

Never Look at a Blank Page Again

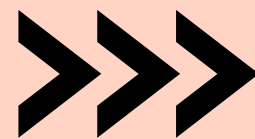
Your Pre-Writing Checklist

5 Steps

Pro tips

p.10 is NOT for
everyone





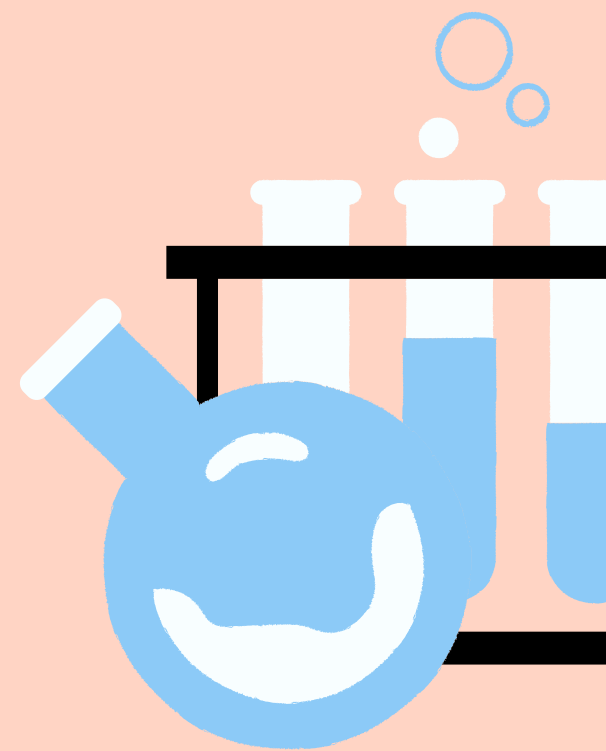
Successful writers are masters at combating **writer's block**.

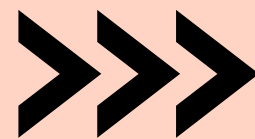
Their secret?

Making sure they're **fully prepared** before sitting down to write.

Here's a **checklist** I've compiled so, you don't have to.

3 years of trial and error in **1** carousel.





Do your homework.

Research the heck out of the topic.

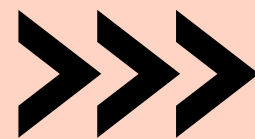
Make sure your **understanding** is rock solid.



This may mean having complete notes, outlining gaps, identifying holes, doing online research etc..

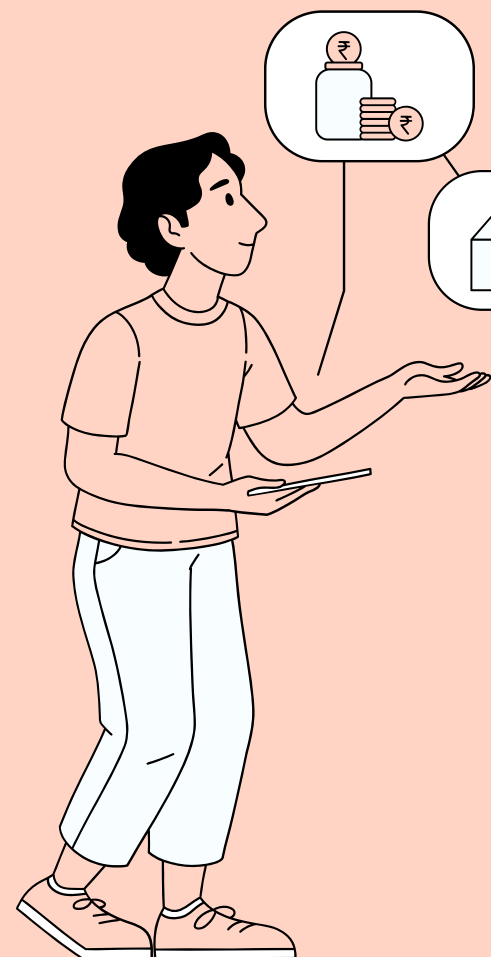
The list goes on..





Pro Tip

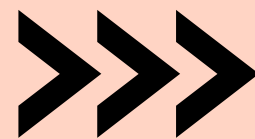
Review all your notes the day before you plan to start writing.



Don't write - review.

