



THE SECRET, SEXY GUIDE TO WRITING COPY THAT CONVERTS

On a sunny Saturday morning in late April, I rolled out of bed and thought to myself, “Today is the perfect day to create something to help my audience stand out online and become known for the bold, brilliant badass entrepreneurs they are.”

So I made myself a cup of peach & coconut white tea, sat down at my laptop, and wrote this.

This guide will reveal the key elements needed to turn your lackluster words into sexy, polished copy that will help you connect with your audience and see the results you desire.

Because I’m pretty sure you know how important great copy is.

If we’ve been acquainted for any length of time, you’ve probably heard me speak on one of my greatest beliefs: **WORDS ARE POWERFUL.**

Whether it's the words we read on the page of a transformative, life-changing book, the words we say to ourselves in our own heads (the nice and not-so-nice), or the words we speak out when we publish our message on our websites and social media profiles, words have the ability to make or break a business, a mind, and a life.

In this quick guide, we will focus on how to use your words in powerful ways for your business: to connect emotionally with your clients, create a culture that they can't help but get swept up in, and express yourself in a way that will catch attention & keep it.

Are you ready?

Let's get started.

STORY POWER

Every morning for three years, I stepped into sweltering tropical humidity to brave the 5-minute walk from my apartment to the international kindergarten I was teaching at in Guangzhou, the cosmopolitan financial hub of southern China.

When I arrived in my classroom, I was greeted by some of the most adorable, joyful faces one can imagine, property of 25 tiny Chinese three-year-olds.

Chattering amongst themselves as they sat around their small tables, they turned their shining faces to the door as I walked in the classroom to greet me & flash a mischievous smile my way, before once again turning to each other and filling the room with sounds of laughter and loud exclamations as they munched through their breakfasts.

There seemed to never be a dull (or quiet) moment in the classroom.

Once they had finished their bowls of congee, they would shuffle their chairs over to where I sat in the middle of the classroom, a pile of books in my lap. As the students got situated, we voted on which book looked the most exciting – and which adventure we would be taking that morning.

At all other times, it was a challenge to grab the children's attention and genuinely keep it. But every morning, when I opened up a colorful new storybook and began to unravel the story for them, all eyes were on me.

Attention was rapt. The room was silent.

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Stories are, without a doubt, one of the most powerful ways to connect with humans.

This is as true for connecting with kindergarteners as it is for connecting in the online world today, and it's been true for all of humankind, for all of time, forever.

We get lost in stories without even realizing what's happening, and our brains get caught up in the emotions of the story in a way that leaves us feeling like we're part of the action.

If you do storytelling right, you're going to find yourself with an audience who is emotionally invested in who you are – and what you're selling.

Detailing his research findings in *The Harvard Business Review*, Paul Zak [writes](#),

We discovered that, in order to motivate a desire to help others, a story must first sustain attention – a scarce resource in the brain – by

developing tension during the narrative. If the story is able to create that tension then it is likely that attentive viewers/listeners will come to share the emotions of the characters in it, and after it ends, likely to continue mimicking the feelings and behaviors of those characters. This explains the feeling of dominance you have after James Bond saves the world, and your motivation to work out after watching the Spartans fight in 300.

By building tension for your audience – by detailing your struggle – you are inviting their brains to mimic the emotions anyone would feel in such a situation, thanks to the power of human empathy.

People are going to be invested in seeing a happy solution to the problem, because their emotions are now tied up in the story.

But even more than that, people are going to be invested in seeing a happy solution to the problem because – if you’re doing marketing storytelling right – ***they are dealing with the same problem.***

That’s the secret when it comes to storytelling in marketing: *your* story isn’t really about *you* – it’s about your brand hero.

It’s about your ideal client.

You want to tell a story that your ideal client can see themselves in – struggles and dreams and all – and show them the transformation from pain to pleasure.

Show them how you did it.

Show them how they can do it (in all the ways you will help them do it).

And watch as they engage and respond.

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5 MUST-HAVES FOR A SATISFYING STORY

Hero (*Pre-transformation*): Who is your brand/story hero? Show us the person we can empathize with.

