

good.mood.nutrition

When you are making spec-work for clients you could do it from scratch but why? Just go and find a piece of copy that's already successful (no matter what it is eg. landing page, ad, email ect.) and take the recipe and fill it to match your prospect. Find one that matches the feel and purpose. This is a very powerful strategy.

AndrewCopywriting 02/04/2023

SOULD I SEND THE EXACT SAME FREE VALUE TO MULTIPLE PROSPECTS IN THE SAME NICHE?

First, test out unique FV for each of your prospects.

Once you create FV that gets you a super positive response,

Feel free to then send it to multiple prospect sin that niche, personalizing it for their business

What are they trying to achieve with this marketing? What are their top 1-3 goals/problems?

They are trying to grow their audience, build relationships with them, and establish themselves as an authority on the subject by providing educational topics on the her audience's health issues.

She wants to divert traffic from instagram to the link in her bio and then to her website for her discovery calls and 1:1 consultations.

What piece of FV connected to their top 1-3 goals/problems can I make?

I can help make her sales page better so she converts more people into paying customers.

How can I present this in an interesting and curious invoking way?

Mention that the sales page if one of if not the most critical part of the funnel for the fact that it is gateway between people either becoming a paying customer or choosing another course of action.

This applies to projects with clients and FV

1. Pick an objective:
2. Do research on their products (what they do, what's inside), then market research (find similar products online, see what their saying) and construct an avatar eg. bob.
3. Modeling: pick someone with similar products, then look at what they did step-by-step and take their skeleton (you can do this for any piece of copy). If you're doing a sales page, you find a sale page for a similar product in a similar niche and use the skeleton to make your first draft.
4. *Main idea for first draft and send to client for review, going back and forth to hone their voice and style (until their pleased)*
5. *Test it in the wild, putting it in front of people.*
6. *Decide with your client if you're doing the design, if so just copy and paste. Learn how to use click funnels or mailchimp. Model successful people at every stage.*

Who is your avatar?

Face:

Name:

Age:

(You need to bridge all of these together)

What's painful or frustrating about their current state? Why x3?

What do they desire? Why x3?

What roadblocks do they face? Why x3?

What is the solution? Why? x3

How does the product help the avatar take advantage of the solution? Why? X3

WHAT SHOULD I WORK TO IMPROVE IF I SEND OVER FREE VALUE BUT KEEP GETTING IGNORED AFTER THAT?

- The quality of the copy in your free value always can be improved and is the foundation of the entire FV outreach approach
- You can often start adding in little notes inside your free value showing them a little of WHY you are doing what you're doing
- You need to tease something more you will reveal or discuss with them on the call that you're proposing. They need a reason WHY they should respond.

***Sort form must be less than 150 words for better impact**

Before you ever writer anything whether its a DIC, sales page or outreach:

1. Where is the reader in the funnel? (what do they know about the problem, what do they know about the brand, how much about the problem do they know? Did they just opt-in for a 10% of, What are they currently thinking about?)

They are in the website sales page, either they have been on email for a while or have followed the person for a while. They know they need to eat healthier but they are not 100% sure how their diet is affecting their health and hormones, but deep down they know that it plays a part.

They have failed numerous times to make themselves feel better using conventional medication and have heard about natural ways of healing but have yet to believe it is fully possible.

2. What's the objective of this piece of copy? What's the next step I want the reader to take? What beliefs do they need to have to take action?

To get the reader to pay for a 1:1 consultation, they need to really believe that the only option for them to get better is to try a natural approach, they need to believe if they get tested properly and are given a proper protocol then they will be able to get better with a high certainty. They need to believe it has a high perceived likelihood of outcome but realistically they need to understand it won't be a journey without bumps.

3. What do they need to see, feel and hear to go from where they are to where I want them to go?

They need to see that the writer is an authority and has helped many other people get the same outcome. They need to feel that the writer understands their situation, has even perhaps gone

through the same struggles as them. They need to feel there's a good likelihood that they'll get the results they're looking for. They need to hear that there will be a high standard of care and every measure will be taken to get to the bottom of their suffering.

4. Then analyze honestly if the copy meets the intended effects of the copy.

FV: Sometimes before sending FV ask, If I was a reader, what reasons would I have for not responding? And, how can I fix this?

The purpose of copy is to create specific defined effects in the mind of the reader.

Answer funnel questions then improve!

Sales Page Rewrite:

Do You Have The Courage To Step Off THE MAINSTREAM PATH OF CONVENTIONAL MEDICINE?

Sub-headline: Taking the first step is always the hardest but I guarantee you won't regret it...

My Personalized Nutrition Coaching Plan is designed only for women who are ready to turn their backs on dismissive doctors and face the root cause of their hormonal or digestive symptoms.

It is meant for those who are exhausted from suffering from unstable moods, depleted energy, and brain fog. And just as importantly, for those who are done with doctors telling them that they'll just have to put up with things the way they are.

It's meant for women who intuitively know that there must be another path...

I'm here to tell you there is another path and healing is entirely possible, so don't you dare fall for the idea that it's too late!

When I was younger my autoimmune disease and all of the ugly symptoms had me feeling trapped and hopeless in a broken body. When I sought help from the standard healthcare system, I was dismissed time and time again, only being given the bog standard one size fits all medication treatment.

