



QUANTUM COPY METHOD

Master Workbook



CONTENTS



- 03.** Offer Basics
- 08.** Love Letter CopyHacking
- 11.** Pleasure Principle
- 12.** Exercise - Your Value Runs Through It
- 17.** List of values
- 18.** Belief Bubbles
- 19.** Shadows & Gifts
- 20.** Value stack stuck
- 22.** Sales personality type
- 24.** Quiz: Where do you find yourself? Your clients? Your business?
- 28.** Terminology
- 38.** Perfect Your Elevator Pitch with QCM
- 40.** Simplify to Amplify (Content Creation with Ease)
- 41.** 5 AI Prompts You Have To Try
- 44.** Now you've got the AI know-how, let's put it together
- 45.** Social calendar
- 46.** Money Blocks In Copy



OFFER BASICS



1. What makes you a total badass with this offer? Why has the market never seen something as spectacular as your offer?
2. Got a problem? Yo, I'll solve it. What problem (or need) are you solving for your client?
3. Are you a 5★ on YELP? Are your clients shouting your name from their rooftops and across text blasts? What results and testimonials do you have?
4. What makes you so special, besides your wildly engaging self, of course?



5. How do you stand out in the sea-of-sameness in your industry or market?
6. What does your market think of your brilliant offer? Is there demand?
7. How have you innovated, created, or made better your offer or product for your market? What's is PURCHASE-APPEAL?
8. What's your current pricing strategy? Is it a shot in the dark or based on actual numbers? Does your price match your value in your eyes or in the eyes of your customers?



9. Longterm, what's your scalability plan for this offer or product?
How will it grow/evolve and when?

10. What marketing and branding have you done to make sure
you're the next big thing? How do you engage with your target
audience?

11. What's your customer loyalty like? Are they repeat purchasers or
one-and-done types?

12. How do you handle the naysayers and google review 1★'s and integrate them into your offer?



13. Do you use affiliates, collaborations or connections when promoting and selling your offer?

14. Open your bank account. Let's talk financial health. How have your revenues and profits evolved? Is this your "last ditch" offer or a strong contender from a bank boss?



15. The times they are a changin'. How will you adapt and change with them in order to meet your customer needs/desires?

16. Tell me about the long-term plan do you have for your business - how does this offer "fit"?

17. What is your business model and where, currently, is revenue coming from? How will this offer contribute?

18. Are you passionate about this offer? Why or why not?

19. What don't you like about the offer?

20. Upsell or downsell from this offer?

LOVE LETTER COPYHACKING

The fastest way to change how our clients perceive our business is to write to them (not at them) in a way that feels like receiving a beautiful love letter.

I call this Love Letter Language and it's the single simplest hack to making your copy more engaging and inviting to everyone who engages with your business.

This tool can be used for any piece of copy you write from DM to email to website messaging.

Have you ever sent a love letter or received one? Even if you haven't... you can picture what it would be like.

A LOVE LETTER IS:

- ✨ empathetic
- ✨ complimentary
- ✨ thoughtful
- ✨ encouraging
- ✨ kind



Now, when it's 4:59pm on Friday, and you have to respond to 12 more client emails, I'm guessing all those adjectives are at the bottom of the list of what you're feeling.

Pause.

Instead of just responding in a curt, pointed, strongly-worded email consider this:

Love Letter Language changes your clients perception of the 'problem' or your business by over 98%. Yes, that's right - being nice, it turns out also pays out.

So, instead of writing:
Thanks for your email. I'll get back to you on Monday.



PERHAPS, CONSIDER AN EXTRA 10-SECONDS TO WRITE:

Thanks so much for your thoughtful email, Jane. I too care very much about your book becoming a bestseller. I would like to put some thought into it over the weekend and get back to you on Monday with a strategic marketing plan. Looking forward to discussing it with you then!

Now, doesn't that feel... better?

If you took a deep sigh while reading that and felt the gratitude and joy coming off of it... the love... then we've done our jobs.

TRY THIS EXERCISE FOR YOURSELF AND WRITE A MORE LOVING TOUCHPOINT TO YOUR CLIENT.

You want to send a cold DM to a potential new client:

You get an email from a client unhappy with your latest offer and wanting a refund:

Someone posts a 1★ Yelp review about your business:

I never said Love Letter CopyHacking was easy... just that it's worth it. Pause, breathe, be kind and respond (don't react).
You've got this!



