



*Jessica Caver Lindholm presents*

# *Freedom School*

Make Money, Doing Work You Love, From Anywhere.



## *Module 4*

# *Copy That Sells*

## **Welcome to Module 4 of Freedom School!**

In this module you'll be learning about one of my favorite - and most powerful - tools.

### Writing Copy!

I'll be honest - I had no idea what writing copy was a year ago. It wasn't until my business started to take off and I'd received compliments about my copywriting that I had any idea I was writing copy at all.

I wasn't trying to write copy. I wasn't trying to use some special formula to get someone to sign up with me.

My goal was to connect with my ideal clients. To speak to them the way I'd want to be spoken to.

To make it beyond obvious that signing up for my offering was exactly what they needed. And not to be salesy, but because I honestly believed in what I had to offer.

This is why it's so important that you're clear on your value, your packages and pricing before we move into this space. So you can speak to your ideal client as if they're the only one who will ever read your sales page or post.

So that you can clearly share what you have to offer and give specifics on why this is the program for your client to invest in.

Always be clear before being clever.

Make signing up with you as easy as possible, both with the information you share and the layout of your copy so a client doesn't have to go searching for the 'sign up' button.

When you start to understand how to write powerful copy it's going to make running your business so much easier.

Your ideal clients will feel heard and you'll have the systems and structures already set up to welcome them into your programs.

In this module we'll be covering:

- The Formula for Writing Powerful Sales Pages with Ease
- How to Make Your Ideal Client Feel Like You're Speaking to Them
- How to Clearly Show Benefits, Not Features, to Inspire Purchases
- How to Show the Value So Your Packages Sell Themselves

Writing copy no longer needs to feel like a chore but can actually just feel like an extension of who you are and how you desire to be of service in the world.

So let's dive in!

## ***The Formula for Writing Powerful Sales Pages with Ease***

In this section, I'm going to break down how to write copy for a sales page step-by-step so that you can fill in your own information to create your own powerful sales pages.

In the beginning I hadn't discovered this formula and hadn't yet refined how I write copy, but I was still following the basic outline of:

- Connect with your client and their pain point
- Share your story and how you overcame
- And how is your program or offer the answer that helped you (and will help them as well) to move past their own obstacle?

If you stay with this basic formula you will be way ahead of many entrepreneurs and sales pages out there.

But, let's break it down even further.

### **Step 1: Describe the problem that your ideal client is going through in THEIR WORDS.**

This is where all the market research you've done so far is going to continue to really support you in connecting with your ideal clients even further: Making sales, growing your business and earning at the level you desire.

You should be very familiar at this point with what your ideal client's desires are, the problems that are concerning them, what's keeping them up at night that they keep trying to figure out and what support they're ready to invest in to overcome those concerns.

Describing your ideal client's pain point or problem in their own words either as a headline or first sentence on your sales page is a great way to grab their attention and let them know they're in the right place.

I'm going to break down the sales page for Freedom School so you can see these steps in action. And then you'll have the opportunity to write your own copy using these guidelines for your programs and website.

So let's start by looking at how the Freedom School sales page opened up:

**W**hat would it feel like to wake up in the morning excited about your day?  
**Knowing exactly where to focus your time and energy** and no longer feeling like you're spinning your wheels trying to guess what to do next.

You check your phone and a couple **potential clients have already reached out**, it's so fun being a part of the global market place!

Your new opt-in offer is a big hit and your **list continues to grow**, you know when to send out your newsletter and what to write, and **you're no longer spending all your time just trying to find clients**.

**You've simplified and streamlined** your business to focus your time on **money making activities** and building great relationships with your raving fans.

**You feel clear, calm and in control.**

**This is the Freedom you've been dreaming of...**

*Welcome to Freedom School*

- Are you tired of spending your days trying to get your message out there without seeing any results?
- You can't understand how you've been working this much and yet you're still not consistently booking clients. Is this what being an entrepreneur is like?
- Trying to get people onto sales calls all day and then hearing objections like:  
*"I'd love to but I can't afford it" "Your program's definitely for me but I have X going on right now, so can we check in next month?"*

*Any of this sound familiar?*

After a quick intro where I connect with my ideal client's true desires, I shift into how they're actually feeling at the moment to connect with their pain point and show that I understand how they feel.

