

Pauline Longdon presents...



**“The 7 Secret Tips To
Creating Considerate,
Caressing, Conscious Copy
To Stimulate Her
Buying Buttons...
Each and Every Time!”**



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Who is Pauline Longdon?

(The Copy Alchemist)



If you are not familiar with Pauline Longdon, she is an Emotional Direct Response Copywriter and Marketer, who has crammed a decade of copywriting experience into only a few short years. She has made a seamless transition from retired Army Nursing Major, to a complimentary therapist, a businessperson and now as a well-paid, in demand professional copywriter.

Pauline uses her vast life experience and natural communication style to translate her clients heartfelt and mindful ideas into meaningful marketing messages.

She has actively sought out opportunities to expand and accelerate her development as a copywriter and marketer. Pauline has learnt from and worked with some of the best marketers and copywriters in the business, such as Pete Godfrey, Alexi Neocleous, Bret Thomson, Steve Plummer, Ted Nicholas, John Carlton, and Gary Halbert. She's even been personally mentored by Lorrie Morgan Ferrero and has spent a year on Trevor "Toe-Cracker" Crooks one to one protégé program.

Mal Emery was one of the first people to recognise Pauline's writing ability and asked her to join his coveted copywriting team. She blew him away with her first ever "Shock and Awe" Pack and she continues to do so. Mal Emery is well known for his no B.S style of critiquing. Often documents have more red pen on them than black ink. To have a Mal Emery Critique with only "ticks" and short comments is rare indeed... yet, for Pauline, it is a common sight. She has never been given a client or an industry she couldn't write a winning marketing pack for.

Pauline has managed to catch the eye of many of the copywriting veterans around the world. Her grounded personality and solid character make her a pleasure to work with.

She is truly a rising star of the global copywriting scene.



"...Pauline Has That 'IT' Factor!"

"I've been in the Marketing Industry for over a decade as a world-class copywriter and strategist.

When you've trained thousands of copywriters as I have, you start to know which ones have raw talent and which ones need some extra help.

***Pauline has that "IT" Factor** I've rarely seen in professional writers who have been doing this for eons.*

She grasps exactly how to make her product shine while racking up high conversions for her clients.

*She's **naturally savvy** on so many levels.*

Highly recommend her work."

- Lorrie Morgan-Ferrero, Red Hot Copy

A Quick Introduction

Hi, I'm Pauline and it is great to meet you!

I am a relatively "New Kid" on the copywriting block. However, don't let that fool you or make you doubt my experience. I have been studying copywriting for quite a few years now and have been busily writing for a few high-end clients under the radar. You see, not everyone is happy to tell everyone about their "secret weapon" and I prefer to get on with the job rather than tell everyone about it to.

Thanks for downloading this report.

Now A Copywriter?

I have had a few different careers in my life.

I started my working life as a Registered Nurse, and joined the Australian Army where I stayed until I reached the rank of Major. I am extremely proud to have served Australia on two deployments overseas.

After the Army, I entered the world of business, where I have been ever since.

When I first became a businessperson, I bought a license for an up and coming company, and followed the whole romanticised idea of "build it and they will come." I would build and build... and still no one would come. I was bewildered... I mean I was doing everything "right" wasn't I?

For years, I struggled to keep my business afloat. I would network, study and desperately follow every scrap of a lead I was given. Despite all my hard work...

The Company Became One Of The Many Victims Of The Global Financial Crisis, Taking My Business, My Money... And My Future Down With It!

During this time, I had started to dabble in the complimentary therapy world. I rather liked it and I was building up a nice little business as a practitioner. I became a teacher in the modality and wanted to take the business to "the next level."

Being a keen student of life, I watched closely and started to do what everyone else was doing. In a short amount of time, I was making a comfortable living. I had people travelling from around the world to be taught by me in Australia. My reputation as a solid practitioner and teacher was growing, however I was reaching a ceiling in the industry.

I knew I could be doing better, however I needed help to do it.