PLEASURE PRINCIPLE

In short - life is triggering enough.

Pleasure Principle is the opposite of Bro-Marketing where we trigger push, pressure and convince people that they need what we have.

Instead Pleasure Principle leans in on the juicy, yummy, deliciousness that is pleasure.

Now, I know you're likely thinking - but we do ANYTHING to avoid pain, Crystal. I hear you, we do.

But did you also know that offers purchased through pain point triggering have a higher client failure rate and refund more? True!

So, while Pleasure may not be the fastest way to the sale, it does mean that those who buy, tend to complete, love, and refer far more often.

Depending upon your business model - this may work for you.

How do you and your offer create pleasure? Hint - it's the results you create with your offer!

What PLEASURE are you creating for your clients?

How can you market this PLEASURE to them?

Do you have testimonials that confirm your PLEASURE results?

BONUS EXERCISE:

Collect a series of 'pleasure copy' social media posts, emails or websites you love. Analyze them for WHY.

What result are others getting that you can offer to your clients too? Why is it so appealing? How can you craft your own posts similar to this?

Exercise

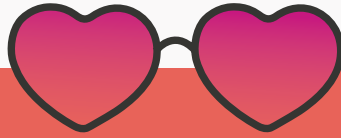
YOUR VALUE RUNS THROUGH IT

What you value says so much about who you truly are.

That said, when was the last time you did a values check-in, really?

Probably never (or at least not recently). Until now...





STEP 1:

Without getting too in-you-head about it, write a list of your top 10 values. The things you value most.

1.

2.

3.

4.

5.

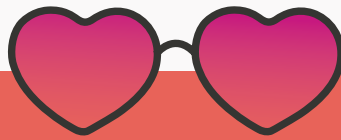
6.

7.

8.

9.

10.



STEP 2:

Re-order your list from
1 (Most Important) - 10 (Least Important).

1.

2.

3.

4.

5.

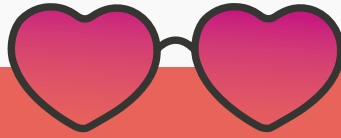
6.

7.

8.

9.

10.



STEP 3:

You've done it! Your PRIME VALUES (the ones that most often inform your lifestyle and decision-making) are values 1-3.

MY PRIME VALUES:

1.

2.

3.

WHAT WE BELIEVE AND VALUE SAYS A LOT ABOUT US.

It also calls to our customers like an unspoken beacon that's often felt regardless of our social media post topics.

It's the feeling between the lines each of us projects whether we know it or not.





Example

MY PERSONAL PRIME VALUE IS 'FREEDOM'

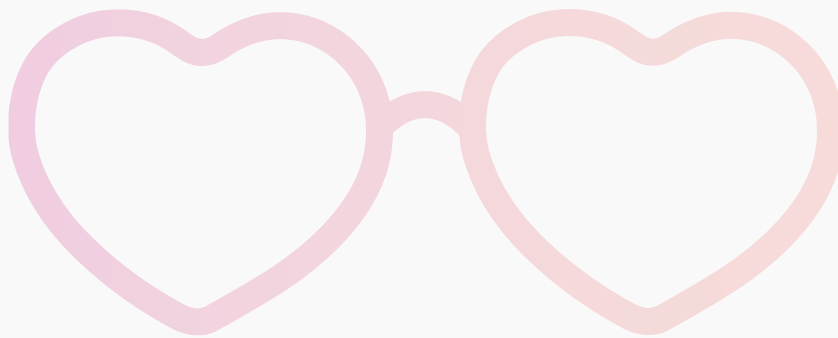
Every post I make from sales posts to personal ones includes an element of freedom either in my word choice, or images.

I live, breathe and express 'freedom' between the lines - time freedom, travel freedom, financial freedom. I may not ever use the word 'freedom' but you feel it from me. Which, likely means it (or your 'version' of it - since word choice is subjective) includes 'freedom' in some way.

Like attracts like. Hello freedom, fam!

VALUE STACK STUCK?

Use this Brene Brown inspired Values cheat-sheet for values inspiration and see what resonates most.





