

# Write Your List– Building Freebie Workshop

*Module 2 Action Plan  
& Get it Done Guide:  
Establish Your  
Expertise*

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## Step 1: Review the instructions

Attend the training session (or listen to the audio recording) and jot down any notes below.

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## Step 2: Choose Your Strategy

### Get it Done Step #1: Review the Options

Choose your strategy from these two options as discussed in the training webinar:

- 1) Tell your story
- 2) Tell THEIR story

Which option will work best for your business?

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### Get it Done Step #2: Create Your Outline

Next up, create your outline for your introduction. You'll want to create 3-5 main sections and then fill in the blanks.

*For example:*

**Who I Am:** ie. A business coach specializing in helping entrepreneurs overcome the hurdles of small business ownership.

**Who I Help:** List industries you help with, big-name clients you've worked with, etc.

**My Story: Where I was** (Alternatively, would be **Their Story: Where They Were**, if focusing on a client's journey) Talk in depth about how about the situation you were in before you found the solution. How were you feeling, what were you experiencing in your daily life? The more detail you can provide, the better, as it can help people relate to your story and identify themselves if they're in a similar boat.

**My Story: Where I Am Now** (Alternatively, would be **Their Story: Where They Are Now**, if focusing on a client's journey) Discuss how you overcame your own hurdles, experienced your own success, etc. Help readers to see how much better/more fulfilling your life/business is now that you've experienced the transition you want to take them through. Let them begin to see similar results happening in their own lives.

**What's in it for Them:** Provide benefit statements, client testimonials, community statements, etc., to really cement the idea that if this happened for you, it can happen for them.

**List your sections here** (feel free to use the sections listed above if they're a good fit):

- 1: \_\_\_\_\_
- 2: \_\_\_\_\_
- 3: \_\_\_\_\_
- 4: \_\_\_\_\_
- 5: \_\_\_\_\_

### **Step 3: Fill in the Blanks**

Now that you have your outline, now it's time to fill in the blanks.

Begin by writing a short paragraph or bullet list to fill in each section.

For Example (taken from one of my published free reports):

#### *Who I Am*

Hey, I'm Tammi Metzler, your friendly website copywriter and website conversion specialist.

#### *Who I Help*

These days, I make my living writing compelling website copy for a select group of private clients, including coaches, virtual assistants, website designers, doctors, lawyers, healers, and other service-based professionals, and I also teach do-it-yourself business owners how to increase their own website conversions.

## My Story: Where I Was

### It All Started When I Was a Corporate Slave

I was *miserable*.

It was about a year and a half after I'd graduated from college (finally - after seven long years of juggling a full-time day job with part-time studies), and I was working as an Admin Assistant at an advertising agency. It was an entry-level job but I was having a hard time moving up in the world - and I desperately wanted something that used my creative side. I vividly remember sitting at my desk one day, stapling papers together and thinking, "*This* is what I have to look forward to the rest of my life?"

Year after year of being told when I could clock in (and out!), what tasks I could work on, how much money I could earn...*this* was my destiny? It was almost like I could feel little bits of my soul dying off with each passing moment.

As if I was shackled to a joyless future, stretched out bleak in front of me with no end in sight.

### I Thought I Was the Problem

It took me a long time, a LOT of meaningless J.O.B.s (Just Over Broke), and many hours watching the clock, counting down every second until quittin' time, to get it. The problem wasn't *me*.

The problem was that I was trying to fit a square peg (me) into a round hole (your normal, everyday J.O.B.).

But the thing is, I wasn't *built* to be a corporate employee. I wasn't meant to spend my days doing someone else's bidding, making someone else rich while I scraped by, financially, emotionally.

Literally.

For others, that might be a perfectly acceptable life. But for us as entrepreneurs, **it's not good enough.**

We want to control our lives, shape our destinies. Be able to leave our marks on the



world in a way that just doesn't happen in 9-5 corporate America.

**We want to create our own realities.** Set our own schedules. Work on *our* time, whether that's in the wee morning hours while the rest of the world sleeps, regular daytime hours, or after the kiddos go to bed at night.

And for some of us, perhaps, most importantly: We want to write our own paychecks.

Which brings me to...

### **The Day My Life Changed Forever**



The date was July 3, 2008.

The clock struck 5 p.m., and I was giddy with excitement.

As I threw open the glass doors and stepped into the warm sunlight, I took a deep breath of air that smelled, nearly *tasted*, like freedom.

Because **I** was free.

Free of colorless cubicles and stale office air.

Free of meaningless work that bored the living daylights out of me.

Free of watching the seconds crawl by, day after day, and feeling like I was staring into an abyss of lifetime misery at work.

I had just quit my full-time J.O.B. and was officially self-employed.

I'd never felt more liberated – or more terrified – in my life.

### **My Big Wake-Up Call**

Beginning my new career armed with two years of full-time work in the advertising field, a degree in English, tons of creative writing experience, and a few years of advertising knowledge under my belt, I thought I had it all figured out. I figured, *All I have to do is throw up a website, write a few pages of content about my services, and the clients will come pouring in.*

Turns out, it didn't work that way (surprise, surprise). When I launched my website to the world, clients *didn't* come pouring in. I was doing things to get noticed and was actually getting some traffic to my site, but nothing much was happening otherwise. I remember one day checking my website traffic statistics and feeling a flush of excitement when I saw that I'd had 100+ people visit my website the previous day.

**That excitement quickly vanished when I realized the sad truth:** That none of those folks visiting my website had *done* anything. They hadn't joined my mailing list (and identified themselves as prospects who are interested in my services). They hadn't blown up my phone lines with desperate pleas to help them write their websites. They'd been frustratingly silent.