"Are you tired of spending your days trying to get your message out there without seeing any results?"

"You can't understand how you've been working this much and yet you're still not consistently booking clients. Is this what being an entrepreneur is like?"

"Trying to get people onto sales calls all day and then hearing objections like:

"I'd love to but I can't afford it"

"Your program's definitely for me but I have X going on right now, so can we check in next month?"

"Any of this sound familiar?"

I'm specifically addressing the pain points and problems that I hear from my clients using their own words.

I had just received an email prior to writing this page from a client who was dealing with some frustrating sales calls and had said something down the lines of, "Is this what being an entrepreneur is like? Is this what I can expect going forward?"

Her words were spot-on for many entrepreneurs who had been in the same situation and for many of my own clients, so I used them in this intro because I knew they'd resonate with my audience.

**Action Step:** What are the concerns, pain points or obstacles you've heard your ideal clients speak about in their own words that would be important to include at the beginning of your sales copy?

**Action Step:** What are some intro sentences that you could use on your sales page for your signature program utilizing these specific words and phrases from the previous action step?

We can get so busy in our own minds working on our own problems that we can start to feel totally alone as an entrepreneur.

Your ideal client will be relieved at the very least to see that someone understands her and has created a program that's specifically for what she needs.

She's not alone anymore.

Also, notice how often I use the words 'You' or 'Your' in the intro piece of my sales page.

I'm not telling my story or going into my own background...yet.

No one wants to hear about us unless they think there's something in it for them.

I mean this with love, but even articles we read just for inspiration we're still doing it for ourselves...to feel inspired.

When you speak straight to your ideal client they will feel like you understand them. And it's not to be salesy, it's because you do.

And the people who don't really feel like you're speaking to them probably won't be as interested in what you're offering, which is completely fine because there's more than enough IDEAL clients for you.

As I start to wrap up this first part of the sales page and lead into the second part I begin to ask questions that I hear come up for my ideal clients to connect even further with them:

*"You know you have a message to share, a purpose, work you're meant to do in the world. But, how do you make your purpose profitable?"*

*"What are people going to think when you share your prices?"*

*"What if they tell you your prices are 'too expensive' or that 'no one will ever sign up for that price'?"*

*"Is it really possible to be on a sales call with your ideal client who's so excited by your program that they ask YOU how they can sign up and they think your prices sound like a steal?"*

These are questions and concerns that I hear come up from my audience and ideal clients consistently.

I'm using these questions to connect with the reader, make sure I'm attracting the audience I desire to work with and to use these questions to shift into the next section.

**Action Step:** What questions do you think are running through your ideal client's mind (like the ones I shared above from my ideal clients)? What are the doubts and concerns that she may keep to herself but are very prevalent in the decisions and actions she takes each day?

**Action Step:** Combine the last three action steps and any additional content to create the first section of your sales page for your signature program by: Using your clients words, using more 'You' and 'Your' than 'I' and by connecting with your ideal client's pain point and pointing out the concerns that are holding them back so that they feel like you're speaking directly too them, they're connected to you and feel like you're reading their mind.

**Step 2: Share what life would be like with this problem solved.  
That you not only know how to help them solve it but you've been there.**

Help your ideal client start to see what life would be like if they weren't dealing with these issues and obstacles on a regular basis.

How much more free would they feel? What would their life look like? What could they do with all the extra time and energy?

Share what their life/business/body/etc. would look and feel like without these concerns and pain points that have been weighing them down and holding them back.

How much easier would it be if they wrapped this up once and for all?

That's what your client is looking to invest in.

Not your background, education or even years of experience. They're investing in the feeling of reaching their goal and overcoming the obstacle.

They're investing in the potential to reach a specific result.

So in my sales page I started to paint the picture of what life can be like for an entrepreneur if she moved past the obstacles and issues I had mentioned in the first part of the sales page.

Giving her the opportunity to shift her energy and get out of the frustrating and often paralyzing space she's been in, even if only for a moment or two while she considers the alternative.

