



Alternative Health Digital
Marketing for the *Health and Wellness* Industry

WRITING COPY FOR THE WEB [Cheatsheet]

What happens when you have strategic content to distribute onto the Web?

You empower yourself to create a sales process using organic/unpaid methods.

You empower yourself to use your tested copy for paid advertising which CONVERTS and eliminates your risk of AdSpend and marketing costs.

Followers will be naturally attracted to you, and the right people will ask to buy from you. You won't be chasing a revenue stream anymore.

USE this [Cheatsheet] to take your copy and content to the next level of professionalism.

- Use your ideal customer's personality to create posts that emote
- Identify your ideal customer's biggest desire
- Isolate your product's features and present how your product BENEFITS them
 - Turn features into benefits
 - Write scanner friendly copy
- Write an opening heading that sells
- Use headline scoring SOFTWARE to determine your headline's Internet Friendliness Score
 - Put your most important point FIRST

- Identify yourself as an expert after establishing an engaged level of interest in knowing how you work, not what you do
 - Write copy in chunks
- Start each paragraph with a bang (benefit)
 - Keep sentences short, brevity is best
- Write in simple language using everyday industry terms, talk like they talk
- SATURATE your copy with benefits and case studies, show them how OTHERS are gaining from working with you
- Avoid negative words, or negative tones
- Use plenty of white space, add spaces between sentences, not just paragraphs

- Use large and varied color font
- Create graphics which enhance your message visually
- Use a reader friendly font, don't overuse bold or capital lettering
- Use bullets frequently to help with process flow
 - Use a p.s.
- Weave testimonials into sales message
 - Give reasons for clicking links
- Sell the benefit of owning your freebies
- Add a timeliness factor, let them know when an offer or magnet expires
 - Reassure, reassure, reassure

- Write for the big picture
- Write as if you are talking directly to your ideal client, be natural

3 Big Considerations:

Personality

Gender

Cultural traits and customs

Use your customer's traits to develop rapport, and a feeling of welcoming them into a community of support and solutions, along with your other happy customers. Your prime objective is in **OPENING A RELATIONSHIP**, not “closing-a-sale”.



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