

Love-Based Conversion Secrets:

5 Expert Strategies for Inspiring and
Inviting Your Ideal Prospects to Become
Ideal Clients The Love-Based Way



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About Michele PW



Considered one of the hottest direct response copywriters and marketing consultants in the industry today, Michele PW (Michele Pariza Wacek) Your \$Ka-Ching!\$ Marketing Strategist and creator of the “Love-Based Copywriting” philosophy, has a reputation for crafting copy and creating online and offline marketing campaigns that people love and that get results.

Michele started writing professionally in 1992, working at agencies and on staff as a marketing/communication/writing specialist. In 1998 she started her business as a freelance copywriter.

But she quickly realized her vision was bigger than serving her clients as a one-woman-shop. In 2004, she began the transformation to building a copywriting company.

Two years later, her vision has turned into reality. Michele PW/Creative Concepts and Copywriting LLC is the premiere direct response copywriting and marketing company today, catering to entrepreneurs and small business owners internationally, including the “Who’s Who” of Internet Marketing. Some of their clients include:

- Ali Brown
- Bernadette Doyle
- Lisa Sasevich
- Alex Mandossian
- Brian Tracy
- Kendall SummerHawk
- John Assaraf
- Alexis Martin Neely

In addition, Michele is also a national speaker and the bestselling author of “Love-Based Copywriting — How to Write Copy that Attracts, Inspires and Invites Your Ideal Prospects to Become Ideal Clients” along with completing two novels.

She holds a double major in English and Communications from the University of Wisconsin-Madison. Currently she lives in the mountains of Prescott, Arizona with her husband Paul and her border collie Nick and southern squirrel hunter Cassie.

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You know those super long sales letters you find on the Internet where you scroll down for-ev-er looking for the price?

Yeah, you probably hate them, don't you?

They can't POSSIBLY work.

No one reads them. No one really buys from them.

And yet, you've been told, over and over again by "gurus" and "experts" that if you're an entrepreneur, you **MUST** use them if you want to grow your business or automate your business so you can finally experience that elusive "make money while you sleep" thing.

And you really, really want those results.

But...you also absolutely don't want that hype-y, sales-y, slime-y energy in your business.

Yuck.

(Please tell me they really don't work.)

Okay — so let me share with you some truths about direct response copywriting (which is what it's called when you write those super long sales letters — nothing to do with protecting your intellectual property or putting a copyright on something.)

First off, yes those super long sales letters DO work, which is why the Internet is littered with them and why they just won't go away.

BUT, there's a reason why they feel so icky. It's because a lot of traditional direct response copywriting is based on fear.

You see, people make buying decisions based on emotions. So that means if you want to have effective direct response copy, it also needs to tap into emotions.

And you have a choice — as an entrepreneur you can choose to tap into fear-based emotions or love-based emotions.

Fear-based emotions include fear, worry, guilt, shame.

Love-based emotions include love, respect, hope, transformation.

It's up to YOU to decide what you want to base your business on.

(Feels good, doesn't it? Knowing there's a choice on what sort of business you can build?)

So if you like the sound of love-based copywriting and are wondering how you can integrate that into your business, keep reading. Below are 5 keys that can help you craft love-based copy to attract, inspire and invite your ideal prospects to become ideal clients.

1. Do you know exactly who you want to be working with (your exact, perfect clients) or are you willing to settle for whoever is willing to pay you money?

I want you to get to know your ideal clients and just work on attracting them into your business. I prefer ideal clients over target markets or niche markets because to me, target markets and niche markets don't go far enough. They focus more on the external, a description of who you're here to serve. I want you to go deep, really feel who they are. Know what motivates them, what their values are, what moves them, what keeps them up at night. I want you to know them like you would a friend. The good, the bad and the ugly.

2. Is the copy respectful when it touches on pain? (Or what keeps you up at night?)

There's a lot of confusion that fear-based copy is all about using pain. I don't believe that's true. My belief is pain is a part of life — and even more than that, pain is also a part of growth. Suffering, on the other hand, is different. For the most part, suffering takes place in our heads. Fear-based emotions take over to make the pain worse.

Fear-based copy causes suffering. Love-based copy acknowledges the pain (because to not acknowledge the pain is disrespectful — your ideal clients are most definitely in pain and to not talk about it or to brush it aside is almost as bad as deliberately making it worse — think of people who are sick and go to doctor after doctor only to be told their pain is “all in their heads”). Love-based copy also shares a solution where they can get out of pain if they so choose. That's the difference.

3. Are you using psychological triggers to tap into love or fear? You see, since copywriting is all about getting you to take action (such as click on a link or give someone your name and email or buy something) it needs to tap into your emotions.

And one really good way to tap into your emotions is to use psychological triggers.

Psychological triggers are deeply embedded inside us and in many cases are connected to our survival instincts — such as finding a relationship, sex appeal, having enough food, having shelter, raising a family, knowing we'll be taken care of as we age, and being in a community.

In many cases, the FEAR of not having these needs met is strong — strong enough to get people to buy. (And people buy to get away from fear more often than they buy to move toward pleasure.)

Which is why fear-based marketing works.

Now, you can't just not use triggers — you still need them to inspire people to take action — but rather than using the triggers to make people feel fear, shame, guilt or false urgency, you can instead use them to attract and invite your perfect ideal clients to say YES to moving forward with you.

4. How are you using urgency? Fear-based copywriting tactics have misused urgency, leaving a lot of entrepreneurs with a sour taste in their mouth (often they do so by making the urgency fake — like saying they have a limited number of digital products available or simply lying about a deadline or a limit on the number of products for sale).

The way to use urgency correctly, with love, is to have a real, true-life reason why you're closing enrollment or raising the price. Maybe the program is starting, or you are having a once-per-year sale on your product. Maybe you have a limited number of spots because of the amount of your personal time and attention each participant will receive. Bottom line: Urgency is important — but present it with love.

5. Are you “unselling” in a love-based way? Also known as “take away” selling, “unselling” is when you explain who isn't a good match for your program. This can be a powerful way to make clear to your ideal prospects the consequences of the choices they are making.

You usually see this in list form — one list entitled “Who is right for this program,” and one entitled “Who is NOT right for this program.” When copywriters use this technique in a fear-based way, they often shame people and make them feel “less than” because they don't measure up. When you use this technique in a love-based way, though, you can simply be clear and non-judgmental about who you're looking for — so your ideal clients can sort out whether they are ready to move forward with your solution.

You might say something like, “This program is not for everyone. If you're more comfortable moving slowly and taking one step at a time, this is not for you.”

What I've covered here is truly just the tip of the iceberg. If you're interested in learning more, definitely check out my bestselling book “Love-Based

Copywriting — How to Write Copy that Attracts, Inspires and Invites Your Ideal Prospects to Become Ideal Clients” on Amazon. You can also get my free love-based copywriting template right here:

www.lovebasedcopywritingbook.com/template



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