




LUNCH & LEARNS



**LUNCH & LEARN: COPY WRITING**  
DIGITAL DINING ROOM

# PRE-REQUISITES TO COPY WRITING SUCCESS

1. You have an awesome product that we want/need
  2. You've done the requisite homework to understand
    - Target customers
    - The marketplace
    - Your competitors
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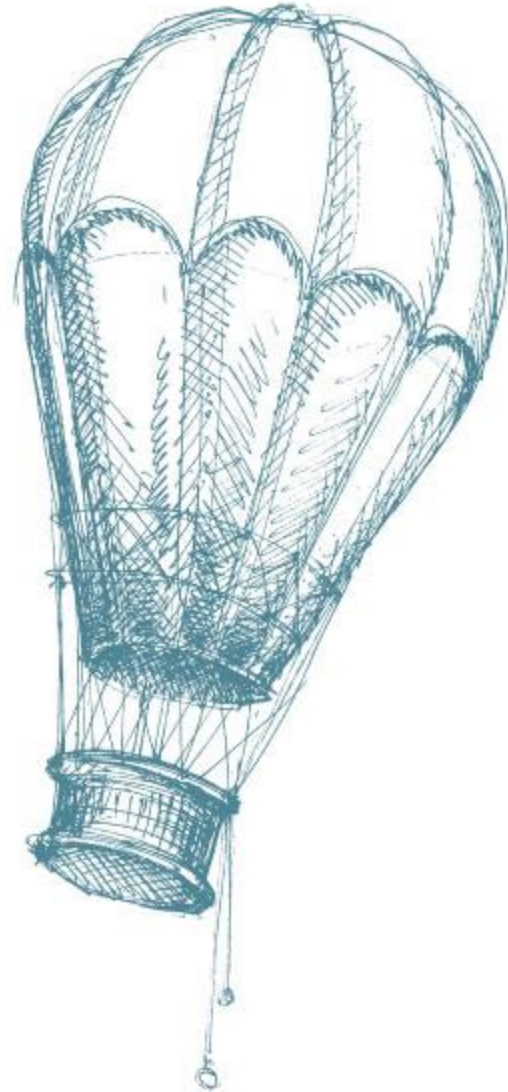


# The Starter Recipe

# INGREDIENT #1

## Your Starter Recipe

Identify the #1  
Pain or Desire





## INGREDIENT #2

### Your Starter Recipe

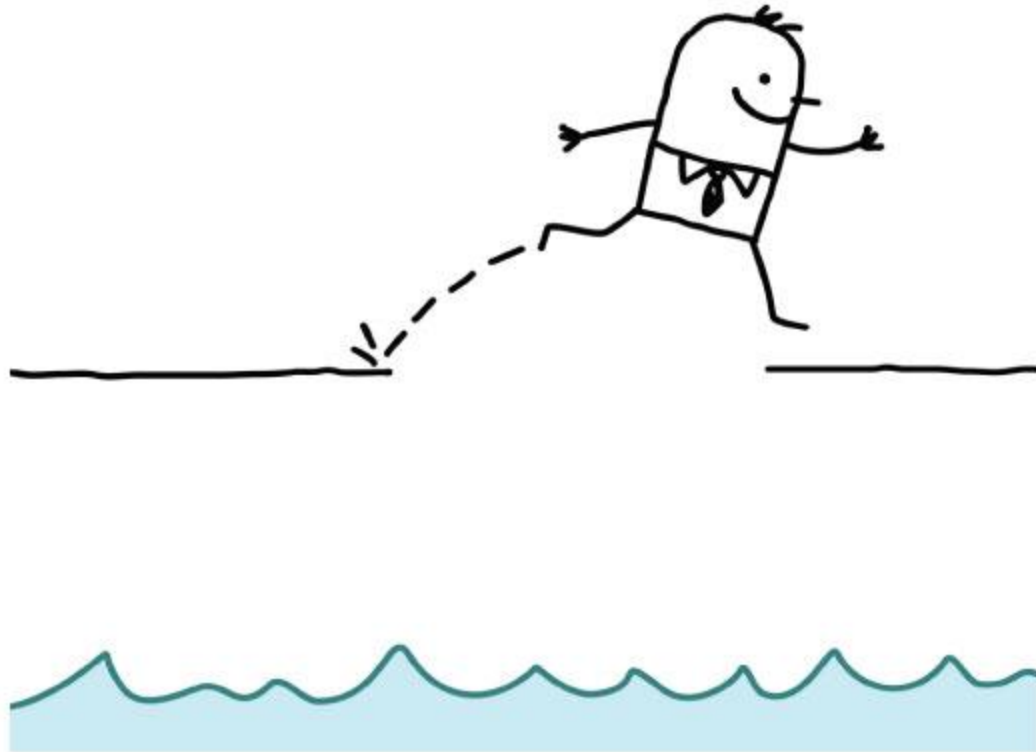


What stands in the way?

