

Orange Guide N° 8:

5 SIMPLE STEPS to Creating an IRRESISTIBLE FREE REPORT (a.k.a How to Write What Your People Will Opt-In to Get)



Stella Orange

*Your friendly neighborhood wordsmith.
(It's a big neighborhood).*

Create an IRRESISTIBLE FREE REPORT that wins you clients.

Hello, gentle and ambitious reader! You're about to join an exclusive backstage tour of how Stella creates a Pink Spoon Report for her private clients.

But first, a note on Wants vs. Needs.

The goal here is to show you how to write a report that addresses the real desires, dreams, and challenges of your ideal client. Why? Because when you listen to what your clients WANT, and write to THAT, they'll be more likely to opt-in to your list. And you can give them the content, services, programs and products they NEED to solve their thorniest problems.

Note that there is a distinction here between what your ideal clients and tribe members actually WANT, and what you as an expert in your field intuitively understand that they NEED.

Here's an example of how this distinction works in love and relationship coaching.

Say your ideal client is a successful professional woman in her 30s, 40s, or 50s. As a relationship coach, you know what she really NEEDS is to leave her house on weekends and mingle, do some inner work, and let go of her vision of her future guy being perfect in every way.

But that's not what she WANTS.

She wants to find Prince Charming.

As a smart business owner who understands this distinction, this means you'll have better opt-in rates when you write to that WANT.

(That all said, the interesting thing is that we'll pay for what we think we NEED, but not necessarily for what we WANT. This is outside the scope of this report, but it's something to keep in mind. WANTS get people into your tent. But that alone isn't enough to close a sale. Can you see why Stella geeks out on this marketing and copywriting stuff? We humans are absolutely fascinating!)

Step #1 - Solve a problem.

As a service provider, your role is to help your people solve their problems. At any given time, humans all have a handful of problems we're facing.

Your report should begin to solve one of them. Or at least give some valuable "food for thought" with actions steps about how to go about getting relief.

There are two main ways to brainstorm around what the problems of your tribe really are.

Way #1: Make a list. Think of everything you've heard in conversation with your ideal clients. Come up with 20. Then narrow it to the top 3. Then pick one.

***How this works.** One of my clients is a recruiter and career coach. She's got two niches: job seekers and business owners. So she drew a line down the middle of a piece of paper. Put "problems for job seekers" on one side of the line. "Problems for business owners" is on the other. 10 problems for each.*

She took it one step further and realized that some business owners are new, some are more seasoned. So she made sure she listed 5 problems for each. THEN, because she's a rock star, she added a THIRD column: problems for both. Talk about a woman who knows her target market!

Way #2: Poll your people. Launch Coach Dave Navarro had a great idea that he recently shared: get on the phone with 24 of your clients and colleagues and spend an hour with each of them. Ask them about their challenges. What they wish they knew how to do, but don't. What's driving them batty. What their dreams are.

***How this works.** You may need to give something back in return. Might be a product, some of your time, or a discount. You're generous. No problem. Plus, the information they are sharing with you will not only help you create your Pink Spoon Report... it will give you super valuable info for the content of your next group program or product. Bonus!*

Step #2 – Use my super straight-forward structure.

In addition to writing special reports, Stella also writes sales letters for private clients... and teaches smart business owners “how to fish” by learning to write their OWN copy and structure their marketing habits and campaigns.

And here’s the “down & dirty” system I use to write promotional copy. (With wholehearted thanks to Maria Veloso. I highly recommend her book Web Copy That Sells for a clearheaded overview of copywriting in the digital age.)

This is how I teach my clients to structure their special reports. As you get more fluent in sales copy, you can absolutely get more creative. In fact, my Charm School for Sales Pages program teaches the sales formula so you can break with it, have a little more fun & personality, and STILL get the results. But for now, here’s the basic idea:

Section I: What’s the problem? (You’ve already got this in the bag!)

Section II: Why hasn’t the problem been solved?

Section III: What’s possible? Or what’s changed?

Section IV: Your solution (this section is perfect for 4 steps, 5 secrets, 6 ways...)

Section V: Call to action (what do you want them to do after reading? Can you give a gift certificate, a link to a first session with you, or another bonus?)

***How this works.** Ever seen a master artist’s subject study hanging in a museum? It’s usually a pencil sketch. So the artist gets to know her subject before committing to painting.*

This step is like your pencil sketch. Or putting newspaper up on the wall before you hang a painting.

One of my clients wrote these headings into her Pink Spoon Report in blue, so she could focus on the 5 sections as she developed what she wanted to say for each one. Once she had what writer Annie Lamott calls a “shitty first draft” (and Stella

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calls an SFD), she went back and changed those organizing headings into Headlines. How smart is that?!

Step #3 - Craft a solid gold title (here's how I do it)

Stella sees too many service professionals sweating over their content. And then by the time they get to their marketing, they've used up all their energy, wit, and charm... so they have nothing left to give.

I'm here to tell you that's putting the cart before the horse.

Yes, you want to give valuable content. But please be smart about this. You can have the best content out there, but if you don't know how to name it or market it, no one will benefit from it.

So, the first secret to a solid gold title is to come up with it BEFORE you write. And make it all about what they'll get. This is the benefit.