I decided to pay someone to help me with my business... to help me stake a claim in my

industry and achieve the results I couldn't achieve all by myself.

I found a company who was well known for turning businesses around and improving their results. They seemed to tick all the boxes, so I paid them their enormous fee and sat back eagerly awaiting their complete, business changing marketing makeover.

When I received the first draft from them, I have to say I was shocked! For reasons unknown to me at the time (and well known to me now)...

I Couldn't Read Past The Headline. It Was Terrible!

The copywriter had just cut the "copy" I had done on my website and pasted it together in a "sloppywritten", "Franken-copy" format which was totally unusable, unreadable and unbelievable.

Disappointed, I asked politely for a re-write.

I was rudely told there was nothing wrong with the copy... my business was too hard to write for and I was lucky to have anything at all.

Then came the words which were to change my life forever...

"If you think you can do better... then go ahead and do it!"

These simple, arrogant words were like a red flag in front of my face! Without knowing anything about copywriting...

I Snapped Back Like An Indignant Little Four Year Old... "OK, I Will! Just Watch Me!"

As they say, the rest is history, and I have never looked back! And they are still watching me.

Now you know a little of my story and why I am where I am...

Let's get to the real reason you are here... "The 7 Secret Tips To Creating Considerate, Caressing, Conscious Copy To Stimulate Her Buying Buttons... Each and Every Time!"

Speak to any marketer or copywriter and when it comes to the topic of writing to women... many of them just scratch their heads and say they try to avoid doing it when they can. Some will have a go and channel their inner female... but this often just confuses people, especially them.

The "switched on" copywriters and marketers know this is not the way to write or sell to women.

There will be a few myths dispelled along the way, which is only going to help you clear

your mind of the rubbish you have been told.

You see, most of the sales and writing techniques used today were actually developed in a time when women weren't the consumer. So it is only natural there is a disconnect with the female market.

There is no mystery... women have always been in our lives!

It is true! Unless you were brought in by the stork or found in the cabbage patch...

You Had A Mother, A Grandmother, Possibly Even Sisters, Aunts And Daughters. And Guess What... They Are Women, Females!

You probably even had female teachers, nurses, or doctors. So you see women have always been in your life... so why is it so difficult to sell or write to them?

The problem is the stereotypes and labels we place on them.

Most women are known for their role... not who they are as a person. Don't worry, before you think I am going to burn my bra and start singing "I am Woman!"... I know it happens to men as well.

The difference is... men have been researched, studied and profiled for years.

Remember, the old sales techniques were designed for the male consumer. Women on the other hand are still a bit of a mystery. Smart marketers and copywriters know how to tap into this mysterious creature... and are well rewarded for their efforts.

When You Win A Woman's Trust And Confidence... You Have A Customer For Life and Beyond!

So now to reward you for your patience (it is like art imitating life)... I will reward you by sharing with you "The 7 Secret Tips To Creating Considerate, Caressing, Conscious Copy To Stimulate Her Buying Buttons... Each and Every Time!"

Secret Tip #1: Picture This!

People have heard this plenty of times before... and I am going to say it again, you need to know who you're marketing to.

Great copywriters know though to go deeper. They know the real gold isn't just writing to the whole target market... they hone in on one person. Like a hungry lioness, they know trying to chase the whole herd will use up all their energy and leave them hungry. They single out the target and use all their skills to catch it. Most times they are successful.

Marketing is no different! Trying to write to the whole market as a group of people is impersonal and ineffective. However, when you concentrate your communication on only

one person... writing is easier.

You are probably reading this thinking "That's all well and good if I only want to sell one of what I am selling!" and I would reassure you it is a valid point... except you are missing a very important point.

How often do you see top marketers addressing a large group of people... never! They make the universal personal. They don't start their emails or any material with "Hi Everyone" or "To Anyone who..."

They have a precise picture in their mind of who they are writing to. Some even go to the trouble of having a picture of a person who embodies their market... like a representative of sorts.

