



How to Tweak Your Offline Business to Build it Big Online, so You Can Work from Anywhere in the World



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Ree Rote

- ✓ Grandmother of 4
- ✓ WFAM (work from **anywhere** mom)
- ✓ Degree in Criminal Justice
- ✓ Online Marketing Coach
- ✓ Author of *Accelerate Your Online Success*

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Did you imagine that you would be traveling around the world at this point in your life?

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But your business is taking up all of your time.

It's worse than a job, because you can't even take
two weeks vacation,
because you can't afford that time away from
your business.

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There is a way to do both;
travel **and** own your own business.

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And that's by bringing your business online.

So you can work
from anywhere in the world!


(well, anywhere there's internet)

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There are a few things you need to change in order to do that.


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What You'll Learn Tonight

- ✓ Why you'll need to change your niche and ideal client
- ✓ How online copywriting is different than offline
- ✓ One thing you must master to be successful online

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You need to change your niche

Because now you will be offering your own products or affiliate products instead of your services.

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Your Product

You take your expertise,
your talent, your gifts and your knowledge
and create an information product.



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Do you see why this necessitates redefining your niche and ideal client?

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Affiliate Product


A product created by someone else that
you sell and make a commission off of.

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Once you have your niche and ideal client redefined, it's time to start talking to them.

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Copywriting

According to Wikipedia

“Copywriting is the act of writing copy (text) for the purpose of advertising or marketing a product, business, person, opinion or idea. The addressee (reader, listener, etc.) of the copy is meant to be persuaded to buy the product advertised...”

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You Use Copy in Your

- Sales letters
- Ads
- Autoresponders

And anything else you write for the purpose of getting your prospect to take a specific action.

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Although, good copy and good content
do share a lot of the same elements,
don't confuse copy with content.

For the most part, your blog posts and
articles contain content.

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Online Copywriting

The online world is very fast paced
and impatient.

When someone comes to your website
you have **seconds** to grab their attention.

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If your prospect clicks away




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So, How Do You Grab Their Attention?

Your headlines must be “sexy.”
They must be very compelling.
Be creative.

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Use emotion in your headlines.

Rather than:

Save 50% on Travel

How about:

“How to Travel Twice as Much
without Spending a Dime Extra”

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Instead of:

Our Spray is Guaranteed to Kill
100% of Your Bedbugs

How about:

Tired of Sharing Your Bed?
We Guarantee You’ll Sleep Alone Tonight

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Have a promise of what's to come in
your headline.

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Tired of Sharing Your Bed?
We **Guarantee** You'll Sleep Alone Tonight

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Make sure you are speaking to
your target audience.

Use their "language."

Get to know them if you are not
already familiar with them.

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And I do mean speak to them
rather than writing to them.

Be a real person.

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Your Formatting is Very Important

Your copy must be easy to read.

- Shorter sentences
- Shorter paragraphs
- **Bold** text where appropriate

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Have a strong call to action!

Make following through on your
call to action easy.

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Study the copy of successful
copywriters and then

Practice Practice Practice

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The One Thing You Must Master

WHY?

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People are not searching on the internet to
find out what your hopes and dreams are.

**They are searching to find out
how to make their own hopes and
dreams come true.**

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If You Vote For Me & I Win...



Here's What You'll Learn Next Time

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What I'll Go Over Next Time



Where do you network now that you're traveling all over the world?

We'll take a look at some of the social media platforms and talk about how to connect and engage with your ideal client and how in doing so, you will become a better copywriter.

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