

SHOTS FIRED! LIVE WERKSHOP



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An interactive WERKShop where ambitious entrepreneurs will discover how to sling **six-figure sentences.**

SHOTSFIREDLIVE.CO

11 A.M. – 1:30 P.M. EDT



SHOTS FIRED!

SALES WRITING WERKSHOP

WERKSHOP WELCOME
THE W.E.R.K. ETHICS FORMULA
FROM CALLING TO COINS

“WERK” BREAK

POURING YOUR SUPERPOWERS ON THE PAGE
MAKING MONEY MOVES
Q&A + WERKSHOP CLOSING

A 'LIL STREET CRED

WROTE SALES CONTENT THAT HAS MADE MY CLIENTS OVER \$7 MILLION

CLOSED A \$4,500 PROJECT ON LINKEDIN
IN LESS THAN 24 HOURS

CLOSED A \$5,000 PROJECT WITH ONE
FACEBOOK POST (NOT AN AD)

CLOSED A \$1,500 PROJECT ON INSTAGRAM WITH ONE POST
WENT FROM \$7K MONTHS TO \$15-\$20K MONTHS IN ONE YEAR BY
WERKIN' MY WORDS

SOLD \$30,000+ IN BOOKS AND HIT THE #1 SPOT ON
AMAZON'S BEST SELLER'S LIST TWICE

SOLD OUT COUNTLESS WEBINARS AND MASTERCLASSES FROM
FACEBOOK AND INSTAGRAM PROMOS

LANDED A \$50,000 PROJECT FROM A LINKEDIN INTRODUCTION
FILLED MY COPYCLOSET MEMBERSHIP PROGRAM WITH
HUNDREDS OF EXCITED MEMBERS

**MOST IMPORTANTLY, I COMFORTABLY EARN SIX FIGURES WITHOUT
BURNING THE MIDNIGHT OIL AND SACRIFICING FAMILY TIME**





COPYWRITING 101

**COPYWRITING IS THE ART OF WRITING
IN A WAY THAT PROPELS PEOPLE TO TAKE ACTION.**

**IT'S NOT JUST ABOUT SALES. IT'S ALSO ABOUT DELIVERING
A MEANINGFUL MESSAGE THAT PIERCES HEARTS.**



GREAT COPY ...

FOCUSES ON THE READER FIRST.

ENGAGES THE READER AND HOLDS HIS/HER ATTENTION THROUGH CONVERSATION.

SHOWS THE READER SHE/HE IS IN THE RIGHT PLACE BY RECAPPING THE PAIN AND DELIVERING A GLIMPSE INSIDE THE "PROMISED LAND."





WE DA BEST?

SUPERLATIVES CAN MAKE YOU SOUND INSINCERE.

ONLY USE IF YOU CAN BACK THEM UP WITH QUOTES, STATS OR IF YOU'RE QUOTING WHAT OTHER FOLKS SAY ABOUT YOUR BIZ.

OTHER EXAMPLES INCLUDE FIRST-CLASS, MARKET-LEADING, BEST-IN-CLASS, WORLD-CLASS AND SO ON.



LEMME BOTTOM LINE THIS FOR YOU:

GREAT COPY PIERCES HEARTS AND OPENS WALLETS.



W.E.R.K. ETHICS FORMULA

WRITE WITH EMOTION
EDUTAIN THE MESS OUTTA FOLKS
RELATE TO THE RIGHT PEOPLE
KILL IT IN SALES (AND SERVICE)



WRITE WITH EMOTION

USING EMOTION IN YOUR WRITING IS THE KEY TO
PERSUADING PEOPLE TO TAKE ACTION.

EMOTIONAL APPEAL IS WHY WE DESIRE THINGS, SO YOU
MUST TAP INTO YOUR AUDIENCE'S DESIRES.





EDUTAIN THE MESS OUTTA FOLKS

“EDUTAINMENT” IS A MIX OF EDUCATION OF
ENTERTAINMENT.

IT’S NOT ABOUT BEING “BUBBLY” OR ANIMATED, IT’S
ABOUT SHOWCASING YOUR PASSION FOR SERVING OTHERS.



EXCITEMENT IS CONTAGIOUS ...

WHEN YOU'RE AMPED UP ABOUT SERVING PEOPLE WITH
YOUR INCREDIBLE OFFER, YOUR AUDIENCE WILL FEED INTO
THAT EMOTION.