Here's an example from my own sales page:

*"There's a way to run a coaching and online business where you feel clear on your next steps and consistently enjoy long weekends and evenings without your laptop."*

*"There's a structure to feminine sales calls that feel more like great conversations instead of being so salesy and pushy and leaves your ideal clients asking , 'How do I sign up?'*

*"And there are mindset practices that will clear your money blocks and fears, skyrocket your confidence, boost your self-worth and leave you with the peace of KNOWING you're exactly where you're meant to be."*

I help the reader feel what this would be like. To imagine what their day would look like, their work schedule, their bank account, if all of these pieces were working together.

Notice I'm not sharing any features at this point. I'm not telling the audience what tools and techniques we'll be using to make these results happen, because at this point the audience doesn't care. They're still feeling out if this is a good fit for them and if it resonates with them.

**Action Step:** How does your client really want to feel right now? What are the words or phrases she uses to describe this ideal for herself?

**Action Step:** Write several sentences that you can use in this section to help paint the picture for your client of what they will feel like when they don't have to deal with what's been hindering and holding them back any longer. What they'll feel like when they reach their goal.

Now it's time to shift into your own story and talk about yourself for a moment so that you can connect with your ideal client, relate to them, let them know they're not alone, that you've been there, that you've overcome and so can they. Plus it helps to position yourself as an expert in this area.

People want to buy from other people. They want to know you and why you're offering what you're offering.

The main time a sales page or promo feels "salesy" is when someone spends way too much time telling others why they should buy a product and don't take the time to really connect with the client first and make the offer personal by telling their own story.

When someone takes the time to connect with you and share their own story, you feel more connected to them. You don't feel sold to. Instead, you feel more like this person is trying to help you out and you're more likely to hang around to hear the pitch or offer.

If you're afraid of sounding salesy or pushy, connect with your clients first and then tell your story.

Stories sell.

Let's say you go into a jewelry shop and they have two necklaces for sale that are in the same style and price and you really like both of them.

The shop owner comes over and tells you this amazing story about one of the necklaces, the symbolism of the gemstone and how this piece had been passed down through generations and had been worn by several celebrities in old Hollywood.

The second necklace looked pretty similar but she didn't know anything about the story.

Which would you buy? I'd say the first one with the amazing story!

We're a story-telling society. It's how we connect with others and a good story will make us feel an emotion.

And your personal story is a great story!

Every time I've signed up for a coaching package or even a single course, I find myself justifying it with a story, "Well so and so went through her own tough time and then came out of it and look where she is now. That's why I'm going to sign up for her — program."

Here's some of my own story that I shared in my sales page:

*"And I KNOW this is possible. How? Just over a year ago I had hit my own rock bottom."*

*"I had been trying to squeeze into a \$1200 a month budget, but honestly I was earning closer to \$400-\$800 a month."*

*"Know what that means? Racking up the credit card debt!"*

*"I felt like I had nothing to lose so I decided to go for my dream, what I wanted more than anything...to have a successful coaching business, work from anywhere and make the money I really desired."*

I'm sharing my story and why I'm not any different than the woman reading that sales page.

Yes, there's a formula here. But what helps this copy be effective and powerful is that I care as well and I truly don't believe I'm any different than my audience except that I've learned the tools, how to use them and I'm not available for anything except success.

**Action Step:** Write out your own story that will give you credibility, connect with your ideal client, show them what's possible and inspire them to keep reading your sales page.

**Action Step:** Create the second section of your sales page below by combining the answers from the first three questions in this section where you painted the picture of how your ideal client would love to feel along with your own story that you just wrote to connect with your ideal client and build credibility.

Now you've connected with your ideal client and where they're currently in pain and feeling frustrated (so that they feel like you get them), you've created a clear vision for them of what life can look like once they get past these obstacles and you've shared your own story of how you've overcome and moved forward.

So what's next?

They're going to want to know how you did it and how they can too!

### **Step 3. Share your program, why it works and build up credibility.**

This is where you introduce your program, explain why you created it and why it's a great fit for the reader.

And if they're still reading, it means the pain points you mentioned resonated with them, they felt connected to your story and they are an ideal client.

So at this point in the copywriting, treat them as if this program is exactly what they need. Because if they're still reading, it is.