Some writers call this person an "avatar", Lorrie Morgan Ferrero calls it a "Tarket." Whatever name you use... you need to know:

Demographics: Age, Gender, Marital Status/ History, Children/ Family Situation, Education, Occupation, Pets, Physical Features

Psychographics: Favourite...Magazines, TV shows, Celebrities, Movies, Books
Emotional frustrations, fears, anger
Inner most hopes, dreams and desires

Financial Life: What kind of home does she have, does she own or rent, what kind of car does she have, does she go on holidays, does she have any investments, does she have a STD ("sexually transmitted debt"... you thought it was something else, didn't you?!)

Daily Life: Personal interests, Professional activities, Memberships

View of the World: News Sources, website visited, Optimistic/ Pessimistic, Activism, What offends her, is her vision local or global?

Values: Priorities, What is her truth, what she says versus what she does.

Language: How does she speak, what words offend her, what words inspire/ motivate her, what jargon does she use?

Her Private World: What worries does she have and what does she share with her spouse, close friends, relatives?

This is a comprehensive list put together by copywriting great, Lorrie Morgan Ferrero after years of researching the female market.

What I do to be able to write to the person this list gives me, is to find a picture on the internet of someone who looks like this person. I print the photo and I write a quick story about them based on the information I know about them. Whenever I write to

them, I quickly look at the photo, read the story to familiarise myself... and then I write as though I am writing to an old friend.

It is always much easier to write conversational copy when you know who you are conversing with. It makes your writing more personal, readable and authentic.

Which brings us to...

Secret Tip #2: Be Authentic

This may make you sigh with relief... wearing a dress will never help you write to women (However, who am I to take all your fun away if you like doing that type of thing?). Here's the reason why... women are very intuitive and are able to know when someone or something is insincere or false.

All you need to do is be yourself and be honest. When you do this, women will be loyal to you. They will even tell all their friends about you.

However when you are false or fake, they will work it out quickly and you'll never see them again... and they will even tell all their friends about you!

Being someone, or something you are not leaves you looking like a "try hard" and you only damage your reputation. It takes a while for a woman to trust you, and when you lose that trust...

You Will Have A Hard Time Ever Gaining It Back Again!

A current example of people not always being authentic is Facebook. It is an amazing place for people pretending to be something they are not.

Often it is something as basic and cosmetic as the profile photo being a bit out dated. Other times it is a bigger misrepresentation. They tout themselves as a guru or expert and when challenged... their mask falls off.

I have seen some massive "brain snaps" on this very public media. People who position themselves as the go to person in their industry... and it is undone in an instant with their incongruent behaviour. They upset their loyal followers, and then they attempt to reinvent themselves in another industry... with the same incongruence.

It never works and they leave a trail of broken promises and failed characters behind them. Sadly they always blame everyone else.

Another place people lack authenticity is on dating sites. People embellish their profiles with interests and information to make them sound more interesting. Their photos are rarely an accurate representation of themselves.

The cold hard truth is... if you don't like yourself... how is anyone else expected to. The

only person you ever need to be is yourself. People appreciate your authenticity.

Secret Tip #3: Mind Your Language

I once heard a woman say to a child who was swearing "Would you kiss your mother with that mouth?!" I like this phrase because it helps me to find the right words to use for the reader.

There is a copywriting trick passed from master to student, which says, "Write as you speak." I don't know about you, but I don't think people need to hear the way I speak (remember you can take the girl out of the army... but you can't take the army out of the girl. Besides I was a nurse, swearing is sometimes a little too natural for me).

The more accurate tip here is to write the way your reader talks. This way you use language they are familiar with and you don't risk offending them. At the same time you need to remember the phrase above. You see, even if you are writing for a bunch of drunkard female sailors, unless you have established solid, unshakable rapport with them...

You Would Be Better Off To Use A Bit Of "Common-Censorship."

