

*IMPORTANT: To use this worksheet go to File > Make a copy. Then you can type directly into your copy.*

# Copywriting to Sell Your Signature Program: Email, Blogs & Social Media

with Michelle Leotta

This session is all about using copywriting to sell your signature program. And I have a FREE 3-part training to help you get started: **Know Exactly What To Write & Attract More Clients**. Register for free at [HealthCoachPower.com/writing](https://HealthCoachPower.com/writing)

## Exercise 1:

**As a marketer, you have to know WHO you're selling to and what problem you help them solve. This will make a huge difference in your copywriting.**

Who am I selling to? (Be as specific as possible)

What big problem do I help them solve? (Be as specific as possible)

## Exercise 2:

**Use the exact words and phrases your potential clients are using to describe their problem/vision of success. Avoid "practitioner speak" or medical terms that no one actually uses except you.**

Look at client notes, emails, online communities, book reviews, etc. and copy/paste some quotes here:

**Exercise 3:**

**Use your potential clients' words AND your voice in your writing. That means you should write the way you speak, slang and all.**

Copy a paste one of your recent social media posts here:

Now, rewrite that post using more of the words/phrases your clients use AND more of your own voice. Try speaking it out loud to hear how it sounds.

#### **Exercise 4:**

**Long form copywriting can easily lose a reader's interest. Use storytelling to connect on a human level and hook the reader's attention.**

Practice putting an email or blog post together using the story + call to action format.

Your short story or anecdote goes here:

*For the 100th time, I was so grateful for my Louis Vuitton backpack. It was the perfect size to hold my laptop and extra sweater and still pass as a "personal item" on my flight to Portugal.*

Create a bridge between your story and the call to action:

*You know, there was a time I couldn't imagine flying to Europe for a long weekend.*

*Beating stress means I no longer:*

- *Let anxiety take me down*
- *Feel bloated or uncomfortable*
- *Or collapse on the couch after work*

*Instead, I'm able to live the BIG life I've always wanted.*

Your call to action goes here:

You can do the same.

Take the first step towards beating stress, anxiety, bloating and the blahs

**Exercise 5:**

**Remember, impactful copywriting uses as few words as possible.**

Edit the paragraph below to use fewer words while conveying the same meaning:

*When any of us think about the vital importance of thyroid hormone for every cell, tissue and organ in the body, it becomes blatantly obvious that widespread hypo- and hyperthyroidism is something that definitely needs to be addressed. My unique approach with my clients is using an appropriate combination of conventional medicine with nutrition, lifestyle and supportive herbs. This integrative approach combines the best of what allopathic medicine has to offer with holistic remedies.*