LIST OF VALUES



Giving back
Accountability
Achievement
Adaptability
Adventure
Altruism
Ambition
Authenticity
Balance
Beauty
Being the best
Belonging
Career
Caring
Collaboration
Commitment
Community
Compassion
Competence
Confidence
Connection
Contentment
Contribution
Cooperation
Courage
Creativity
Curiosity
Dignity
Diversity
Environment
Efficiency
Equality
Ethics
Excellence
Fairness
Faith
Family
Financial stability
Forgiveness
Freedom
Friendship
Fun

Future generations
Generosity
Giving back
Grace
Gratitude
Growth
Harmony
Health
Home
Honesty
Hope
Humility
Humor
Inclusion
Independence
Initiative
Integrity
Intuition
Job security
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Legacy
Leisure
Love
Loyalty
Making a difference
Nature
Openness
Optimism
Order
Parenting
Patience
Patriotism
Peace
Perseverance
Personal fulfilment
Power
Pride

Recognition
Reliability
Resourcefulness
Respect
Responsibility
Risk taking
Safety
Security
Self-discipline
Self-expression
Self-respect
Serenity
Service
Simplicity
Spirituality
Sportsmanship
Stewardship
Success
Teamwork
Thrift
Time
Tradition
Travel
Trust
Truth
Understanding
Uniqueness
Usefulness
Vision
Vulnerability
Wealth
Well-being
Wholeheartedness
Wisdom

Write your own:

BELIEF BUBBLES

HOW YOUR CLIENT SEES THE WORLD



SURVIVOR

Inspiration:
Babies



CULT COHESION

Inspiration:
Osho, Charles
Manson



BLACK SHEEP

Inspiration:
Teens,
Musicians



FAMILY RULES

Inspiration:
Government,
Military School,
Religion



SPIRITUAL SOUL

Inspiration: John
Lennon, Nelson
Mandela



ACHIEVEMENT ADDICT

Inspiration:
Gary Vee, Grant
Cardone



PARADOX PEOPLE

Inspiration: Oprah,
Russell Brand,
Tony Robbins



COSMIC CONNECTION

Inspiration:
Gandhi



SHADOWS & GIFTS



BELIEF BUBBLE	SHADOW	GIFT
SURVIVOR	Solitary/Alone	Safety
CULT COHESION	Pigeon-holed	Connection
BLACK SHEEP	Misunderstood Angst/Anger Aggression	Individualism/ Identity Gamechangers Trendsetters
FAMILY RULES	Guilt, Shame, Judgment	Freedom Opportunity Connection
ACHIEVEMENT ADDICT	Money Stories, Overachiever, Burnout	Empowered Confidence, Alignment, Achievement
SPIRITUAL SOUL	Not Enough Judgment Canceling	Impact Collective Belief/ Faith
PARADOX PEOPLE	Loneliness	Wealth & Impact Complexity Non-Judgement
COSMIC CONNECTION	Out of touch with reality	Universal Acceptance

VALUE STACK STUCK?

You know WHAT you value, now it's time to reflect on why. Our beliefs are often shaped between the ages of 1-7 and only shift through major life events. What we believe is the core essence of who you are - related deeply to what you value in life. So, let's pause and reflect back so we can catapult forwards.

To apply the Quantum Copy Method, it's essential to understand the beliefs of yourself, your client and your business. Spend a few moments reflecting on what beliefs shape you. What do you value most? What do you NEED most to uplevel? What obstacle are you trying to overcome?



WHEN IT COMES TO YOURSELF

What do you value most?

What do you NEED most to uplevel?

What obstacle are you trying to overcome?

YOUR CLIENT

What do you value most?

What do you NEED most to uplevel?

What obstacle are you trying to overcome?

YOUR BUSINESS

What do you value most?

What do you NEED most to uplevel?

What obstacle are you trying to overcome?



SALES PERSONALITY TYPE

We've evaluated our PRIME VALUES, Belief Bubbles and now it's all about your Sales Personality.

While your beliefs 1-8 tell us what drives you, your Sales Personality is the style in which you operate while living those beliefs.

There are dozens of personality types and tests but in a very simplified system we break it down into 4 Sales Personality Types

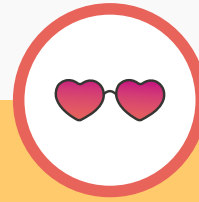
SALES PERSONALITY TYPES



CONTROLLER

As the name suggests, these people love to be in 'control', which means, sales need to leave the ball in their court.