RELATE TO THE RIGHT PEOPLE

TO CRAFT COPY THAT TAPS INTO YOUR AUDIENCE'S
DESIRES, YOU MUST FIRST KNOW WHO YOU'RE
TALKING TO.







"I've been a member of The CopyCloset now for one month already and I'm loving all of the tricks and advice that you provide! It's just what I needed!" – **Mike Leavitt**



TARGETING DOES NOT MINIMIZE YOUR AUDIENCE ...

IT MAXIMIZES YOUR TIME AND EFFORT BY FOCUSING YOUR ATTENTION ON THE RIGHT PERSON, SO PEOPLE WHO HAVE THE SAME DESIRES WILL BE DRAWN TO YOU.



KILL IT IN SALES (AND SERVICE)

WRITING WITH EMOTION, EDUTAINING THE MESS OUTTA FOLKS AND RELATING TO THE RIGHT PEOPLE SETS THE FOUNDATION FOR YOU TO KILL IT IN SALES.



DON'T GET IT TWISTED

YOU CAN MAKE MONEY AND SERVE PEOPLE
AT THE SAME DANG ON TIME.



FROM CALLING TO COINS

PROFIT DOES NOT MAGICALLY APPEAR MERELY
BECAUSE YOU'RE WALKING IN YOUR PURPOSE.



FROM CALLING TO COINS

YOU MUST ACTIVELY TRANSFORM YOUR PASSION INTO
PRODUCTS AND SERVICES PEOPLE DESIRE.



7-STEP PROCESS TO CASH IN ON YOUR CALLING



STEP #1: DO WHAT YOU LOVE



**STEP #2:
LINK YOUR PASSION
TO WHAT PEOPLE
WANT + NEED**



STEP #3: GET ON THE SHORTEST PATH TO PROFITS



STEP #4: POSITION YOUR PRODUCT/SERVICE AS THE SOLUTION



STEP #5: PROVE THE VALUE AND VALIDITY OF YOUR OFFER



STEP #6: HUMANIZE YOUR MESSAGE



STEP #7: TELL PEOPLE WHAT TO DO TO RESOLVE THE PAIN



LEMME BOTTOM LINE THIS FOR YOU:

THE W.E.R.K. ETHICS FORMULA SHOWS YOU HOW TO
WRITE IN A WAY THAT INDUCES ACTION.

THE 7-STEP “CALLING TO COINS” PROCESS SHOWS YOU
HOW TO MAKE MONEY FROM YOUR WELL-CRAFTED
MESSAGES.



POURING YOUR SUPERPOWERS ON THE PAGE

IF YOU CAN'T TELL PEOPLE HOW AWESOME YOU ARE,
THEY WILL NEVER, EVER KNOW.



CHANGE YOUR MINDSET

YOU ARE A SERVANT. NOT A SALESPERSON.

SERVANTS WRITE IN A WAY THAT TOUTS THEIR
SUPERPOWERS FOR THE SOLE BENEFIT OF THEIR
AUDIENCES.



PEEP THE DIFFERENCE ...



SALESPERSON...

I'm the best coach on the planet. I have six degrees and clients beating down my door. I've worked with Kim Kardashian, Gary Everybodyknowshim and many other celebrities and influencers. Buy this now for the low price of \$2,500.



SERVANT...

I've helped over 1,000 women transform their passion into profit and now I'm here to teach you how to do the same. Claim your seat now and let me show you how to open the door to more revenue and better clients.



LEMME BOTTOM LINE THIS FOR YOU:

SERVANTS DO NOT SERVE FOR FREE. WE SERVE IN A
MEANINGFUL WAY THAT LOVINGLY GUIDES THE READER
OUT OF THEIR CURRENT STRUGGLES AND INTO THE
PROMISED LAND.



WHAT'S YOUR SUPERPOWER MESSAGE?



FILL IN THE BLANKS

I'm _____, (insert title) and I
_____ (insert action
word) _____ (insert who you
help) so they can (insert the benefit of your
product/service).



SAMPLE SUPERPOWER MESSAGE

I'm Suzy Smith, **Design Master** and I create **stunning websites for women entrepreneurs so they have a stylish online home that attracts the right clients and puts their bank account on bling.**



MAKING MONEY MOVES

EDUCATION IS IMPORTANT, BUT MAKING MONEY
REQUIRES ACTION.

