, we'll assume you already did this research, and will include it in your answers.

And don't forget to let prospective customers know how they can get in touch with you if they have questions, or want to work with you. If there are multiple ways (which there should be), make sure you list them all!

4. **How to get someone's attention in the first few lines of an email.**

If you're going to spend time sending emails, they better grab the attention of your readers, right? Otherwise, you're just wasting your time. Start by personalizing the email. Write as if you are talking directly to your potential customer, not to a group of people. The more personal the content, the more likely they are to read on. Next, remind the reader what the subject and preheader text indicated the email would be about, either in the form of a statement, or better yet, in the form of a question, like we talked about earlier.

For example, if the email subject line is "10 Tips for Fitting Nutritious Meals Into Your Life," the preheader text may be, "Simple recipes, tricks, tools, and steps to making more nutritious meals." You may start your email like this, "Hey Julie! Does fitting nutritious meals into your life feel like it just isn't happening? What if you had the right tools and a guide to help you make it possible?" And then, from there, you just need to deliver what you promised, and offer to be their guide. It doesn't feel so salesy when you think about it this way, does it?

5. **Why Less is More.**

Beyond basic spelling, grammar, and punctuation, online copywriting requires another element of skill, and that is making your message, call-to-action, or point a clear and concise

as possible. There isn't a lot of room for unnecessary words. Good copywriting (that sells) actually involves using fewer words to make a more powerful impact.

Keep this handy whenever creating content for your business. Happy creating!