



# Heart Centered Copywriting



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

## Class Eight

Reminders, The Elements,  
A Sufi Blessing

## Reminders

# Reminders

*Here are some reminders to help you stay in your heart and focused with your copywriting.*

**You aren't trying to "pull people in" or otherwise get people to buy. Instead, a sales page is trying to make it safe for people who already like and trust you to decide yes or no about your offer.**

**Forget the skeptics.**

**You are addressing only people who cherish you.**

**Every copywriting element answers a question or concern a potential client might have. Each element you add in, brings in more clarity.**

**Be awake to overexplaining what is familiar to your audience, or underexplaining what they don't know.**

**Testimonials speak to and support particular sections of your page.**

**Headlines can be simple and effective.**

**A few very simple design elements make the page easier to read, and even delightful.**

**Honesty solves nearly every challenge in marketing or sales.**

## Elements

# The Copywriting Elements

*All of the copywriting elements, in the order I suggest they appear on the sales page.*

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

## *A Blessing*

# A Sufi Blessing

*Bismillah ir-rahman, ir-rahim.*

In the Name of the Oneness,  
Most Merciful, Most Compassionate, Most Kind,

I ask in the Name of the One, to help this beloved to know  
that their heart is always cared for,  
that their every step is guided,  
and that they need do nothing alone.

Help to open the way,  
to reveal the path,  
to make the signs unmistakable.

Help to bring them nourishment,  
and care,  
and support in abundance.

Help those in the world who need the gifts  
this beloved has been given  
to find them without veils,  
or blocks  
or hesitations.

Make this beloved's provision easy.  
Amin.



*Remember always:*

**You are speaking  
only to the people  
who cherish you.**

*with love,  
Mark*

*Every act of business can be an act of love.*