They have to feel like the decision to purchase was made by them, and them alone. They love VIP, exclusive, invitation-only style events and experiences. Are driven by their beliefs and values and what benefits them.



ANALYZER

What's the ROI? How long until I will see results? Do you have any data to support what you're saying? Where did your research come from? These incredible human data-loving machines need all the facts, the research, the data before they make decisions.

They love an FAQ and are likely to be your question-askers inside of a program.



SUPPORTER

The feelers of the world. Empath, humble servants, often burnt out when the world feels topsy-turvy because they feel everything.

Their prime concern is that everyone is getting along and feels included. They buy from the space of "what's best for the community, the world, others" first and themselves often last.



PROMOTER

These are human cheerleaders brilliant at promoting, inspiring and getting others to do things.

They are your first social media respondents to like, share and comment their way to super stardom... but they often miss the follow-through. Launch a book and they'll buy it, tell others, and then forget to read it themselves.

SO, WHERE DO YOU FIND YOURSELF? YOUR CLIENTS? YOUR BUSINESS?

Take this simple quiz three times (for yourself, your client and your business) to find out:

1. WHEN FACED WITH A SALES DECISION DO YOU:

Yourself | Client | Business

- A - Go with your 'gut'.
- B - Get excited about the results you'll achieve.
- C - Worry what your partner or others will think.
- D - Need more details to make an informed decision.

2. WHILE SCROLLING SOCIAL MEDIA, ARE YOU DRAWN TO POSTS ABOUT:

Yourself | Client | Business

- A - High achieving entrepreneurs.
- B - Influencers and trendsetters.
- C - Inspirational quotes and heart-tugging memes.
- D - Listicles, reviews and testimonials.



3. YOU OPEN YOUR EMAIL, WHICH EMAIL SUBJECT LINE STOPS YOU IN YOUR TRACKS:

Yourself | Client | Business

- A - Triple Your Revenue Overnight.
- B - TSwift's Ultimate Skincare Routine You've Got To Have
- C - 5 Ways To Inspire Your Children To Learn Another Language
- D - The Only Sales Funnel You'll Ever Need Backed By 5621 Coaches

4. YOU WRITE A BOOK AND WANT TO LAUNCH IT. YOU DECIDE TO:

Yourself | Client | Business

- A - Hire someone to create an affiliate offer as you launch your book live from stage.
- B - Create 82 social media posts including carousels, reels and a launch party. Let's do this!
- C - Share it with friends/family, create a book club and ask others to share their feelings in testimonials.
- D - Create a website, affiliate offer, and purchase multiple domain names to "test" what's working best and double-down on it.

5. WHEN YOU DO MAKE A PURCHASE (SAY, OF A COURSE!), YOU:

Yourself | Client | Business

- A - Seek to figure out how to apply this to your life instantly.
- B - Tell everyone about it before even opening the box/course.
- C - Check in with yourself, your partner, your partners-parents and your chickens about the purchase and assure them it's for all of your best interest. When in doubt, check your chakras, your tarot and set an intention first.
- D - Create a checklist for completion including deadline setting and reminders for yourself. Add a 'notes' section where you can include any questions you have.

This is a vast over-simplification because you already know who YOU are. You likely even know who your client is. Your business, however, needs to be all 4. Think of them as 'learning' styles.

TALLY YOUR QUIZ RESULTS



	YOURSELF	CLIENT	BUSINESS
A			
B			
C			
D			



A - CONTROLLER

(wants & needs an offer to be made that clearly shows the benefits they will receive).



B - PROMOTER

(needs to feel inspired and passionate about the offer so they share it!)



C - SUPPORTER

(needs to feel it's for them first, and benefits their loved ones second - bonus if it builds community/connection!)



D - ANALYZER

(needs the data - share an FAQ, show results, let them see how they can use your offer to create a win for themselves).

SALES PERSONALITY REFLECTION

Yourself

Your client

Your business

TERMINOLOGY

A WORD OF CAUTION

First, let's be super real with one another - there is a difference between knowing something and living it, and being it with every fibre of your being. I mean you're not Oprah or the Dalai Lama... yet! Are you?