**And they'd disappeared back into cyberspace without a trace.**

After a few months of this glaring lack of response to my marketing efforts, I was in dire straits. We'd always been a two-income family, so I had to bring money in or we couldn't pay the bills. We had a newborn baby at home, and we were quickly burning through our credit card limit, just to put food on the table and keep the lights on. I had to do *something*, but since I was at home all day with a newborn baby and couldn't get out to in-person networking to find clients, I had to rely on online marketing and driving traffic to my website to fill my business. And so I set out to figure out *why* my website wasn't converting traffic into leads and clients.

### *My Story: Where I Am Now*

In a fit of desperate frustration, I bit the bullet and bought a copywriting course to really learn the ins and outs of writing web copy that sells. That course set me back a whopping \$600 - which at the time was the same as a whole month's worth of groceries for my family. So it was a *big* deal to me. It's no exaggeration to say that my hands were shaking when I entered my credit card info and clicked that "Order Now" button.

But in the end, the fact that I invested in myself when I couldn't afford to was my saving grace.

**Because I *knew*, deep down inside, that learning how to write to sell would be my ticket to a better life.**

The life I'd been dreaming of in those miserable days shackled to my cubicle.

And trust me when I say it absolutely has been. Fast forward to today, 5 years after I published that first website and naively waited for clients to come flooding in. I can hardly believe that I'm truly living life on my terms, earning a great income while hand-selecting projects that I enjoy, working side by side with amazing entrepreneurs around the world, and being able to set my own schedule.

I can take my daughter to the park on warm summer mornings if I want to. I recently played hooky on a Tuesday morning to take my preschool daughter on a play date at the local Children's Museum...something I never could have done while working at my JOB (at least, not without getting into hot water with my boss :)). Now I can "shut down shop" early on Fridays (or take off altogether) to spend time with my husband and daughter. I can *be* there when my family needs me...or just when I *want* to be with them.

And for me, it's all come down to having a website that speaks to my ideal clients in a way they "get"...and which has them excited to learn more about working with me.

*What's in it for Them* (benefit statements, client testimonials, community statements, etc.)

### **True Success, Minus the "Instant Millionaire" BS**

Look, this is NOT where I try to sell you on the idea of some pipe dream that you'll publish your new (or improved :) website today and become an instant millionaire overnight. If that's what you're looking for, you're better off looking elsewhere. Maybe try Googling "get rich quick ideas." But if you want a proven system that can help you use your existing (or new) website to connect with your visitors in a meaningful way – one that better communicates your marketing and makes you irresistible to the right folks – you're in the right place. If you want your website to become a more powerful tool that makes your other marketing methods more effective, you too are in the right place.

Because the truth is that you CAN use your website as a powerful extension of your marketing efforts. One that makes your "job" as a marketer of your services:

- **Easier** (rather than explaining what you do, over and over again, or – worse – trying to hard sell folks – ick – into a program they don't want or need, you can send prospective clients to your website and let them enroll themselves in



whatever is the best fit for them – whether that's your free newsletter, paid services, or group training programs);

- **More fun** (since you're using the right messages to connect with folks you LOVE to work with, AND you feel more jazzed about marketing to get website visitors now that you know your website is working to help you connect with those folks); and
- **More profitable** ('cuz, of course, one benefit of selling more of your products and services is the moolah that comes with your newfound success).

### **But Don't Just Take My Word for It...Here's Proof This Works**

I've already talked about how well compelling web copy has worked to help me grow my copywriting business and live the lifestyle that lets me find that balance between work and play. But before we go further, let's take a quick peek at how well it's worked for *other* businesses. (These are real testimonials from clients who have recently used our services or gone through our training programs around writing effective web copy.)

#### **Virtual Assistant**

*"I just had to write and tell you that I used your home page template that you walked us through in your [copy writing course](#). It has been up almost 1 week now, but what a week it has been. **It is raining clients here!** I'm not kidding! **I got 6 potential clients in this week alone.** The home page I set up by following your template is what drew them in!"*

#### **Website Designer**

*"The new copy [you wrote] is doing wonders for my business already [in the 14 days since it's been published]. I've got **2 new clients** via the website, not referrals and one potential client that I'm waiting to hear back from. And my bounce rate [of website visitors clicking away] has gone down drastically from almost 80% to 45%. Thank you!"*

#### **Publisher of Children's Books**

*After months upon months of struggling to make ends meet, this publisher came to me in a fit of frustration. Within 10 days of publishing the new copy, she'd seen a surge of new clients that had skyrocketed 600% over her monthly average of new clients. And the vast majority of new clients added upgrades to their basic services...further boosting bottom line profits.*

**Coach / Author**

*"We have had 4x the normal amount of book sales this week from the increased volume during the holiday, and no doubt from your improvements to the copy on our website. Thanks again!"*

Most of these success stories came about just from revising their web copy to convert more of existing web traffic into leads and clients - *before* any attempts to drive new traffic to the website or make any other revisions to the website itself.

Others have used compelling web copy to sell their products, fill group programs, get 1000s of newsletter subscribers, and fill dozens of free consults each month, all by choosing the right words to grab the attention of the prospects and inspire them into action.

**Fill in your blanks here or on a blank sheet of paper:**

**Section 1 Title (Who I Am, etc.):** \_\_\_\_\_

**Content:** \_\_\_\_\_

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**Section 2 Title:** \_\_\_\_\_

**Content:** \_\_\_\_\_

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**Section 3 Title:** \_\_\_\_\_

**Content:** \_\_\_\_\_

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**Section 4 Title:** \_\_\_\_\_

**Content:** \_\_\_\_\_

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**Section 5 Title:** \_\_\_\_\_

**Content:** \_\_\_\_\_

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