



Heart Centered Copywriting



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

Class Two

Elements: Offer Title, Highest
Intentions, Who it's for/not for

Element 2:

Offer Title

Name: Offer Title

What it is:

It's the name of your offer, and the format of what it is.

Why it's Important:

It helps people know why they are here. Because you want to save the headline for something more effective than the name of the offer, you need to introduce the offer title quickly, so that people know what they are even looking at.

And, it's more than just the title, it also includes the format of the offer, and the problem it solves, which means it further reinforces that the offer is relevant to the person who is considering it.

The Spiritual Work It's Doing:

The act of naming is powerful. Plus, adding in the format and the problem it solves or the outcome it's wanting to arrive at, means that your offer, which might risk feeling insubstantial, especially if it's a transformational offer, instead presents as something solid, something they can enter into.

Think of the title, format and problem not as a box, but as a doorway.

Element 2:

Offer Title

How You Create It:

It's literally two lines. The title of the offer, then a second line stating the format, and the problem it solves.

On the page it's usually in the form of a large subhead, followed by a smaller subhead.

I'll confess that I'm not the world's most amazing naming of offers. I tend to keep them pretty simple and straightforward.

One thing to consider is naming the offer after the outcome you want the participant/client to have, rather than the process. So, in this case, instead of Heart centered Copywriting, I would have named it something like, "Heart Centered Sales Pages That Sell."

Definitely avoid really abstract names where the person has no idea what the offer is, or using technical or practitioner-oriented language for your titles.

The subhead then combines the format, "a four session course" with the problem it solves, "for those who want to more easily x, y or z."

Where it goes and why:

It goes immediately under the empathy opener. Once the reader feels the empathy, and takes a breath, they immediately begin to wonder, what is this that I'm reading? Where is it taking me? The Offer Title helps them to land, and understand why they are here.

Element 2

Offer Title

What to Watch For:

This should not be long, literally two lines. Don't turn this into a creative writing project, or get too hung up on it. Simple is better than fancy, direct is better than cutesy.

Definitely allow your personality through, just make sure it's understandable to the reader.

If You Don't Want To Use It:

I don't consider this element to be optional. Use it, or you risk people feeling lost.

Example

Introducing:

The Six Month Business Boost

A small group of up to 5 business owners who are stuck in the low-to-mid five figures.

Example

And that's why I'm offering:

Leading Groups For Your Business

A four session course to gain strategy, healing and insights to effectively facilitate groups of clients.

Element 3:

Highest Intentions

Name: Highest Intentions

What it is:

In this element you describe your highest intentions and hopes for participants in the offer.

Why it's Important:

People take on an offer because they want to arrive somewhere, they want an outcome that is a result of participating.

By naming what you're hoping they will get from it, what you are intending they get, it helps them understand the offer not just as a process, or a thing, but as a path to an arrival point they are trying to get to.

The Spiritual Work It's Doing:

Sometimes, people want something but they haven't fully articulated what it is. By taking the time to articulate your own intentions and hopes for them, it can help bring their own desires and intentions for themselves into focus. This can help solidify the path they are on, whether or not they participate.

In many ways, naming your highest intentions is an expression of care for them and the path they are on. It's letting them know you're on their team and you care about what they care about, and want to help them get there.

Element 3

Highest Intentions

How You Create It:

Your hopes and intentions for the participant(s) is often done as a bullet list, but can be a couple of short paragraphs, written in more narrative form.

One of the subtleties of this section, is that you're wanting to name things that they would want, and you want to also name hopes you have for them that they might not name for themselves. Having both can bring some reassurance that they are in the right place, that they can reach what they want to reach. And, it can inspire them to the possibility they might also achieve something that they didn't know they wanted until you named it, or something they didn't know was possible for them, even if they had thought about it.

Where it goes and why:

You place this right after the Intro Title, because, in very real ways, these intentions, these potential arrival points, *are* the offer. Same as buying a train or plane ticket, usually people aren't buying the ticket for the ride itself, but as a way to access the destination. Hopefully, the trip itself is enjoyable, but, except for maybe a sightseeing excursion on a train through the mountains, the point isn't the ride, but the arrival.

When they see the intentions, if they match, the message is that by taking you up on this offer, they are intending to buy a ticket to this destination.

Element 3:

Highest Intentions

What to Watch For:

You don't want to have too many intentions/outcomes. While there is no hard and fast rule, generally three to six is a good number. You also want at least half or more to be outcomes they would want.

For transformational services, we know we can't promise outcomes. It's one thing if you're, say, a web designer, or an accountant, and you can make a promise that "you will have a website finished" or "you will have your taxes done in time to file without penalty."

So, you can be clear about the difference between a hope/intention and a promise. It's important not to venture into promises that can't be kept.

Remember, we're not trying to convince anyone, you're just describing your hopes for them.

If You Don't Want To Use It:

I would absolutely include this. It can be very minimal, if you like. One clear statement, or three to four bullet points. But, I wouldn't skip it entirely.