Your belief bubble is the level you are living daily, not dreaming about.

I know it's easy to believe our dreams are reality, but it takes time. You may not be Oprah or Tony Robbins... yet. QCM is all about marketing, and level 7+ are not most peoples primary market.



Many of these words can be overlapped and context is everything. This list is NOT exhaustive. It's meant to inspire you with words that "light up" your clients with ease. Words they are drawn to. Words they connect with.

It's essential to speak the language of your clients - which means speaking into their beliefs so they can uplevel alongside you.

QCM TERMINOLOGY

LEVEL 1 – SURVIVOR



CONTROLLER

Survival



ANALYZER

Need



SUPPORTER

Basic needs

“I just need” (vs. want)

Concern

Safety

Security



PROMOTER

Donate

Give

Nice to Have



LEVEL 2 – CULT COHESION



CONTROLLER

Connection
Belief



ANALYZER

I'm 'just like'...
Tradition



SUPPORTER

Belonging
"We always..."
Tradition
Belief
Family



PROMOTER

Part of...



LEVEL 3 – BLACK SHEEP



CONTROLLER

Extraordinary
Limited Edition
Powerhouse
Catalyst
Unconventional



ANALYZER

Different
Supercharged



SUPPORTER

Special
Expressive
Unusual



PROMOTER

Unique
Quirky
Style
New
Trendsetter
Wild

LEVEL 4 – FAMILY RULES



CONTROLLER

Steps
“Family Above Everything”
“Family/Army/etc First”
Protect & Serve
Future
Mentorship
Legacy
Empower



ANALYZER

Guidelines
System
Process
Save
When “they are ready”
Right
Wrong
Black & White
Practical
Healthy
Policy



SUPPORTER

Sacrifice
Safe
Give Up...
Support
Guidance
Prime of my Life
Comfortable
Principles
Subconscious Mind



PROMOTER

Present
Connected
Motivated



LEVEL 5 – ACHIEVEMENT ADDICT



CONTROLLER

Hustle
Simplify
Leaders
Control
Massive action
Client
Accomplishments
Kicking Butt
Badass
Exclusive
By Invitation
Apply
High Achiever
Over-Achiever
Risk-Takers
Freedom
Networking
Affiliates



ANALYZER

Better
Faster
Easier
Profit-driven
Big Picture
Goals
Positioning
Investment
Wealth Building
Growth
Scale





SUPPORTER

Purpose
Ease
Partnership
Networking
Affiliates
Burnout
Obsessed
Freedom
Intentional
Community
Mentorship
Barter



PROMOTER

Coach
Vision Board
Avatar
Opportunity
Networking
Affiliates
Side-Hustle
Freedom



LEVEL 6 – SPIRITUAL SOUL



CONTROLLER

Impact
Creative
Freedom
Mindset
Sovereignty
Expression
Authentic



ANALYZER

Practice
Customer
Membership
Development
Experiment
Inquiry
Transforming



SUPPORTER

People over Profits
Woke
Alignment
Intuition
Subconscious
Dreams & Desires
Family (when not direct blood family)
Community
Tribe
Energetics
Archetype
Real
Happiness
Manifested
Evolving
Transformation
Trauma (Aware)
Healing
Emotional Pain
Consciousness
Intentional
Heart-led
Spiritual
Collective
Awareness
Generational (Healing/Trauma)



PROMOTER

Make a Difference
Community Building
Membership
Giving Back
Energy
Connections
Collaborations
Inspiration
Magic
Faith



LEVEL 7 – PARADOX PEOPLE



CONTROLLER

“Have it all”

Legacy

Thrive



ANALYZER

7-Figure

Expansion



SUPPORTER

Changemakers

World Changers

Intuition

Impact-driven

Stewards/Stewardship



PROMOTER

Freedom

“Life Well Lived”



LEVEL 8 – COSMIC CONNECTION



CONTROLLER

Ascended masters

Quantum

In The Field

The Beyond



ANALYZER

Ascended masters

Quantum

In The Field

The Beyond



SUPPORTER

Ascended masters

Quantum

In The Field

The Beyond



PROMOTER

Ascended masters

Quantum

In The Field

The Beyond

PERFECT YOUR ELEVATOR PITCH WITH QCM

Now that you've discovered your PRIME VALUES, Belief Bubbles and Sales Personality, it's time to put it all together. Utilizing the Terminology Document, complete the following Elevator Pitch for yourself!

