

# EXPLORE YOUR ENTHUSIASM

## 5 STEPS TO EFFECTIVE COPYWRITING

### HOW TO WRITE DESCRIPTIONS, TWEETS AND SALES PAGES THAT SELL

There are messages of all sizes: small (tweets or Instagram posts), long (sales pages), and in between (blog posts, podcasts videos). No matter the size, they all have one thing in common: you're trying to communicate, like a real person, but with a particular goal in mind.

When it comes to marketing (ie, sharing your business with the world), your goal is: I want you to understand how this thing could benefit your life, if it's right for you. I want to help you identify if it IS right for you, or not.

#### Here's what to keep in mind if you feel stuck:

- ★ Your specific goal for this piece of content (Make sales? Build connection? Express yo'self?)
- ★ Envision your best, most enthusiastic buyer (if you don't have one, imagine what she WOULD be like!)
- ★ Talk directly to her (use "you" and "I")
- ★ Focus on benefits over features
- ★ Remember the feelings you want her to have, and infuse your message with those feelings.

#### Resources:

[Right people](#)

[It's all about feelings](#)

[Benefits vs Features](#)

This question started as a discussion in the [monthly Starship Q+A](#)  
[Market Yourself](#) (has worksheets on finding your Right Person)