Just because people (including women) swear when they are speaking, it doesn't always transfer smoothly into writing. The main difference is... when you speak, occasionally a word or two may spontaneously "pop" out. When you write... you had the ability to change it before you published it.

I often see people promote themselves by swearing and highlight it as their main point of difference. It usually backfires on them, because there is nothing special about this type of language. All it shows is a lack of creativity.

Another point about language... most women don't use competitive language. Words such as destroy, win, compete, smash, dominate etc won't win her heart and mind. Use inclusive, relationship building words like together, connection, trust, inspire, care, share, engaging to keep her reading.

Never Stereotype! When You Do, You Risk Excluding Your Reader And Forgiveness Is Rare!

Recently, I joined an Ex Serving Veterans page on Facebook. I was having fun interacting and bonding with the people there. One of the administrators (a woman) kept commenting about the "Brothers" needing support, the "Brothers" have fought hard for our country... so finally enough was enough.

I finally asked her why she was excluding the female contribution to keeping the country safe. She replied saying the females come under the title "Brothers" and I should stop

being so sensitive... as valid as she thought her response was, over a hundred people (men and women) disagreed with her comment and promptly left the page! The once secure relationship is now... missing in action!

It is estimated, the English language has 1,013,913 words... surely, there is something in there to connect to your reader and grab their attention. Even if you would "kiss your Mother with a mouth like that"... I doubt you would kiss your Grandmother or Daughter with it!

Secret Tip #4: Tell Me a Story

Everyone loves a good story. Since the dawn of civilisation, people would sit around telling stories and entertain each other. Nothing much has changed.

The hunger for stories is still there... the media by which they are shared has changed dramatically though.

There is something quite romantic about a "happily ever after story" and women love them. So knowing that valuable piece of information... why don't more people use stories to sell to women?

Because They Don't Know How To Weave Or Relate Their Story To A Desire Their Market Has

All my life, I have been a natural storyteller. When I would tell a story, people would sit mesmerised. No one would interject or talk over the top of me.

Yet when I was learning NLP (Neuro Linguistic Programming), I really struggled with the section where we were creating metaphors for the treatment of a client. Now a metaphor is simply a way to express the unfamiliar in terms of the familiar. They are a great way to give a message in a non-threatening, indirect way.

Really, all they are is a story with a message... I had nothing to worry about and nor do you.

A great way to find a story you can use to connect with your target is to write out a list of 20 of the "Successes" you have had in your life. Events such as being born, awards won at school, sporting achievements, your first kiss, having your children etc. These all go on your list.

You probably think, "so what!" Everyone has those stories... exactly. Now you have at least 20 stories you can expand on and share with your reader.

The truth is... you will become tired of your story long before anyone else does. Also,

because you are too close to your own “awesomeness”, you don’t see what you do as being anything special.

When I was in the Australian Army, I was deployed to East Timor with the United Nations. Although I was a nurse wearing a Red Cross, I still carried a fully loaded, semi-automatic rifle. My weapon became a part of my everyday life.

Ready for anything and everything.. . we were never more than a metre apart. We showered, shopped, and even went into the international airport together. My rifle would be by my side as I nursed my patients in the Intensive Care Unit (which I was in charge of.) Living with my weapon in every moment, of every day for 5 months became first nature to me...

Many years after I left the Army, I was casually sharing a story with a few new friends. They sat around me captivated by my “war stories” and I was surprised how they were so interested in my Timor tales.

I’ll never forget this experience, because it highlights the power of a good story. I thought no one would be interested in my boring days on deployment... I was wrong!

You have had a life full of experiences, which are golden opportunities you have to connect with others. Sometimes the more “everyday” they are... the more they connect with others. Why? Well, because they can see themselves in your story.

What stories can you use to connect with your reader?

Secret Tip #5: Let’s Talk About Stats

Knowing your numbers is critical for writing to women... for you, not for them.

