

W.E.R.K. YOUR WEBSITE

WERKWEEK #0 – W.E.R.K. ETHICS



W.E.R.K.
YOUR WEBSITE

A "WERK" SHOP TO
WRITE INCREDIBLE WEBSITE
COPY THAT CONVERTS

WWW.WERKYOURWEBSITE.CO

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THE W.E.R.K. ETHICS FORMULA

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – Maya Angelou

Everything lesson delivered inside the W.E.R.K. Your Website WERKShop will stem from my signature sales writing formula, W.E.R.K. Ethics, which stands for:

W – WRITE with emotion

E – EDUTAIN the mess outta folks

R – RELATE to the right people

K – KILL it in sales and service (when you nail the W, E and R)

Let’s break down each component of the W.E.R.K. Ethics Formula.

WRITE WITH EMOTION

Let me start with a statement you’ll need to remember for the rest of your entrepreneurial life:

Using emotion in your writing is the KEY to persuading people to take action.

You see, emotional appeal is why we desire things, and it’s why we take action to get the things we want. “Desire” is an undeniably emotional impulse. Now, the trick to writing with emotion is slinging sentences that trigger the right emotion in your readers.

What you don’t want to do is “boo hoo” all over every page of your website. Instead, you want to write with confidence and assure your reader you can deliver a product/service that fulfills their desire.

Now, we’ll talk more about this today during the live broadcast (or video if you catch me on Facebook), but before I end this email, I want you to know this:

Saving money or getting free stuff is NOT everybody’s primary trigger. You see, people desire the lifestyle that comes along investing their time and money in you.

So, what does this mean for your business?

FREE ain’t always the answer. This means, whatever service you provide, think on the other side of that service to what your people really want. For example, I sling sentences. Well, people don’t hire me to write for them, they hire me to write sentences that make them money so they can have a profitable business.

Therefore, even if I offered a FREE website makeover, the trigger isn’t FREE. The trigger would be the idea of having a website filled with words that pierce the hearts of their browsers and propels them to take action. Folks who see the value in that, will race to sign up. Make sense?

The reason this works is because buying is an emotional decision. You see, anytime you can accentuate the benefits of your products and services in a way that speaks to the pain, struggles your prospect is experiencing and the triumphs she/he wants to experience, you’re at least 85%

more likely to make a sale.

Now, before we go any further, I want to stress the necessity of tapping into THEIR pain, struggles and desired triumphs ... not YOUR desires or wants. This is about THEM not you. As I said in my bestselling book, *Shots Fired!*:

The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves.

Next to not focusing on the RIGHT people, the second biggest mistake I see solo entrepreneurs make is delivering self-centered messages that focus on what they want people to do instead of sharing compelling, spine-tingling messages that accentuate how their services and products serve others.

So, to do this profitable biz thang right, you first gotta know what drives your audience to take action. What emotions are they experiencing by the time they reach you? What are their greatest desires? How do your products/services fit in when it comes to addressing those desires?

W.E.R.K. IT NOW (WIN) TASK #1

I want you to write down your **market's top 3 desires and emotions** and connect those with what you do. What makes them want your products/services? Be sure to share your response on this week's post in the WERKplace community by completing this paragraph:

Hi, I am a _____. I help [insert who you serve] by offering services/products that [what issues do your services/products solve]. My market's top 3 desires are _____. When my core audience reaches me, they feel _____.

Having trouble articulating your buyer emotions in writing? This article will be a HUGE help for you: <http://baab.biz/101-magic-words-guaranteed-to-inst...>

EDUTAIN THE MESS OUTTA FOLKS

The Free Dictionary defines “edutainment” as the “presentation of informative or educational material in an entertaining style.”

And that’s exactly what you gotta do when you want to propel folks to whip out their credit cards and smack the buy button.

Here’s the thing:

If you deliver your offer in a boring way, your audience will be bored. However, if you’re amped up and excited about serving people with your incredible offer, they’ll feed into that, and they’ll be excited too.

Now, I already know what you’re asking, “*Apryl, I’m not a bubbly, over-the-top person – so how do I edutain people?*”

Glad you asked.

You see, edutainment is not about being bubbly and over-the-top, it’s about being all of YOU. For example, some of you have called me “bubbly” when you see me on video or livestream.

But I’m not acting. I get up singing songs and rapping good morning to my son. I get overly excited about things that happen in my life when the cameras are off. And, I write as if I’m sitting on the couch talking to you.

So, when you see me, I’m me. And to edutain your peeps, you gotta be you. And the easiest way to do that is through storytelling. Why? Because good stories draw people in and propel them to take action.

Copywriters use stories all the time because they’re a powerful way to sell. They can influence sympathy and encourage donations. They can cause a revolution or protest. They can provoke a response. And most importantly for you, they can sell.

The bottom line is this: storytelling works. But sometimes it doesn’t.

You see, you can deliver the most heart-wrenching tale that hooks readers and swirls them around in a flurry of emotions and makes them experience all their feelings until they’re left gasping for air, pleading and begging for more by the time they devour the last word on the page.

