

MASTERCLASS



How To Shine a Spotlight On Your Business In A Crowded Marketplace with Belinda Weaver

HER MASTERCLASS



How To Shine a Spotlight On Your Business In A Crowded Marketplace with Belinda Weaver

The 8 Growth Zones



- Planning
- Sales & Marketing
- Products
- Systems
- People
- Money
- Technology
- You

THE **8** Growth Zones

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HER BUSINESS

Today's Growth Zones



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What You'll Learn in the Masterclass:

- Why being unique is irrelevant
- How letting your vibe shine helps your business
- The power of the stories you share
- How to create relationship sparking hooks
- How to reduce anxiety for your customers
- *How to stand out!*



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Belinda Weaver

Copywrite Matters



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How to stand out in a crowded market

Copywriting secrets to shine a spotlight on your business



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What does it mean to be unique?

“the quality of being the **only one of its kind**”

or

“the quality of being particularly **remarkable, special, or unusual.**”



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3 step spotlight system

#1 Shine a spotlight on your BUSINESS

#2 Shine a spotlight on your CUSTOMERS

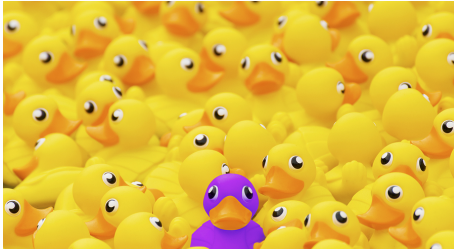
#3 Shine a spotlight on YOU



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Spotlight your BUSINESS



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Your business stands out when...

- You have a distinct brand personality
- You make the details important
- You explain how and why



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What gives your brand personality?

How your brand LOOKS

How your brand SOUNDS



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The takeaway

How your marketing *looks*
and *sounds* can help it
stand out to customers.

(Don't be afraid to be different)



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The spotlight process

Write down **ALL** the details of your product or service delivery.

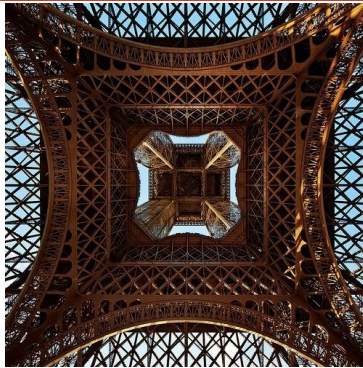
- *Your product*
- *Where and how it's available*
- *How it's packaged*
- *How it's priced*
- *Who delivers it (people) and how (process)*



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When you look at your business from all angles you'll find something customers aren't seeing elsewhere.



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The goal...

Uncover something **no one does**.

Uncover something **no one talks about**.



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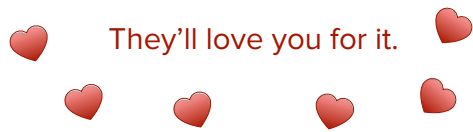


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The takeaway

Empower your customers with knowledge.



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Spotlight your CUSTOMERS



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Customer-centric copy...

- Acknowledges challenges and frustrations
- Shows them how their life will be better
- Uses language that fits
- Speaks directly to them - using YOU
- Shares stories and experiences



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The stories you share will influence the type of customers you attract.



Spotlight on YOU



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The biggest influence on
someone choosing you is...

YOU

HER
BUSINESS



Me and my buddy, Fenris

But who am I, really?

I'm an Australian living in California with my husband, two small humans and my pug. We came to Cali for a spell but I think we might be here for a while.

My days are made up of writing, changing nappies, cuddling my dog, listening to podcasts, finding shoes, cleaning up mess, recording presentations, preparing meals, singing loudly, sending love notes to my husband, adding to my list of great big ideas and complaining about poo. Or poop as they say

here.

I'm a massive Dr Who fan. I love yoga, the idea of long-distance running, sci-fi movies and a good read. Sounds bit nerdy, doesn't it? But it's true.

Here are some other things about me you might find interesting... or not.



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Credibility Markers

- Guarantees
- Social proof: Testimonials & case studies
- Industry bodies you belong to
- Awards you've won
- Media features
- Transparency: Explain and empower
- Specificity



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#3 Shine a spotlight on YOU



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MEMBER QUESTIONS



everyday copy

Learn to write copy for your business

Member Offer

- Everyday Copy opens on Monday April 6 (US time)
 - A copywriting course for business owners!
 - Bite sized lessons you can dip into as you write
 - 6 x weekly Q&A sessions with live copy reviews
 - Bonus Masterclasses
- The first 10 people get a personal (recorded) copy review



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Contact Me

- CopywriteMatters.com
- Facebook, Instagram, LinkedIn, Twitter, YouTube
- The Daily Draft >> daily copywriting emails



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Thank You



Belinda Weaver
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