Only when you know the stats can you truly appreciate the influence women have in our modern world. The problem is... most of the sales and marketing formulas being used today were developed in the 1920’s when men were the primary consumer. They were based on extensive research done on men.

Now those methods still work... for men. However, women are different and let’s look at some stats to help you know more about who you are writing for. (These stats are about women in the US... seeing as though Australia and other countries follow this trend, the data is still relevant to us as marketers where ever we are. The internet gives us an expansive, borderless marketplace)

- Women account for 80% of all consumer purchases including everything from autos to health care
- Women buy more than half of the new cars in the U.S., and influence up to 80%

of all car purchases

- 75% of women identified themselves as the primary shoppers for their households
- Mothers represent a \$2.4 trillion market
- 33% research products and services on-line before buying offline
- Nearly 50% of women say they want more green choices, with 37% are more likely to pay attention to brands that are committed to environmental causes
- As early as 2000, women were found to have surpassed men in Internet usage
- 92% pass along information about deals or finds to others
- 76% want to be part of a special or select panel
- Senior women age 50 and older control net worth of \$19 trillion and own more than three-quarters of the nation's financial wealth
- 91% of women in one survey said that advertisers don't understand them
- Boomer Women and Affluence – One huge, affluent segment wields more spending influence than any other does: Baby-Boomer women. Born between 1946 and 1964, these women represent a portion of the buying public no marketer can afford to ignore. With successful careers, investments made during the "boom" years, and inheritances from parents or husbands, they are more financially empowered than any previous generation of women

Source: <http://www.she-conomy.com/facts-on-women>

Knowing these figures, helps you to appreciate how lucrative it is to write to women.

Here is a golden piece of information from the same source:

- 37% are more likely to pay attention to brands that are committed to environmental causes
- 25% of all products in a woman's shopping cart nowadays are environmentally friendly

When women are aware you support women owned businesses:

- 79% would try your product or service
- 80% would solidify their brand loyalty
- 51% would give a company a second chance if a product or service missed the mark the first time

This gives you a valuable angle when you are developing your message and better still... your product.

Secret Tip #6: Flirt Before You F%*K...

When it comes to writing and marketing to woman... there is a model to use which is familiar to us all. The sexual relationship model.

Sex is a natural part of life and people have a huge desire for it... so they "sell" themselves as the best candidate.

When two people meet for the first time, they flirt. A bit of a look here, a cheesy line there. They are testing each other to gauge the level of interest and suitability.

No one likes rejection so they both play it safe and take it slow. They both know the prize at the end of this "game" is totally worth it... when you get it right.

When there is no interest or chemistry, they close down the connection and move on to the next likely candidate.

However, when there is interest... the intensity is turned up considerably!

Flowers, thoughtful gifts are given to "sweeten the deal"... and then a few dates, more "getting to know you better"... and when everything has been successful... finally SEX!

Sex and the sales process are very similar if not the same for women...

They Like To Be Flirted With, They Like Gifts And They Like To Be Respected.

So after you have made the sale... don't forget about them! There is no quicker way to incur the wrath of a woman than getting what you want and leaving her unsatisfied or disregarded (with sex and sales!)

Watching the "hard-sell," competition based selling directed at female consumers, is similar to what happens on a drunken night at a nightclub. The women can see what is happening a mile away and will have a bit of fun, play along, yet they never make a commitment... even when they receive free drinks. Why? Well, because the offer never

answered the question... “what’s in it for me?” (WIIFM)

Writers who are able to answer the WIIFM question, have better “luck” because they know what women want.

When you write and market to women... take your time and get to know her. More importantly... let her get to know you. You’ll be glad you did!

Secret Tip #7: It’s All About Attitude

Yours... not theirs!

I am constantly surprised by the excuses people give themselves for not being able to do something.

I am over hearing excuses such... “I can’t write to women, because I am a man,” or “It is easier for women to write about pregnancy and fertility!” The problem here is not all women have been pregnant nor do they desire to be... so why would they be able to write to that particular market?