# INGREDIENT #3

Your Starter Recipe

What's Possible?



# INGREDIENT #4

Your Starter Recipe

Why You?



## INGREDIENT #5

Your Starter Recipe

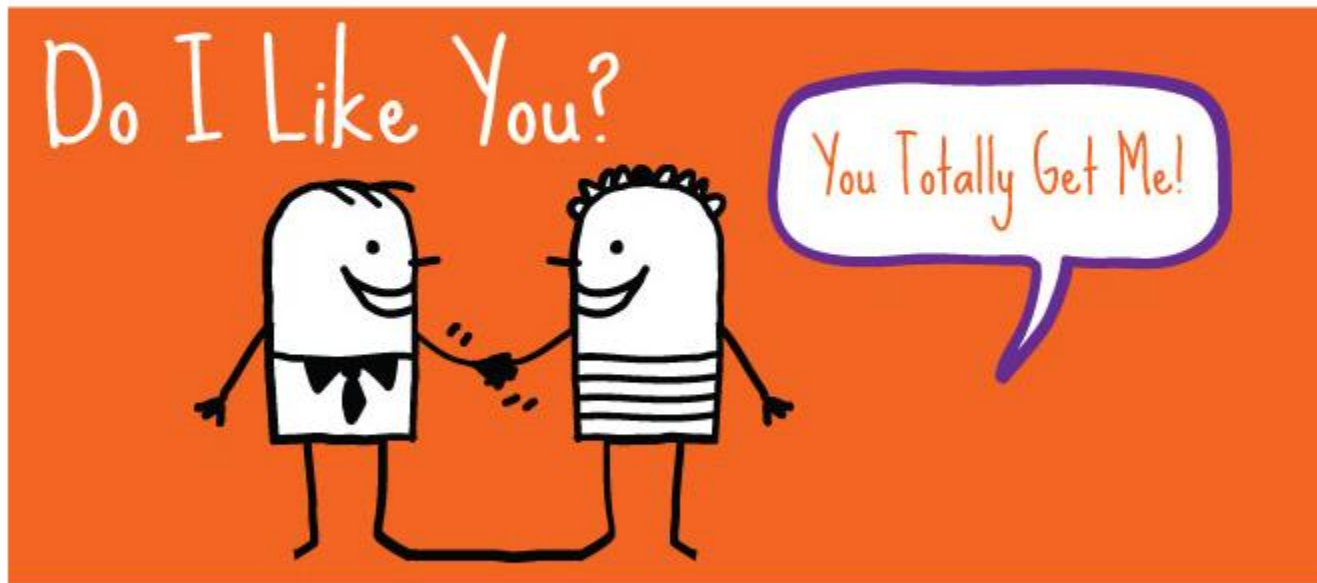


The Call to Action




# WRITE THEM A LETTER

## The Relationship Builder



## BUILDING ON THE RECIPE

- What emotions (both positive AND negative) surround this issue?
  - Tell stories – even vignettes work great
  - Use humor and curiosity
  - Be specific (no jargon!)
  - Help them see that you GET IT
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# BE SURE TO ADDRESS THE WANTS...