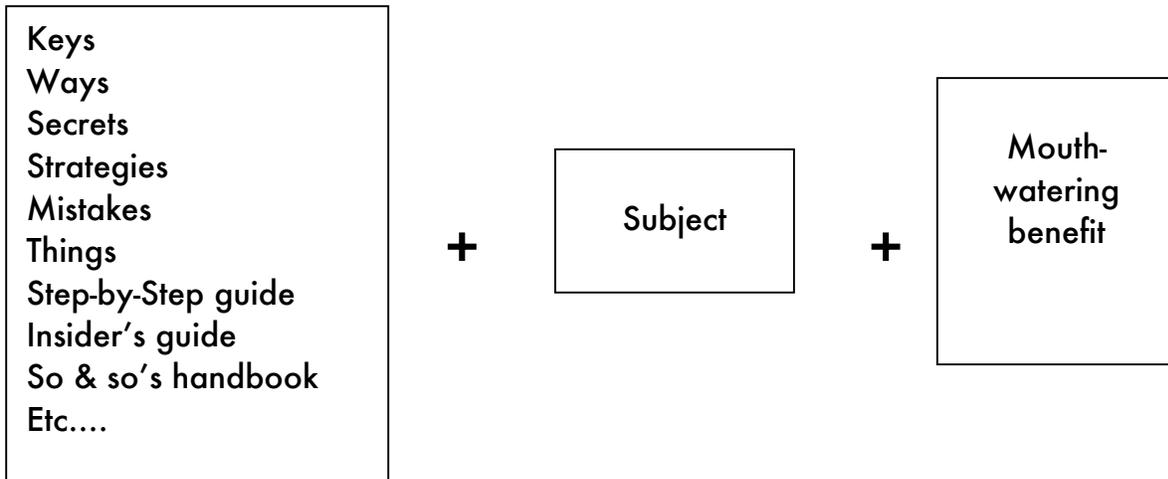
How this works. Let me repeat myself: I actually recommend coming up with the title to your Pink Spoon Report BEFORE you craft or repurpose the content. Why? Because more people are going to see the name of your report than are going to read it. So once you block out your sections, take a break.

Now, a lot of business owners know their content like the back of their hand, but they aren't good at explaining how their service will benefit the recipient.

Please don't fall down this hole. Become fluent in BENEFITS...in what your service or product enables other people to have, become, or experience... and you will have as many clients as you like.

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Here's where I start to create a solid gold title:



***How it works.** 3 Keys to Closing the Sale Every Time
8 Steps to Ask for a Raise and Get it
4 Secrets To Relaxation That Will Eliminate Stress In Any Situation*

BONUS TIP: I dare you to use what my dad (a soon-to-be retired HR exec) coined as "sparklewords" in your title. He was talking about their use in resume-writing. But the same holds true for copy. Use words that stand out from the pack.

This also has a way of attracting your ideal clients to you like moths to a flame.

There are 3 ways I like to do this:

- 1) Use a word that's JUST a little outside the usual (For years, my tagline was about uncommon copywriting that makes your cash register sing. Another client teaches about extraordinary relationships.)
- 2) Emotional appeal, especially enthusiasm (Fire-up. Hallelujah!)
- 3) Paint a picture or involve one of the 5 senses. (Sizzle. Blaze. Pop. Zing. Crack.)

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Step #4 - Sit down and write (minus the drama)

I wrote this report for you in order. Why this order? Because I want you to train yourself to be even SMARTER about writing and marketing your business.

By now, you've realized that when you play the online marketing game, you have a lot of writing to do.

And like any task, your goal is to work smarter, not harder. Right?

So, before you write, THINK.

Writing isn't neurosurgery. No one dies or bleeds out if you leave them on the table mid-operation. For heaven's sake, if it's not coming, go get the mail or take a nap.

Give yourself 2-3 sessions to write your report. Literally block out the time on your calendar.

This gives your subconscious mind time to "dive for pearls." When you push yourself to Get the Report Done, you put a kink in your intuitive garden hose. That's fine for some, but Stella thinks you end up with an artless pile of crap.

That said, Stella invites you to join her in becoming a Recovering Perfectionist. Fret about the title, and trust that the content is awesome. Then quit futzing.

Here's what I encourage you to think about, BEFORE you write:

- 1) The ideas from Steps 1-3
- 2) When you are going to write—schedule it on your calendar
- 3) The energetic place you come from when you are at your best—and how to get yourself into that state before you sit to write
- 4) Which 2-3 colleagues or mastermind partners who get your business and your clientele that you can ask for feedback.
- 5) Whether you're willing to write 2 drafts, then a final, and then you're done. (This puts a limit on your revisions & futzing.)

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Step #5 – Come up with a tantalizing opt-in prompt

For this step, we're talking about the language you use to entice people to trade their precious email address and name for your report and a subscription to your newsletter. It's actually on your website, but it's really a part of this project.

You'd be surprised how many business owners go to the trouble of crafting a great Pink Spoon Report, only to half-arse this prompt.

Just to be clear here: "join our newsletter" is not tantalizing. At all.

This prompt is a "call to action" on your website. As such, it needs to:

- 1) be exciting or rouse our curiosity
- 2) appeal to a reader's self-interest
- 3) Pass the Boring Test*

(*Simply: "Does this report sound about as lively as flossing my teeth?")

Can you see why I'm hoping you'll spend more time on your opt-in prompt and title? They're so important. And because they're so short, you've got to make sure they've got punch.

A simple approach: Question with a real problem for your reader, with an invitation to receive your Pink Spoon Report as a way to start getting relief.

How it works. Want to fit in your skinny jeans again? Register here to receive...

Still haven't found your soul mate yet? Sign up to get your free copy of...

Marketing got you frustrated? My free report makes it easy...

Create an IRRESISTIBLE FREE REPORT that wins you clients.

What's next?

Think THIS is cool? Then check out what else Stella has to share about marketing and writing to promote your business at www.stellaorange.com.

While you're there, you can also pick up a copy of "**6 Strategy Secrets to Fill Your Business and Sell on the Web--With Charm & Integrity.**" This is a great way to get your bearings in online marketing. Without being a sleazeball. There's a blog with fresh and useful ideas weekly, too!

Until then, stay in touch. And may your cash register sing like an opera diva.

Keep up the good work,
Stella O.