IMPORTANT: I typically write 2-3 Elevator Pitches for myself dependent upon my ideal client or audience. While my business primarily supports Belief Bubbles 5-6, I need to have slightly different pitches based on the Belief Bubble my CLIENT is in, not my own.

Complete this pitch for your dream client/avatars belief bubble:



I help **(target audience)**
create/do/build **(your specific role)**
that/through/by **(specific result)**.

EXAMPLE: BELIEF BUBBLE 4 (FAMILY RULES)

I help **government consulting businesses** create **systems and processes** that **help them land larger contracts and streamline their offers.**

EXAMPLE: BELIEF BUBBLE 5 (ACHIEVEMENT ADDICT)

I help **rebels, misfits and world-changing humans** create **copy & books** that **connect, convert and catapult them on stages.**



EXAMPLE: BELIEF BUBBLE 6 (SPIRITUAL SOUL)

I help **overworked and burnt out creatives** build **businesses** **their absolutely obsessed with** so that they can **continue to uplift, inspire and create in total freedom and joy.**

So, go ahead and practice your pitch!

PITCH 1: CLIENT BELIEF BUBBLE

I help _____ build _____
so that they can _____

PITCH 2: CLIENT BELIEF BUBBLE

I help _____ build _____
so that they can _____

PITCH 3: CLIENT BELIEF BUBBLE

I help _____ build _____
so that they can _____



When you're ready - post it on social media and call in those amazing clients of yours. The world awaits.

Oh, and tag me
@wordmagiccopywriting
and I'll boost your badassery!

SIMPLIFY TO AMPLIFY (CONTENT CREATION WITH EASE)



The Ultimate Test - can you use QCM to create content with ease that directly connects and converts your clients?
Of course you can!

STEP 1: OPEN CHATGPT, JASPER OR YOUR PREFERRED AI OF CHOICE.

AI PROMPT STRUCTURE MATTERS

If you want your outputs to pop like confetti at a surprise party in your social media marketing game - you'll need to have great prompts. It's like the pressure that makes the confetti pop; without it - you're just that person tossing hole punch leftovers in the air.



AI MUST-HAVE'S FOR PROMPTS THAT PRODUCE RESULTS

CONTEXT

It's ALL about context and the more context you offer AI, the better formed it's responses will be.

- ✨ Be specific
- ✨ Establish the format (long/short, instagram or Facebook, email or linkedIn)
- ✨ Be as detailed and descriptive as possible



DEFINE THE TONE OF VOICE

“Don’t take that tone with me!” is for more than just your mom these days. It’s essential to fit your tone into your messaging.

Looking for inspirational, gracious, uplifting or hopeful? Or prefer serious, informational, conversational? Be specific.

SET LIMITATIONS

AI only knows and can do so much. Never assume it knows what you want and the format in which you want it. While you may presume it knows platform specifics - it rarely does - unless you set parameters for it.

For example, a prompt for a Facebook or LinkedIn could add the instruction to “Limit the opening line to 10 words and include a hook that makes me want to read on. Make the whole post no more than 140 words.”

MULTIPLY YOUR RESULTS

While we wouldn’t necessarily write 6 drafts of a social media post, it’s easy enough (and recommended) to ask AI to do it. That way your odds of getting closer to what you want/need are better.

5 AI PROMPTS YOU HAVE TO TRY

I’ve gifted you 5 AI Prompts that I know, without a shadow of a doubt work after you employ all you already know about Belief, Personality, Shadows & Gifts.

That said, AI has to be “trained”. It learns from you. So, when you open ChatGPT or Jasper or any AI, take the time to speak to it like a friend and “teach” it about you, your business and your client. The more you “teach” it the more likely your copy is going to sound incredible.

TO “TEACH” AI START WITH THE FOLLOWING:

“Hey Friend, I’m a professional . My company (explain what you do). My business really helps people who , and . They truly believe and use the words , , and often when they speak. My personality is very , and .”