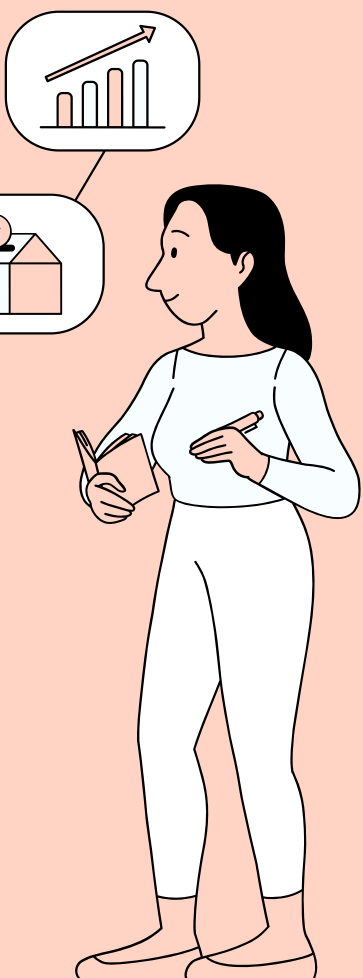
This will help your subconscious brain work in your favor ... while you sleep.





2

Know your ideal client

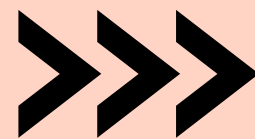


But don't stop at demographics.
Dig deeper.

Look for **internal factors**.

- Values
- Motivation
- Core beliefs
- Objections



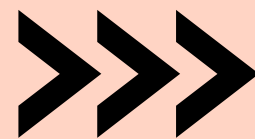


Pro Tip

Align your messages and solution to your own **values** and beliefs.

This way you **stay true to yourself** and **attract** the people that will **appreciate you and your solution.**





3

Create a Copy Vault

What the heck is that?

You ask

Think of it as a place where you can **pick** a phrase or a sentence and **write any marketing message**.

In any channel.

Considering you know what you're doing of course.

2



Here are
a few of the questions
I include in the
Copy Vaults for my clients.

All aimed at **digging deeper** and
understanding your ideal clients better.

What do they fear?

What do they love?

What do they desire/want?

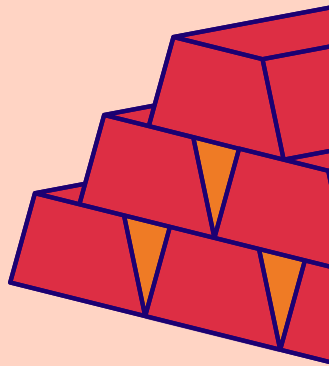
What are they interested in?

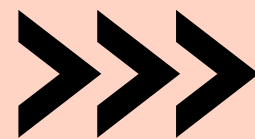
What are they motivated by?

What's keeping them up at night?

How are they misunderstanding their

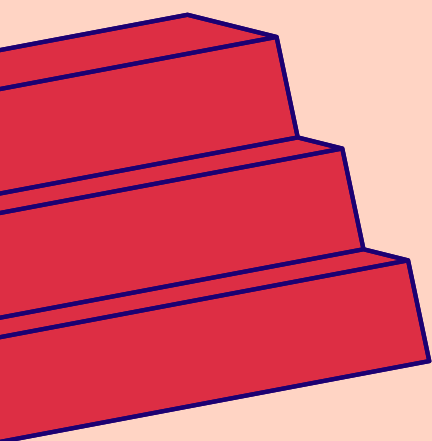
problem?





Define your goal & start there.

No matter what you write, you need to be **clear** about your ideal client's next step.

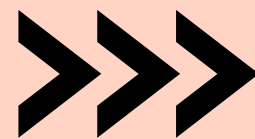


What do you want them to do?

If you want to **inspire** your ideal client to **take action**, you better know what that action is.

Get crystal clear on it!





5

Mindset Alignment

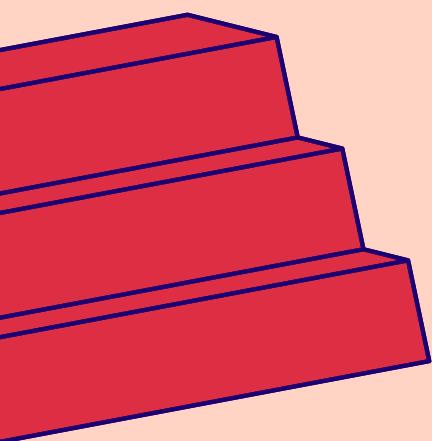
Not For Everyone

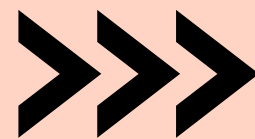
Decide in which **direction** you want to steer your copy.

Fear-based on Love-based?

Do you want to attract your perfect ideal client?

Do you trust this will benefit everyone?





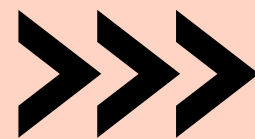
The idea is
to be **OK** with
whatever the outcome is.

When you want to **keep away**
from **fear-based messages** it's
important to get detached from the
result.

It's easy to fall for agitating the fear
when you're focused on making a
sale.

And you end up convincing yourself
that the ends justify the means.





Try my Pre-Writing Checklist next time you want to write copy.

And let me know how it goes.

To your success!



One last step...

Found this carousel helpful?  Repost