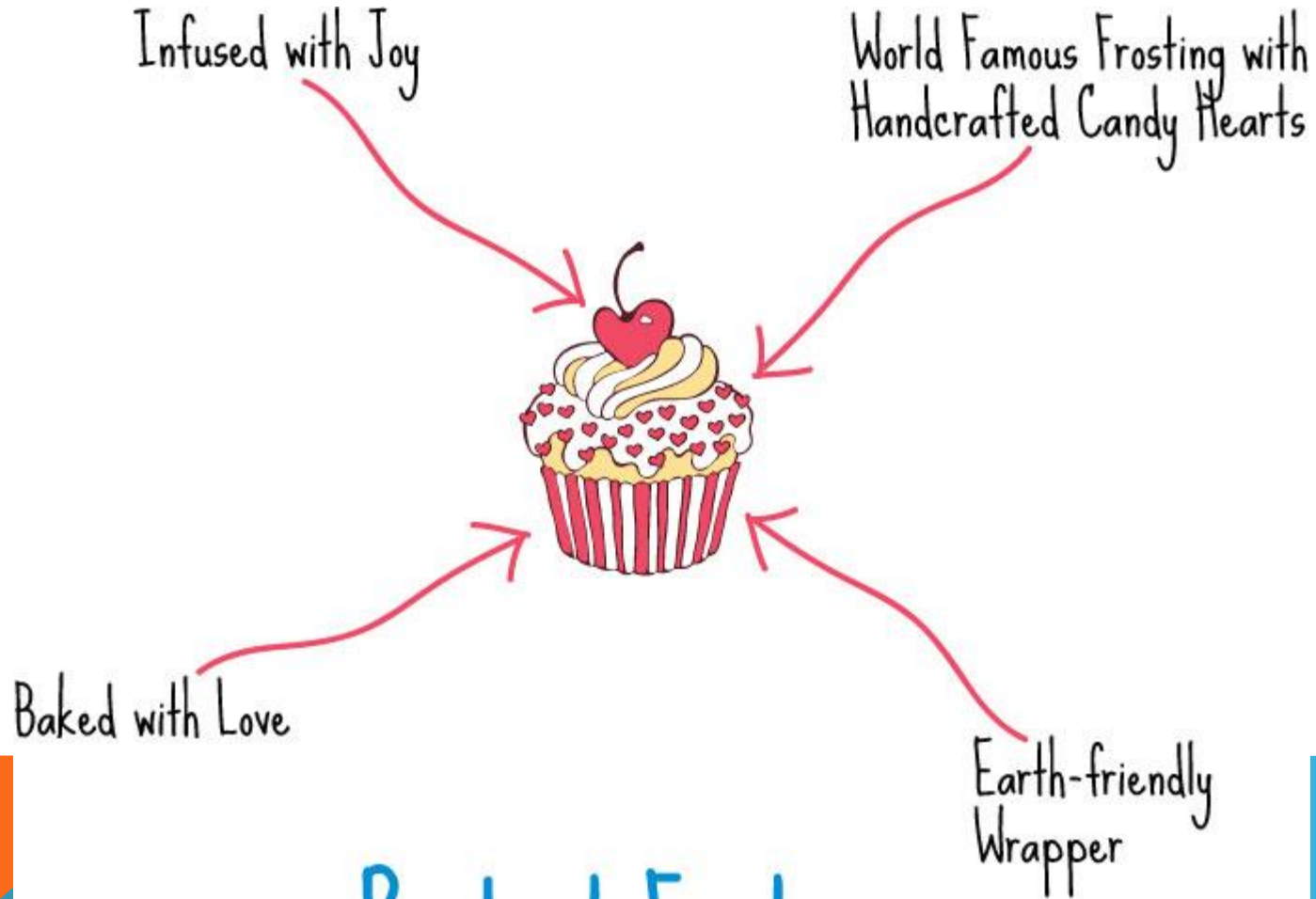
What They Need vs...

What They Want (Willing to Buy)