Just as all doctors with hearts don’t perform heart surgery... women can’t always write to women.

You see...

To Be A Great Writer To Women... You Need To Be A Great Writer First!

I see so many people miss this vital step.

Often people will “rebel” against the traditional, masculinised copy model and shoot over to the opposite end of the writing spectrum. They write lovely, heartfelt words... however it doesn’t add anything to people’s lives and it doesn’t ask for the sale.

When you write copy there is a formula... you highlight the problem, aggravate the problem, then show the reader how you can solve the problem. Finally, you give them the opportunity to buy the solution from you. When you don’t allow them to buy it from you by asking for the sale... you are creating more pain in their life. You have left them with a problem they weren’t aware of before they met you... and you’re the only one who can solve it. Ouch!

This is why you need to know the basics of how to write great copy. Mal Emery has a great saying which really fits here well...

“Most people only know enough to get themselves into trouble, but not enough to get

themselves out of it!”

When I started writing... I found myself into all sorts of trouble!

I knew I needed help to guide me in the right direction.

I have a few mentors who I have chosen very wisely!

They are all people who bring out the best in me and have supported me on my journey from novice to professional writer. Pete Godfrey, Trevor “Toe Cracker” Crook and Lorrie Morgan Ferrero have all guided me well.

They are all world-class copywriters, who have written winning marketing campaigns for the gender opposite to themselves. They have no blocks about who they can write to. They all have great attitudes and have helped me to nurture mine.

Since becoming a professional copywriter I have written for 17 different industries including engineering, hypnotists, accountants, financial, health, seminars and real estate to name a few. I have never been in any of those professions... however, I can write for them and their market.

One outstanding female copywriter, Carline Anglade-Cole says it beautifully... “most of the health copy I write is targeted at 50-something white guys. Last time I looked, I was neither! But you know what? I may not be the market – but I sure as heck know the market!”

Whether Or Not It Is Hard To Write To A Market Is Entirely Up To You And Your Attitude!

As Henry Ford said... “If you say you can or you can’t, you are 100% correct!”

When you have the right attitude, you can do anything, be anyone and achieve greatness... even when others say you can’t!

There you have it... “The 7 Secret Tips To Creating Considerate, Caressing, Conscious Copy To Stimulate Her Buying Buttons... Each and Every Time!”

Women have and will always play a big part in our life and writing to them never needs to be difficult.

When you know the 7 secret tips and apply them to your writing... you can easily and effortlessly create meaningful marketing messages for women.

You are building a relationship, which when done correctly and sincerely... has the potential to influence future generations.

Don’t believe me?

Recently, I was talking to a presenter and he was complaining about how he couldn't buy "Crest" toothpaste in Australia. I happily told him about the toothpaste I used, however he didn't like the idea of changing toothpaste brands. He had been using Crest all his life, just like his Mother and her Mother before her.

The influence of his Grandmothers choice in toothpaste was alive and well, some 57 years after she first made it... in the life of her Grandson and his children!

Women Are Loyal And When You Treat Them Well... You Have A Customer For Life, Even Lifetimes!

With 80% of purchase decisions being made by women (and at least another 10 - 15% being "influenced" by women)... now you know why you need to adjust your marketing message and make it more meaningful and palatable to women.

It has been great sharing this information and I trust it helps you to write better marketing campaigns for women.

Remember, have fun with it.

Write to the heart and mind,

Pauline Longdon

"The Copy Alchemist"

www.TheCopyAlchemist.com

P.S. When you need help in creating your mindful marketing message... I offer a range of services including:

- Freelance Copywriting Services
- Clarity Calls - To identify and zero in on your market, Story development etc
- Marketing Campaigns
- Copywriting "CriTweaks" (A Critique with Tweaks)- I'll rework your current copy and fine tune it so you can increase your conversions
- "Reset Your Mindset" sessions

To book any of the services above, contact me on **1300 593 785** or email me at:
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