Element 3:

Highest Intentions

Example

(From the Leading Groups sales page)

My highest intentions for you with this course:

This is designed to be an affordable, accessible way to add some powerful insights, teachings, and approaches to your facilitation. I want you to:

- Understand how to create a strong “container” that your participants can rest into.
- Be able to create connection within the group.
- Make conscious design choices about how you want to run your group based on your strengths and your own intentions, rather than just copying what someone else did.
- Know how to bring in safety for your participants, so they can really show up.

What’s more, I want to help you know how to handle the three most common dysfunctions in groups:

- (1) When no one talks.
- (2) When someone takes up all the airspace.
- (3) When someone is challenging or otherwise confrontative of you as the facilitator.

Element 4:

Who It's For/Not For

Name: Who It's For/Not For

What it is:

This is two elements in one, where you have a short section describing who this offer is designed for, and also, who it's not designed for, who wouldn't be a good fit.

Why it's Important:

When someone is considering an offer, it's easy for them to think, "Oh, that sounds good, but will this really work for me in particular? It sounds a little bit like me, but is it really for me?"

When you get really detailed about who will really be successful with this offer, then they can relax into the idea that yes, it's really for them.

Similarly, when you describe who it's not for, it reinforces this idea of it being for them. When they see a list of things that match them, and then a list of things that definitely don't match them, they know that it's truly designed for them.

In addition, for group offers, by describing who it's not for, it can help people feel comfortable that the group they will end up in will be one they are comfortable with, that they really belong in.

The Spiritual Work It's Doing:

This element deepens the sense of being witnessed and accepted, strengthening the feeling of belonging.

Element 4

Who It's For/Not For

How You Create It:

How you create this depends on who you've crafted this for. If the offer was made for folks in a particular stage or phase, or for a particular demographic, or for particular situation(s) someone may find themselves in.

You can also describe values that someone may hold that makes them particularly successful with your approach. It can be powerful to use two or more of these in combination, if it doesn't limit the description too much.

Then, the who it's not for is similar. Demographics that your offer will not work for, or values that would not be welcome or comfortable, or situations/scenarios that wouldn't be helped by, or would be out of alignment, with this particular offer.

Where it goes and why:

It's often right under the Highest Intentions element. The Empathy Opener helps people generally identify that the offer is relevant to them, the Highest Intentions helps the reader know whether the outcome is one they want.

Then, the Who It's For/Not For helps to then dispel to any doubts about whether this offer really is crafted for them or not.

Element 4

Who It's For/Not For

What to Watch For:

Setting the bar too high. Many people, especially when facing something they are stuck with, may not have a lot of confidence in themselves. If you set the bar very high in terms of the situation they are in, or any "readiness" you ask for, they may assess themselves unfairly low, and think they don't fit in.

Avoid getting too specific. Someone may generally fit in with what you are describing, but may be a slight outlier, in terms of your scenarios or demographics, and may disqualify themselves unnecessarily.

If You Don't Want To Use It:

Sometimes, the empathetic opener and the highest intentions really does the job. This is meant to reinforce, as I said, but this is an element that you can skip if you are feeling overwhelmed. The page is stronger with it, but can still be effective without.

Also, if you're feeling stuck with the Not For section, you can skip it. Perhaps after having clients go through your offer you'll gain more clarity on who might not be a fit, or who you would not want in this particular offer, and you can fill it in later, if you wish.

Element 4

Who It's For/Not For

Example

(From the Six Month Business Boost small group sales page)

Who is this really for?

Since the amount of money you're making isn't the only, or most clear, indicator, and because most people tend to under-estimate what they've accomplished, let me make this super-clear. In this context, you are a good candidate if you tend:

- To be pretty clear about who your audience is (you may want more clarity, but you can find people and some of them can find you.)
- To be making some money. Probably not enough, but it's more than coffee money. Congratulations, by the way!
- To have a website and marketing that works to some extent (even if you think it could be better or more effective).

In short, you're not starting from scratch. You can see how far you want to go, but you can also see that you've travelled a real distance.

And who is this not for? (on next page)

Element 4

Who It's For/Not For

Example

(Continued from the Six Month Business Boost small group sales page)

And who is this not for?

Folks who this offer is NOT designed for?

- No spiritual orientation. You can have any kind of spiritual orientation you like, yet if spirituality is not for you at all, Heart of Business work won't be something you like. I'm happy to refer you to some of my colleagues who don't use spirituality in their work.
- In the bare beginnings of business. If you have no idea who your marketing is for, and you're just starting on the bare basics. Maybe you haven't had clients at all yet, or just a handful. Our Learning Community is a great place to get support at this stage.
- Have complex trauma that makes it hard to be regulated in a group. I have so much compassion for you! Everyone in this culture has trauma to some extent, so I don't expect folks to not have places that get activated. That said, I don't have the training or the skill to be able to safely work with folks who have complex trauma that would keep them from being regulated within a group context like this.
- Have a larger team or more complex business. If your business is further along than I describe here, you may still be a candidate for this group, or individual coaching may be more of what you're needing.

The point here is that I don't want you to take on something that isn't actually going to help! If you have the slightest doubt, fill out an application, I'll take a look at it, and we can figure out between us if this group might be a great fit for you or not.