But if you haven’t used the right storytelling techniques, folks won’t do what you want them to do. They got a damned good story. You got an intrigued audience. However, you didn’t get a single PayPal notification. Just people who said, “Yesss, that was an incredible story.”

And that right there ... is when storytelling doesn’t work.

So, the key to storytelling is delivering stories that not only engage but hit your buyers’ pain points and paint a picture not only of their struggles, but also what life will be like for them after they smack the BUY button.

We'll talk more about this in the coming weeks, but for now, I want you to know that "edutainment" is about intriguing your audience with a purpose. Not just bouncing around trying to get a random rise outta folks. Trust and believe, there is a difference.

RELATE TO THE RIGHT PEOPLE

Now because all of you already have an established business, I'm going to assume you have at least a general idea of who you serve and who benefits from your products and services.

But just knowing ain't enough. I always say, "if it ain't written, it ain't hittin'." And in this case, that means, if you don't have a summary of your ideal client in writing, then you'll never truly know who you're talking to.

Of course, you can have her in your head, but real talk ... she/he isn't REAL until you see all his/her curves and characteristics, ups and downs, triumphs and tribulations in writing.

To get you headed in the right direction, here are a few questions you want to make sure your ideal client summary addresses:

1. *Gender?*
2. *Age?*
3. *Race? (If it's a major factor for your product/service)*
4. *Profession?*
5. *Annual income?*
6. *Highest education level?*
7. *Marital status?*
8. *What social media platforms does she/he use?*
9. *What frustrates her/him most?*
10. *What are the top 3 to 5 emotions this person is feeling by the time they reach you?*
11. *What is her/his most urgent crisis right now (as it relates to your offering)?*
12. *How does your offering address the urgent crisis in #11?*

Now here is a short sample summary for one of my ideal clients. And YES, you can have more than one ideal client.

Meet Kim. She's a 35 year-old Cablanasian. She's a 5- to -6-figure earner, smart, married mompreneur who is obsessed with Scandal, Empire and even enjoys the occasional reality TV show. She sometimes binge watches Soul Sundays and loves reading Essence, Black Enterprise, Fortune Magazine and interesting articles on The Huffington Post.

When it comes to her work, she is a BEAST at what she does (business coaching, consulting or creative services - photography, design, creative writing, etc.). Only problem is, she doesn't sound so beast when she writes about what she does on Facebook, LinkedIn, in blogs or on

her website.

She can talk about her genius all day long, but when it comes to tapping those keys, her “beastness” turns into dull, boring words that do nothing to hook clients. By the time she reaches me, she is wallowing in a pool of word despair. She knows who needs her genius, she just has no idea how to use her words to pierce hearts and open wallets. And that’s when I tap into her VOICE and turn her brilliance into spine-tingling sentences that propel people to whip out their credit cards and smack the buy button on her offerings.

W.E.R.K. IT NOW (WIN) TASK #2

If you don’t have a written summary of your ideal client, please write a summary for at least one of your ideal clients before we meet for Week #2. No need to share this in the group unless you need help putting the pieces together for your ideal client.

If you’re already clear on your ideal client – SKIP THIS TASK – YOU’RE A ROCKSTAR!!

KILL IT IN SALES (AND SERVICE)

Writing with emotion, using words to edutain folks, tailoring your messages for the RIGHT people forms the foundation of your ability to KILL IT in sales and service.

Let’s be honest, we all want to help our audiences. We all want to serve the masses. We all want our people to succeed. But we also want to profit from our genius.

So many entrepreneurs shy away from saying they want to KILL IT in sales, which is crazy! We’re not here to donate our time and services. We’re here to profit from our genius and serve the people who need us most.

You see, you can make money AND serve your people at the same time. And feel great about doing it.

Take me for example ... I run a profitable business slinging sentences that make other people money. My clients make money. I make money from my clients paying me. It’s a beautiful circle of entrepreneurial life.

Now, the KILLING IT in sales piece does not come about automagically simply by having steps 1, 2 and 3 in order. You see, doing those things positions you to make the sale, but you still have to deliver something worth buying. And serve your audience in a way that keeps them coming back for more.

While this sales writing formula can make killing it in sales easier for you ... it can’t guide you through creating the bomb-diggity products and services. Putting in that WERK is all on you, love!

THE SKINNY ON PERSUASIVE WRITING

I don't do tricks. Plain and simple. I know a lot of copywriters talk about tricks to getting folks to take action, but I ain't about that life. You see, I've found that people engage with and invest in folks who genuinely show interest in helping them through their struggles.

So instead of "trickin'," I put in that WERK to get my PayPal poppin'. And here's an easy breezy formula on doing just that:

1. Start with your peeps ... not the product or service by focusing on THEIR concerns, needs, fears and issues. (Go back to what you wrote down in WIN TASK #1)
2. Get attention. (This is all about edutaining folks to make your message stand out.)
3. Identify your prospect's problems and demonstrate your knowledge of that problem.
4. Position your product or service as the solution.
5. Prove the value of your product/service versus others by giving the reader a look inside the "promised land" – the place where they experience the results promised by your products and services.
6. Tell the reader what to do next.

See how we built on the basic W.E.R.K. Ethics Formula? **Everything you write for sales is attached to a specific set of steps.** Remember that.