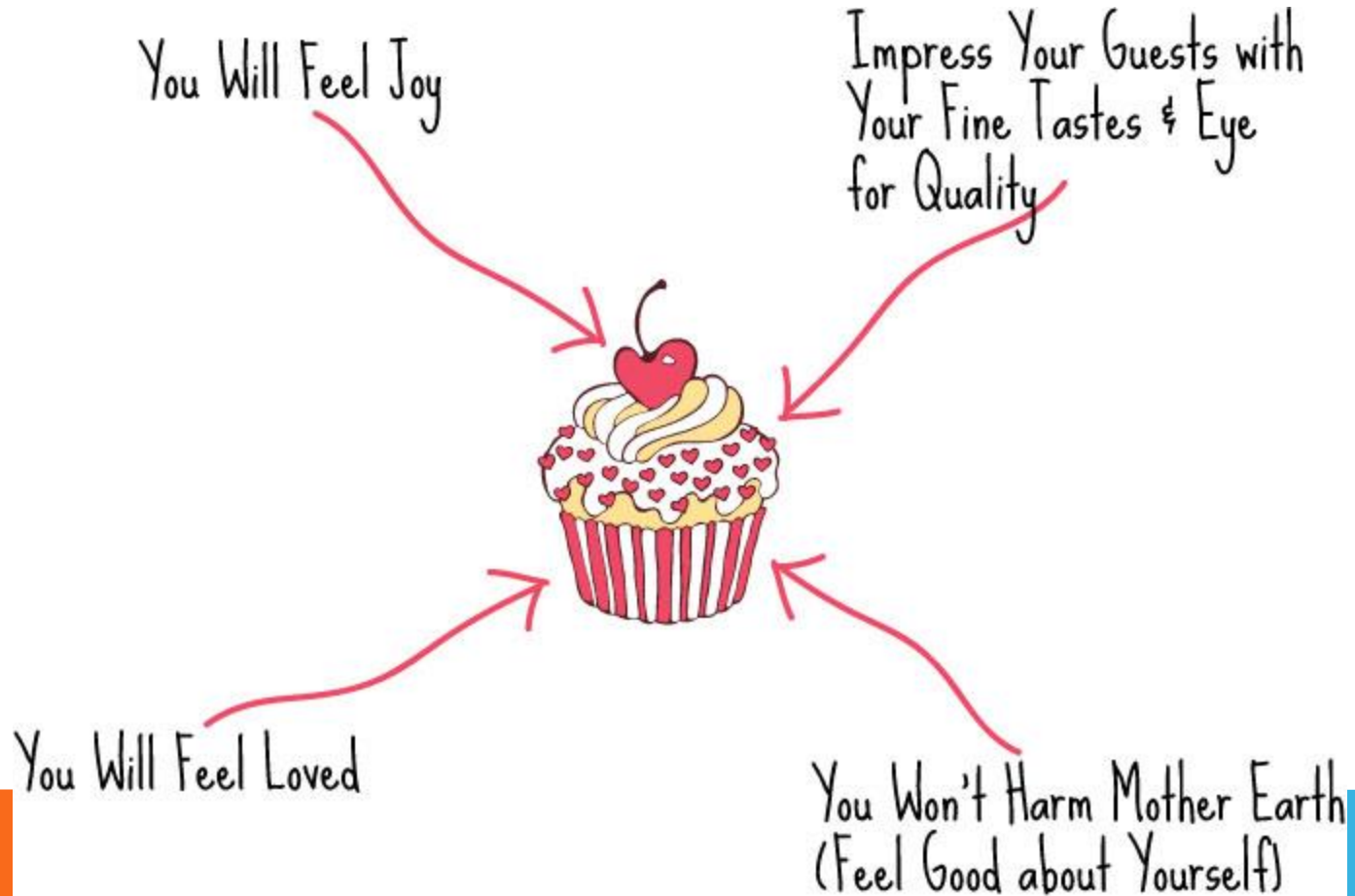
It's Hard to Do the Right Thing  
When Frosting is Involved

# IT'S NOT JUST ABOUT THE FEATURES



Product Features

# TALK ABOUT BENEFITS OF YOUR FEATURES



Product Benefits



Be Human

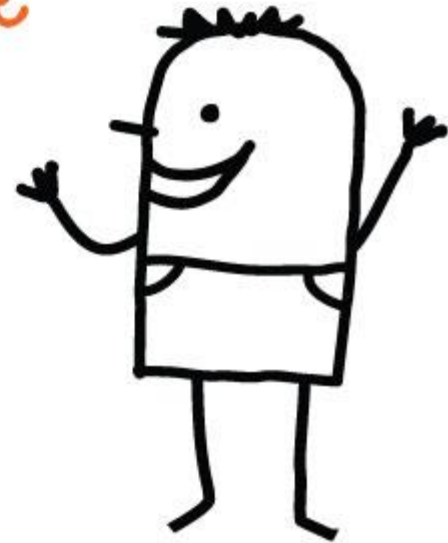
Connect with Emotion

Speak Their Language

Show Proof

You (not We)

Clear Call to Action



**WITH GREAT POWER, COMES GREAT  
RESPONSIBILITY**



# THIS MONTH'S MISSION

## Identify your 5 Ingredients

- One to two sentences MAX per ingredient – be specific

## Write a Letter to Your Ideal Client

- One paragraph (at least) per ingredient
- Build on the 5 points using what you've learned here



# THE DIGITAL DINING ROOM

## Private, year-long group coaching program

- One topic each month
- Three group meetings via G+ Hangout
- Missions and accountability
- Networking
- Dedicated website
- Forums & Facebook