After you've told your story about yourself and your own transformation you can now go into the story of your program or package.

Why did you create this program?

Here's an example from some of my own sales copy:

*"If my life can turn around this quickly, so can yours.*

*"I'm taking a stand and saying no more brilliant women entrepreneurs who are totally struggling financially when there are ideal clients looking for exactly what you have to offer...right NOW.*

*"And that's why I've created....Freedom School!"*

**Action Step:** What's the story of why you created your signature offering that you'd like to share with your audience? Why did you create this program?

What's the purpose of this program?

Here's an example of some of my own sales copy answering this:

*"This program is specifically designed to give you all the support you need to get your business off the ground and start booking clients WITHOUT compromising the lifestyle you desire.*

*"You'll receive support and guidance to get crystal clear on your message, offerings and pricing, how to attract and close sales calls with ideal clients, create a money-making mindset and more to make your business and your profits limitless."*

**Action Step:** What's the purpose of your signature program? What was your program created to specifically help with? (specifics are gold in marketing and sales pages - avoid being vague).

And this is where I start to share a testimonial or two as well to build credibility so I'm not making a bunch of empty promises but actually have clients who've achieved these results to show what's possible.

**Action Step:** Collect a minimum of three testimonials that you can start using in your marketing and sales pages and share at least one of them here. If you don't have testimonials about the work you do yet then use character testimonials for now from colleagues and friends to give you credibility until you have testimonials from clients. Ideally, you'll want the client's name, photo and title or website for additional credibility.

Now that you've shared the story of why you created this program and the purpose of the program, it's time to inform the reader of why this is the program for them, what's actually included in the program and why.

As I mentioned earlier, what your potential clients want most is a potential outcome, solution or result. Go into detail about the outcomes and results that clients can expect to get if they follow through with everything you're offering them.

Of course you can't guarantee results, but from your own experience and your story that you've shared earlier, these exact tools have already worked for you.

If you're excited about what you have to offer and believe in it, it will be so much easier to show the value of your offer. So definitely take the time to really know what you're offering and why and then go into detail on your sales page to share the value of this offer with your ideal client as well.

If this part of the sales page is done well it will make the buying process for your client a breeze because they'll easily see that there's so much value included in your offer that it far outweighs the financial investment.

**Action Step:** What are the specific results, outcomes and benefits that your client is looking for and how can your program support them in achieving these? Be specific and write out sentences to use in your sales copy combining and linking up what your client desires along with what they can expect from this program.

This is also your space to share the features of your offering. Features include the information that you'll be covering and focusing on during the package, how many sessions the client will receive, if there's email support, a private Facebook group, etc.

You want to use this area to inform your potential client about what they can expect to receive if they sign up to work with you.

But keep in mind, even though you're sharing the features of the program, you still want to keep a strong focus on the results and benefits. There's nothing thrown in just for filler or to bulk up the offering. Everything has a purpose and share that purpose with the audience.

**Action Step:** What are the features that you've included with your signature packages and why will your client value these? For instance, "I've included weekly coaching sessions so that my clients can receive personalized support to help them reach their goals of ——— much more quickly than on their own. Saving them both time and money."

At this point if someone's still reading your sales page they're definitely interested in what you have to offer. However, there might be some concerns coming up around if it will really work for them, is it going to be too hard for them, have you worked with other clients and can they trust you?

So this is a great space to share more testimonials that will help relieve your potential client's fears and concerns and make them feel safe and supported in the buying process.

**Action Step:** What concerns and worries could be coming up for your potential client at this point?

**Action Step:** Which testimonials can you share to help relieve these concerns and help the potential client feel supported in saying 'Yes' to your program? Copy these testimonials in this space.

## Step 4: Your Call To Action

You've connected with the client, shared your story, given specifics so that it's obvious just how valuable your offering is and now's the time for your potential client to take an action and it's your job to tell them which action you desire for them to take and how to do so.

If you're selling a product where you don't need to speak with the potential client before they sign up then this might just be the space where you talk them through the sell, ask them to sign up now and share the payment button.

If this is a program like a luxury intensive or private 90 day coaching package where you prefer to have potential clients apply to work with you, then this is the space to share how that process works, what the next steps are and what they need to do now to connect with you (for instance, signing up for a discovery session with you).