ONCE IT’S GOT A SENSE OF WHO YOU ARE, YOU’RE GOING TO WANT TO TRY THESE 5 AI PROMPTS:



1. QUIPPY CAPTIONS THAT CAPTIVATE:

Generate three versions of an inspiring social media post. It should be an Instagram caption for a picture of **[insert your product/topic]** that will engage **[insert your target audience]**. The caption should be no longer than 1-2 sentences. Include relevant hashtags to help the caption stand out.



2. REUSE BLOG POSTS/ARTICLES WITH THIS:

Summarize the information below into a LinkedIn post that will be engaging for **[insert your target audience]**.



3. CROSS-POST WITHOUT SOUNDING LIKE A ONE-TRICK PARROT:

Paraphrase this Facebook story into a post that will engage **[insert your target audience]** on Instagram.



4. EDUCATE YOUR AUDIENCE BASED ON YOUR INDUSTRY:

Compose an insightful LinkedIn post promoting best practices within **[insert your topic/industry]**. Write it in a professional tone of voice.



5. SPICE UP A POST ALREADY DONE:

Add a short hook to the start of the social media post below that will make me want to engage in the conversation. Provide me with three versions.

SO, NOW YOU'VE GOT THE AI KNOW-HOW, LET'S PUT IT TOGETHER.



STEP 1

Use AnswerThePublic.com (it's FREE) to discover what people are Googling about your business/niche.



STEP 2

Utilize a calendar (see sample on the following page) and first mark out major/minor holidays (Google Search does this in seconds).



STEP 3

Create "buckets" (min 3-5 posts/wk) themed

Example:

Mon - Magic Mondays
(highlight client wins)

Tues - Tech Tool Tuesday

Wed - Wild Wed (behind the scenes highlights!)

Thurs - Throwback Thurs
(re-purposed content)

Fri - Funny Fridays
(funny memes, relatable conundrums)



STEP 4

Use AI To Generate Topics

Example:

Again, "train" AI about your business. Then, try this:

"Generate 30 social media post hooks for copywriting and ghostwriting that would inspire someone to work with Word Magic."



SOCIAL CALENDAR

MON	TUES	WED	THURS	FRI	SAT	SUN
-----	------	-----	-------	-----	-----	-----

MONEY BLOCKS IN COPY

YOU'VE GOT A MONEY STORY.

- ✨ “Money always shows up for me.”
- ✨ “Making money is hard.”
- ✨ “The root of all evil is money.”
- ✨ “Rich people are snobs.”
- ✨ “I’m always broke.”



Spend a few minutes considering what stories you tell yourself about money:

Now, consider how you're talking about and writing about money to your clients. Do you make money feel challenging or easy? Does it flow or get stuck?

CONSIDER THESE EXAMPLES:

WHAT YOU WRITE	WHAT IT REVEALS	TRY THIS INSTEAD
APPLY HERE	Gatekeeper with big \$ expectations for time.	Don't pussy-foot around the money conversation. Closers aren't afraid to share what they charge.
INVESTMENT	Worthiness	Only use IF your product/service is for clients with strong self-worth. Counter this with sharing WHAT the investment is and backing it up with a strong offer.
COST	Exchange of Goods - \$ for Product/Time.	Hard Costs or Soft Costs? Consider an investment, fee or even a breakdown of larger costs so we can see value. Low rung, smaller sales this works well. Higher ticket, consider investment or application.
ANGEL # PRICING	Zero Strategy. Devaluing of your work. Feeler not Strategic.	Know your numbers. What does it cost (hard costs) and soft (marketing, time, etc) to create a real number accounting for it all. Knowing your #'s makes you more confident in selling it and increases sales.

WHAT YOU WRITE

WHAT IT REVEALS

TRY THIS INSTEAD

SCHOLARSHIP

Philanthropic with a side of guilt about people who can't afford you

Are you able to eat, sleep and do what you need to... first? If not, cancel the scholarship and make sure you're investing in yourself first.

PAYMENT PLAN

People-Pleaser

Not everyone can afford you. It's okay. Nothing wrong with a payment plan, just know why and how long you're willing to make it and be super clear with the terms. Understanding doesn't mean pushover.

CHARITABLE GIVING

Philanthropic with a side of tax deduction

You want it all. To make bank and give back but you do it through others pocketbooks. Be careful of the optics of the chosen charity but who you give to says more than how you collect it to give.