TO TAKE ACTION, YOU MUST KNOW WHO YOU'RE HERE TO
SERVE. SO TREAT YOUR SUPERPOWER MESSAGE LIKE YOUR
GUIDING SCRIPTURE.



EDUCATE YOURSELF ENOUGH TO MAKE THE NEXT MONEY MOVE



4-STEP MONEY MOVES BLUEPRINT



MONEY MOVE #1: VALIDATE VALUE

FOLKS DECIDE TO INVEST FOR EMOTIONAL, NOT LOGICAL REASONS, SO IT'S YOUR JOB TO APPEAL TO FOLKS' CORE DESIRES.

THIS AIN'T JUST ABOUT PRICE, IT'S ABOUT THE IMPACT YOUR AUDIENCE PERCEIVES YOUR PRODUCT WILL HAVE ON LIVES.



WHY DO FOLKS BUY?

SAVE TIME

CUT COSTS

RAKE IN MORE CASH

LIVE A HAPPIER LIFE

MAKE BETTER USE OF TIME AND RESOURCES

LOWER STRESS

BECOME HEALTHIER

BOOST SELF ESTEEM

FEEL GOOD (SHORT-TERM/LONG-TERM)



MONEY MOVE #2: CONFIRM YOUR STREET CRED

**WERK THAT CORE SUPERPOWER MESSAGE TO LET
PEOPLE KNOW YOU HAVE THE SKILLS, TALENT AND
EXPERIENCE TO TAKE THEM TO THE PROMISED LAND.**



MONEY MOVE #3: BACK THAT THANG UP

AFTER YOUR PROSPECT IS EMOTIONALLY SOLD, SHE
WILL WANT TO JUSTIFY HER DECISION WITH RATIONAL
REASONS SUCH AS:

TESTIMONIALS
CASE STUDIES
BUYER REVIEWS



MONEY MOVE #4: PROMOTE THE MESS OUTTA YOUR OFFERING

IF FOLKS DON'T SEE YOU, THEY CAN'T BUY FROM YOU.

**FIND OUT WHERE YOUR PEEPS HANG OUT AND GET
YOUR FACE IN THE PLACE ON A REGULAR BASIS.**



INSTEAD OF SCREAMING “BUY MY STUFF” 24/7 ...

SHARE COMPELLING, RELATABLE BIZ/LIFE STORIES

SHARE CLIENT TESTIMONIALS

SHARE BIZ LESSONS

SHARE TIPS FROM YOUR ZONE OF GENIUS



SO HOW CAN YOU WERK YOUR WORDS?

START EVERY SINGLE COMMUNICATION BY FOCUSING ON THE READER. THIS INCLUDES EMAILS, INVOICES, SALES PITCHES/PROPOSALS, SALES PAGES, LANDING PAGES, WEBSITE COPY, BLOG POSTS AND SO ON.

AS A COPYCLOSET MEMBER, YOU GET:

INSTANT ACCESS TO 75+ PIECES OF MONEY-MAKING CONTENT

1-2 NEW BRAND SPANKIN' NEW PIECES OF COIN-COLLECTING CONTENT
EACH MONTH

1 NEW LIVE Q&A + MONEY MOVES MASTERCLASS EVERY MONTH

ACCESS TO LIVE CHAT WITH ME DIRECTLY FROM THE MEMBER'S AREA SO
YOU NEVER FEEL ALONE AND CAN ALWAYS GET THE ANSWERS YOU
NEED TO MOVE FORWARD

ENROLLMENT INTO THE COPYCLOSET COMMUNITY WHERE YOU'LL
GET MORE COPYWRITING TIPS

OPPORTUNITY TO BE FEATURED AS A GUEST STYLIST AND GET ONE
MONTH FREE AND BRAND PROMOTION TO MY 20,000 SOCIAL MEDIA
FOLLOWERS

AN ALL-ACCESS PASS TO THE SHOP + SAVE BOUTIQUE WHERE YOU'LL
GET 20% OFF ALL PREMIUM COURSES I OFFER

A FREE WEBSITE SMACKDOWN WITH ME SHARING TIPS ON HOW TO TURN
YOUR PAGE INTO A CASH-GENERATING MACHINE





QUESTION TIME ...