



Heart Centered Copywriting



*Writing sales pages
for your offers with
love and effectiveness.*

Class One

Elements: Overview of Elements,
The Empathy Opener

Overview

The Copywriting Elements

As an overview, here are all the elements we'll cover in this course, in the order I suggest they appear on your sales page.

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|--------------------|---|
| Class Seven | 1. Headline |
| Class One | 2. Empathy Opener |
| Class Two | 3. Offer Title |
| | 4. Highest intentions |
| | 5. Who It's For/Not For |
| Class Three | 6. Your Approach |
| | 7. About You |
| | 8. What's Covered |
| Class Four | 9. Deliverables |
| | 10. Price |
| | 11. Summary |
| Class Five | 12. Buy/Application |
| | 13. Cancellations/Fefunds |
| | 14. Questions Form |
| Class Six | 15. Testimonials
(Placed next to the elements they speak to.) |
| Classes Five & Six | 16. Unique to Your Offer
(Often placed near About You, depending on topic.) |

Element 1:

The Empathy Opener

Name: The Empathy Opener

What it is:

Your ideal participant is in a situation where your offer can solve their problem. You'll want to start with an empathetic description of their situation and their emotional experience of that situation.

Why it's Important:

People need to feel seen and witnessed. When people feel seen, they get you understand the situation they are in. This then helps them trust that what you're offering will actually be helpful.

When a solution is offered without empathy first, folks will often stay focused on their struggle, and won't trust that your offer is really going to be relevant to them, and won't have emotional space, or desire, to consider your offer.

The Spiritual Work It's Doing:

In Sufism, there is a quote attributed to the Divine, which says, "I was a hidden Treasure, and I yearned to be known, so I created the creation in order to be known." This yearning to be known was the spark from which the entire creation was born.

This yearning to be known lives in each person. When we are seen, even imperfectly, it soothes something in us. So much of the healing process is just being witnessed, and then allowing the tangles in our own hearts to unwind. This witnessing in the beginning of a sales page can be deeply healing for someone, even if they never buy.

Element 1:

The Empathy Opener

How You Create It:

First, you want to take time to, as much as possible, stand in the client's shoes. Some people do informational interviews, others capture how their clients describe their situation and what they were facing when they were brand new to working with them, before any transformation or healing had happened. It's helpful to capture actual phrases, words, and language that your clients are using.

Another way is to simply use your own internal imaginings and empathy. As humans, we can relate to a lot of different situations.

Many have struggled with the same problems their clients face, so you may already have a sense of what their experience. Take time to imagine yourself in their shoes, and/or remember yourself at an earlier time in your life. Describing this experience, is often very accurate.

The Empathy Opener is 2-5 short paragraphs that describe this. Including both the details of the actual situation and the emotional experience of it.

Where it goes and why:

It goes at the top of the page, just under the headline. You want the reader to experience deep care and empathy from you before anything else, so they feel witnessed. This helps them to be present and trust they are in the right place.

Element 1:

The Empathy Opener

What to Watch For:

There are at least three ways the empathy opener can be less effective, or not work at all.

One is to try and make it too polished or tame.

A second is to fall into practitioner language, describing the situation using professional diagnostic or assessment language.

A third is to make it too long. Once people feel the empathy and have taken a breath, they are ready to move on. To give more empathy on top of that will lose them.

You will want to take care around the emotional empathy. There is usually a middle ground between emotional extremes. "Slightly annoyed" might be too little, and "overwhelmed and despairing" might be too much.

Also, trying to have the empathy match every last person you can imagine working with will water it down too much. It's good if the empathy matches 70-80% of the folks you would work with, and it's okay if there are a few outliers that might not feel seen. Better to miss a few, and have it be stronger, more clear and connecting, than to have it more general, watered-down, and ineffective.

If You Don't Want To Use It:

Depending on the offer, the Empathy Opener can be really minimized. I've seen it effectively presented in one short paragraph. But, I would not skip it entirely.

Element 1:

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Example of an Empathy Opener:

From our Learning Community sales page:

If you start a business, at a certain point, you realize you need help. Then you find it: the perfect course. Or good enough. It's not cheap but, hey, if it works even half as well as promised, it's worth it.

In the best case, everything goes smoothly. A fancy logo, a clever marketing message, people flood in, easy street.

But it rarely goes like that...

In real life, things happen. Bumps. Realizations. The first marketing message doesn't quite work, although the next one kinda does, and you continue to refine and do better. But it takes time.

Also: You have other things. There's your kids, your partner, your mom. Illness. You feel off for a bit. You have to move to a new place unexpectedly.

While all that is happening, the course you paid a lot of money for ends. Six weeks, six months, a year. It ends.

You've implemented maybe 20% of it, imperfectly. You feel terrible about yourself, or pissed off at the course, or both. You've spent a chunk of cash, maybe on a credit card. Now you have debt! Plus no more support. And your business is just a few steps from where it was.

I've seen this happen to folks, over and over and over again.

Element 1:

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Example of an Empathy Opener:

From a Six Month Business Boost small group coaching:

There's this stuck point when businesses get to low-to-mid five figures annually...

It takes a lot to get a business to this point, where there is some flow, and significant money is coming in, in the low to mid five figures.

That's a real accomplishment, and worth celebrating!

But... it's hard to celebrate because it's not enough. The income isn't enough to truly feel nourished, it's not consistent enough to depend on, and you find you're frustrated and tired.

And you're not getting past this point.