What I didn't know back then was that an estimated 70-90% of the risk of Chronic Diseases can be attributed to lifestyle. This suggests that your risk of developing chronic diseases may be affected by what you eat, how you exercise, your spiritual beliefs, and the level of stress in your life. **(Mock story to emphasize with the reader and create rapport).**

Now I wish that instead of wasting time trying to find all the answers alone and heal myself, which only prolonged my ordeal, I would've found a specialist dietitian to guide me in the right direction. And run me through advanced functional lab testing to find the root cause of my suffering.

So, if you have the power to resist the flow of conventional thinking, that tells you that the only choice you have for a life worth living is medicating your symptoms.

And you are ready to become educated and empowered to take back control of your health, whilst TRULY believing that it can happen.

Then check out my "1:1 Coaching Package" *to finally make sense of your struggles and get on the right track by healing with a natural approach:*

- Advanced functional lab testing to get to the root cause of your symptoms
- Individual & personalized healing protocol based on test results, goals, & preferences
- Coaching, accountability, & support, helping you successfully navigate the what, why, & how
- Unlimited 1:1 follow-up sessions as needed
- Client modules and course content
- Messaging/Email support for questions in between sessions
- 35% off professional-grade supplements through my online dispensary

Get the support and testing you need to find the answers you've been after and take the overwhelm out of your health journey. Also, you can count on my dedication to being responsive and available when you need it!

<APPLY FOR 1:1 COACHING>

Testimonials
(To build trust and give people certainty that they'll get results.)

After years of not being able to figure out completely how all my health issues and symptoms interrelate and what causes them, I took a big step and a leap of faith by contacting Chelsea. The support and empathy I have received so far and particularly that extremely insightful interpretation of all my lab and test results have convinced me and I have decided to keep investing in my health and continue my healing journey - Katie.

I've not felt well my entire life, but with the support of Chelsea, I was able to take charge of my well-being. Through her protocol, my chronic fatigue has decreased, my memory has improved, and my mood is better. (I've also been able to lose a lot of weight so I look healthier too.) I'm so grateful for all of the resources she shares –Client modules and course content
-Messaging/Email support for questions in between sessions - Zak.

Chelsea's 1:1 coaching package has been extremely helpful to me and has provided a vast amount of knowledge on many things including fatigue, inflammation, and autoimmune conditions. All of the staff is extremely knowledgeable and all invested in you succeeding. I will definitely be continuing my healing journey with his office in the future - Julie.

Original Sales Page

Are you ready to get to the root cause of your hormonal or digestive symptoms?

Are you ready to have stable moods, more energy, less anxiety and clear brain fog?

Apply for 1-1 Coaching

YOUR 1:1 COACHING PACKAGE INCLUDES: Advanced functional lab testing to get to the root cause of your symptoms

Individual & personalized healing protocol based on test results, goals, & preferences

Coaching, accountability, & support, helping you successfully navigate the what, why, & how

Unlimited 1:1 follow-up sessions as needed

Client modules and course content

Messaging/Email support for questions in between sessions

35% off professional grade supplements through my online dispensary

ANXIETY

FATIGUE

ADRENAL DYSFUNCTION

PMS/PMDD

HORMONAL MOOD CHANGES

POST BIRTH CONTROL SYNDROME

HYPOTHYROIDISM/HASHIMOTOS

FOOD SENSITIVITIES

SIBO

IRRITABLE BOWEL SYNDROME (IBS)

BLOATING/DIARRHEA/CONSTIPATION

KIDNEY DISEASE (CKD)

CONDITIONS I

SPECIALIZE IN:

To apply for a free discovery call to make sure we're a good fit for each other, please click below and complete the survey before we schedule a call.

READY TO GET STARTED?!

Your next step:

APPLY FOR 1:1 COACHING

Outreach: chelsea.potter.rdn@gmail.com

Hey Chelsea!

How are you doing? I hope you're enjoying this beautiful season, and congratulations on the new baby (if he/she has been born)! Speaking of seasons, personally, I was born on April Fools' Day, so you can imagine how much of a jokester I am.

Anyway, whenever you're feeling up to it, I wanted to share an idea I came up with that could really help increase conversions for your 1:1 coaching.

It doesn't require a massive advertising budget, it involves using the attention you're getting on Instagram to organically funnel traffic to your website, and then adding some sleek systems to monetize that attention.

For example, since you're a nutritionist you can post some of your favorite recipes on Instagram and mention their health benefits, leaving a link to the full recipe on your blog at the bottom of the post.

From there, you can create an attention-grabbing landing page with a solid piece of free value to incentivize people to sign up. (I recommend aiming for sign-up rates of at least 20%!) And of course, you'll need a solid sales page to seal the deal. I wonder where you might find one... 🤔👉

From what I can see, you have the setup to handle an increased number of clients, which makes me think the leads I can generate and convert will be put to good use.

So, instead of getting bogged down with marketing and wasting valuable time and effort learning and implementing marketing tactics, why not outsource that role?

After doing some extensive research on your competitors, I've identified some things you can do to take a bigger slice of the pie.

If this sounds like something that interests you or if you have any questions, please don't hesitate to reach out.

Best,

Kristof.