Conflict (*Pain points & struggles*): What are they dealing with? What is the struggle? This is the *tension* mentioned in the article excerpt above.

Transformation (*The good stuff*): How do things start to change? As a provider offering transformation, you have to show a change.

Excitement (*Be in action*): What are the actions taken to get you from pain to pleasure? Make it exciting. Show us the action.

Conclusion (*Inspires – and leaves them wanting*): Your conclusion should always leave readers feeling like the transformation is possible for them, the way it was for you. Leave them thinking. Leave them wanting.

Include all of the above, and you will have a marketing story that satisfies.

INFUSING YOU

One of the most fun & fascinating parts of excellent copy is the details: personal stories, specific references & examples, beliefs, hard numbers & facts, unique habits, thoughts and feelings revealed.

Details are what make the difference between generic copy and fascinating copy, and help to paint a more colorful, vibrant, intoxicating picture.

And identifying your own unique & captivating details is one of the most enjoyable parts of building a brand culture to infuse in your copy.

Consider these questions:

What do you **LOVE**? (That's right – bold, underlined & italicized LOVE!)

What makes you unique? (Pick some from the millions of options...)

What is part of your day-to-day life that you can add to your copy to make it more real, more personable, and more interesting?

Think about specific experiences, items, food, books, influencers, beliefs, habits, etc. that you swear by and can't live without, and make a list.

Reference that list whenever you're writing a social media post, your website copy, your newsletter, or any other type of material you're hoping to put out into the world. These things are now a part of your brand culture,

and are going to set you apart from the generic, lifeless copy that sounds like it could come from anyone.

For example, because of this guide you know that I am a real person: I love peach & coconut tea, believe in the power of words, spent 3 years teaching at a kindergarten in southern China, and use a lot of adjectives. I haven't introduced myself, or sent you to my ABOUT page. I've simply tried to infuse some of myself into my writing.

We live in an age where people crave **human connection** above all. (Others who have lived in such an age: every single person in the history of planet Earth.)

So give people what they want.

You are a unique collection of experiences, ideas, thoughts, feelings and genius. Show that, make it that much easier for clients to connect with you – and watch them readily choose you over the next service provider.

Because they know *you*.

Because they like *you*.

And because they trust *you*.

BONUS:

Having a list of things, experiences, ideas and influencers that you find important is an awesome piece of inspiration if you ever feel stuck and are

not sure what to write about. Check out your list and draw inspiration + ideas from the things you believe in and love most. Pick something, and elaborate on it.

Et voila!

More content, ready to go.

KEEPING ATTENTION

Now that you're writing copy full of engaging stories and captivating details, you want to be sure that you've formatted your words in a way that will keep people reading.

Formatting may not sound very sexy, but it does make a significant difference in whether your words get read or not – and your message is important. So we want to make sure it's heard.

I can't lie: formatting is one of my *favorite* things to do.

I am a highly visual person who has spent hundreds of hours working as a photographer, a graphic designer, and a front-end web developer (aka, a website designer), so the fact that I love making things look polished & pleasing shouldn't come as a great surprise.

It would be all too easy for me to go on and on about how formatting makes a difference in keeping reader attention & making your message more convincing, but I will spare you a thousand words and simply show you instead...

Ladies, are you struggling to see your business grow? Overwhelmed by everything you have to do? Unsure where to focus your attention, and feeling like you will never make it work? If so, I have something for you. I would love to offer 5 free 30-45 minute coaching sessions to struggling new coaches who are dedicated to making it work but just aren't sure where to start. In the call, I will help you to figure out the exact steps you need to take to start seeing major growth in your business. If you would like to schedule one of these sessions, send me a message!

OPTION 1

Ladies, are you **struggling** to see your business grow?
Overwhelmed by everything you have to do?
Unsure where to focus your attention?
Feeling like you will **never make it work**?

If so, I have something for you!

I would love to offer five **FREE** 30-minute coaching sessions to struggling new coaches who are dedicated to making it work -- but just aren't sure where to start.

In the call, I will help you to figure out the **EXACT STEPS** you need to take to start seeing **major growth** in your business.