It doesn't hurt to do a short recap of what the client can expect from signing up with you as well.

For example, my 4 month private mentorship sales page says:

*"This program includes all the necessary guidance to sell your own coaching packages and the opportunity to recoup your investment while in mentorship. Request Your Clarity Call with Jessica now!"*

Or on the Freedom School sales page I did an even longer recap of what someone could expect from the program since potential clients were deciding straight from there if they wanted to sign up or not for the program without talking to me:

*"Is now your time for the ultimate freedom in your business and life?"*

*"Yes! I'm ready to feel clear on my next steps to build my audience and attract ideal clients."*

*"I'm ready to feel supported by the systems and structures in my business instead of spending all my time trying to figure them out."*

*"I'm ready to feel completely clear on what I have to offer and what to charge."*

*"I'm ready to feel confident in booking sales calls and overcoming objections with ideal clients."*

*"I'm ready to build my list and use free online marketing to have a greater impact and consistently earn the money I desire."*

*"I'm ready to have a 6-figure mindset and be seen as an expert in my industry."*

And this part was immediately followed by the Sign Up Now button to enroll.

This piece can seem so simple but it's also incredibly important. Without a strong and obvious call to action you'll just have a great sales page without any results, which is the last thing you desire.

Stay with your client, their desires and their concerns and support them as they walk through the sales process to actually sign up and pay for their program with you or sign up for a discovery session with you.

Ask for the sale, be clear (not clever) and remind them why they're still reading, why this is a yes for them.

**Action Step:** Write out a short recap of what the client can expect to get from your program and working with you and a strong call to action. What will this call to action link to (ex. payment button, clarity call, etc.)? Create and share that link in this space as well.

## **Step 5: Recap And Call To Action...Again**

This is the space where you reiterate what the client can expect from working with you. Yes, you've already gone over all of this...and yes, the client needs to hear it again.

You don't have to re-share everything, but recap the main points of why this program or package is exactly what your client wants.

Remember, you're focusing your marketing more on what they want rather than what they need. You've talked to them, they've told you what they really want more of right now.

Can this program help them get that?

Great! Tell them that!

And wrap it up by giving them the call to action again.

You must ask your potential clients to come work with you, ask them to sign up. Clearly show them how.

This doesn't mean they're not smart people, but we all like to be supported when we're making big decisions and investing in ourselves and our desires, no matter the price point, is typically a big decision for someone.

Here's an example from the end of the Freedom School sales page that shows both a brief recap of what the client can expect to receive (in terms of benefits) when they sign up for the program as well as a call to action:

*"P.S. You don't have to figure everything out on your own anymore. You don't have to take years, like I did – spinning my wheels and wishing something would change.*

*"You have the power to get exactly what you desire out of this coaching program and out of life. And if this program resonates with you and your heart*

*is saying 'Yes!' then I'd be honored to support you in this next step and in your own transformation.*

*"It's time to release the struggle and truly live free... Join Me (sales link)."*

**Action Step:** Recap the results a client can expect to achieve from working with you and your call to action for the bottom of your sales page.

## ***Wrapping Up***

You did it! You've written the copy for your sales page!

Now just go through and copy all the pieces that you've written out and paste them into your sales page on your website or landing page.

You'll probably need to do a little proof-reading and editing and make sure it all flows together well. But overall, you have the most important structure of the page all sorted out.

Great work!

And you can use a condensed version of this same formula when you're writing sales emails and even Facebook posts. Consistently connecting with the ideal client's dreams and desires, concerns and obstacles and sharing yourself as the answer to these by telling your own story and offering the package will help them overcome and move forward.

Now the next time you go to write copy it doesn't have to feel like such an intense event. You can pull up this module, follow the instructions, fill out each section and have the majority of your copy written without getting stuck on where to start or what comes next.

Writing copy is one of the strongest tools you'll be able to add to your business. It allows you to communicate with your ideal clients through emails, your website, social media and more.

And the better you are at connecting with your ideal clients - communicating your story, what you have to offer and why it's for them - the more you can expect to be booked up and earning a great income with your business.

To Living Free!

*Jessica*