Now that you know the steps, let's move on to the three core rules of persuasive writing:

RULE #1 – SHOW INTEREST

Everybody knows folks don't like to be sold to. But we all love a kind set of ears listening to and understanding our problems and offering a way to get rid of our core problem once and for all ... don't we?

You see, when you genuinely show people you're interested and concerned about what they have going on, they start to feel comfortable with you. And when they're comfortable. They trust you. And when they trust you, they're more likely to love you enough to open their wallets to you.

Because real talk ...

People love to buy things. They just don't like to be sold to.

So, what's the difference?

Glad you asked.

When you show interest, you're offering a solution. You're being kind and concerned. And instead of pressuring the individual to take action, you're tempting them.

Oooh, now "tempt" is a juicy word. Let's say you're a baker and you want to get your friend to buy a cheesecake from you. Now, you wouldn't hit them with a list of 5 reasons cheesecake is good for her, would you?

Nope. Instead, you'd tell her how moist the cake is, how thick and sweet the cake is, how the crust is cooked to perfection and how wonderful it smells. You see, you'd stamp a picture in your brain that teases her emotions so she starts craving the cheesecake, even though she knows it's not necessarily healthy for her.

In short: You'd tempt her by appealing to her emotions. You wouldn't bore her with a gazillion reasons to hand over the money right now or ram the cake down her throat.

RULE #2 – PIERCE THEIR HEARTS

I've said this a lot already, but it's worth repeating:

Folks invest their time and money for emotional, not logical reasons.

If people acted logically, you couldn't sell cheesecake, jewelry, luxury cars and all those other things that make people feel good.

To write words that sell, you have to appeal to your prospect's emotions and desires.

On page 12 of *Shots Fired*, I identify 8 top "feel good" reasons people buy. Here's the list:

1. Save time
2. Cut costs
3. Rake in more cash
4. Live a happier life
5. Make better use of time and resources
6. Become healthier
7. Lower stress
8. Work less and have more leisure time

And here's a few more:

9. Feel prettier and more desirable
10. Increase self esteem
11. Feel empowered to make moves

The point is this:

People invest to bring about some type of transition in their lives and it's your job to know which transition your products and services deliver.

RULE #3 – BRING ON THE RATIONALE

People are creatures of emotion, not logic. What this means is after your prospect is emotionally sold, she needs to justify her *irrational* decision with *rational* reasons.

Think about coaching services. First you demonstrate your knowledge of her pain and fears. Then, you take her through the journey of what her life would be like once she overcomes that pain and fear.

And once she's emotionally connected to your life coaching services, she *justifies* the investment with all the testimonials and case studies you've included to show her how other women just like her achieved goals similar to hers.

But please know the testimonials didn't sell your services. They simply made her feel good about the decision she already made. And when a buyer is on the fence, this is almost as necessary as the emotional appeal. Though this additional information doesn't sell the services, it does justify the investment.

Here's the bottom line:

You want the prospect to feel good about the investment because when they do, they'll likely take an active role in what comes next AND tell others about their incredible purchase.

THE “TEA” ON DECEPTIVE ADVERTISING

We’ll talk about this throughout the course, but I want to caution you on the importance of choosing your words wisely. I talk a lot about using words that paint a picture and intrigue your audience, but I also want to make sure you understand the importance of choosing words that do NOT overpromise.

You see, overpromising can not only stain your brand’s image, but it can set you up for a lawsuit. Let’s take a look at a few examples before we close up the lesson for Week #1.

Deceptive Advertising: The U.S. Federal Trade Commission defines as "a representation, omission or practice that is likely to mislead the consumer" and "practices that have been found misleading or deceptive in specific cases include false oral or written representations, misleading price claims and so on ..."

What this means is, the information you communicate in your business must be truthful and non-deceptive, must have evidence to back up claims and cannot be unfair.

Now, I don’t know about you, but I see a lot of questionable information shared on sales pages and websites. And while you may say you’re tiny and the FTC is not checking for you. Please don’t get in the habit of thinking you can’t be sued for deceptive advertising.

Caution Words: While there is no magical list of words you can and cannot use, you should be careful when using words like “guarantee,” “proven,” “promise” and similar words that imply a confirmed result.

For example, you should not write:

When you follow what I teach in this course, you’re guaranteed to make \$100,000 this year.

The problem with this statement is there are so many other variables involved in making money that you can’t account for that there’s no way you can guarantee this.

However, let’s rewrite it to this:

Inside this course, I reveal everything I did to make \$100,000 in my first year of business.

See how as long as the entrepreneur can back up his claims, he makes the sentence compelling WITHOUT making a false promise to the reader?

Alternatively, let’s say you use “guarantee” in this manner:

When you buy this course, you’ll get a money-back guarantee.

Is this deceptive? Nope. Because you have full control over offering the participant a full refund, so you can actually guarantee this. Now, if you decide NOT to provide the refund and the participant has met all the requirements, then it becomes deceptive advertising.

We’ll talk more about this as my team and I review your webpages. This week, I wanted to give you a brief summary since so many online “writers” never, ever talk about this.