If you are interested, click here to immediately schedule your session:
<http://www.link.com>

OPTION 2

Which of these two do you find easier to read, more engaging, and more likely to inspire you to take action?

If you're like me, it's option 2.

(If not, then that's cool – but you probably won't benefit from what follows, so feel free to jump back into your day at this point.)

In this short example, you see some obvious differences in formatting that contribute to option 2 becoming the more attractive piece. Below, I'll take you through a few of those formatting changes and explain how they can work their magic on copy like option 1 to make it that much more readable.

- **Breaking up paragraphs & text**

If you don't follow any of the other suggestions in the PDF, please, please, please – follow this one.

I'm sure you've come across websites and social media posts that consist of nothing but one big, overwhelming block of text.

There's a reason we were always taught to format our papers and use doubled-spaced lines in school, and it's to avoid having text like this: crowded, confusing... and basically, a headache waiting to happen.

It's not inviting.

It's not easy to read.

It turns people off before they even read the first line.

And if you want to get your message read & heard, putting out content like this is not going to do it for you.

The more white space you can create – on your website, in your social media posts, in your ads – the more attractive your text is going to be to the reader, and the easier it's going to be for them to read through your content and comprehend the information along the way.

Do everyone a favor, and break it up.

- **Adding points of interest**

By points of interest, I mean: bullet points, emojis, bolded & italicized text, centered text, images, or anything else that can break up the space and capture reader attention.

Just as adding white space will make a piece of copy more inviting, adding points of interest will also help to break up what might have otherwise been an overwhelming slab of text and turn it into a captivating piece of education & entertainment for your reader.

If you glance through this guide, you can see that I've added a number of elements to break up the copy: bullet points, images, centered text, bolded & italicized text, article excerpts, titles, and so on.

Without these simple formatting additions, this would have been a few dense pages of confusing black-text madness... and you probably would not have read this far.

- **Emphasis & capitalization**

Emphasis is hugely important when making your copy shine, because it shows the reader what is important, what they should be focusing on – and in good copy, what they are *ALREADY* thinking about.

(Say what?)

If you're writing copy with your ideal client in mind – their struggles and pain points, their desired life & pleasures – then it makes sense to emphasize the things that they already **feel**, **think**, and **want**.

Why?

To catch attention, of course.

The easier you can make it for your ideal client to realize that they are in the right place, listening to someone who knows what they're struggling with + what they desire, the easier it's going to be for them to realize that they need to take action – and buy from you.

Beyond that, emphasis is a wonderful tool for directing reader attention to what is truly important. As you can see in this guide, I've bolded words & ideas that I know are important for you to focus on and that I want to be sure you don't miss.

If you're working on social media content and you don't have the option of bolding or italicizing words, thoughts & ideas that are important or address your ideal client directly, then you can CAPITALIZE words. (Like that.)

Now, I've struggled with capitalization in my copy in the past -
because, well, it felt kind of... *pushy*.

Over time, however, I have come around to using capitalization, as it is an effective way to grab attention + ensure that the things that need to be emphasized are emphasized. It's also an ideal way to break up paragraphs (with capitalized titles & such).

Just, please – do us all a favor – and don't be one of those people on social media screaming in all caps.

You must use (them).

But use wisely.

xx

Your time is precious.
Thanks for investing a bit of it in this guide.

WHO AM I?

Ciao, I'm Emily Vetta.

I'm a copywriting artist & copy visibility coach for online entrepreneurs, and I help my clients find clarity in their message, strengthen their story, and make their gifts shine through amazing copy.

Before becoming a writer & coach, I was an archaeologist.

I've spent the last 9 years traveling the world & living between
Asia, Europe, North America and the Middle East.

I'm obsessed with aesthetics, photography, Roman history, tea, cats,
bubble-baths and sugar-free gelato.

I believe in becoming **ICONIC**: designing a brand & life around your passions and beliefs, building a business that consists of doing what you love, and embracing – plus intelligently marketing – that which makes you irreplaceable: unique, extraordinary **you**.

These days, you can find me in my Facebook [group](#), sharing my latest material, encouraging people to indulge in self-love, and reviewing member copy for free.