

Selling to Women: How to Decode Her Secret Buying Language

Lorrie Morgan
Red Hot Copy



Lorrie Morgan

- Founder of **Red Hot Copy**
- A-list copywriter with **22 years** experience
- Mentored under **Gary Halbert, John Carlton, Dan Kennedy**
- Created my own style of emotionally-connecting copy called **The She Factor**
- Named one of the **top 100 greatest copywriters** of all time, past & present
- *Crazy about horses, competitive shooting, and the Western lifestyle*

Who Run the World?

GIRLS! GIRLS!



Stats on Female Buyers

- Women are involved with **85% of the buying decisions** across most brands
- As of 2021, women control **\$31.8 trillion** in worldwide spending
- Women are the **sole source of income in 40% of American households**
- 94% of women between 15-35 spend at least **an hour a day online shopping**
- 85% of women will **stay loyal to a brand**

Biology

Thrive Like a Cave Dweller



- Basic needs lead to “**greed**” and **gain** for survival
- **Social acceptance** improves your chances
- **Higher social status** leads to more security (and cooler things)
- Procreation is in our DNA so **sex & attractiveness** are baked right in
- Sense of **duty** and **reciprocity** to help the tribe thrive

Evolutionary Marketing Model

What Moves Us

His Drives

- ✓ Conquer
- ✓ Provide
- ✓ Sex

Her Drives

- ✓ Communication
- ✓ Connection
- ✓ Community

Evolutionary Marketing Model

His Brain

- ✔ Uses only one side of the brain at a time
- ✔ Has 2½ times more brain space devoted to sex than women
- ✔ Has larger primitive areas that trigger fear and aggression

Evolutionary Marketing Model

Her Brain

- ✔ Spends more time picturing things in her mind before making a decision
- ✔ Has 11% more neurons for language and hearing
- ✔ Has a larger hub for language and emotions

What *Do* Women Want in the 21st Century?

A SENSE OF COMMUNITY

Memberships
Social Media
Live Connections
Meetups

A PERSONAL BOND - CARING

She wants you
to check in on
her even you're
not selling.

STORIES

She wants to
know how your
business came
to be.

HELPFUL TIPS

That show her
how to get the
most out of her
business.

TO BE HEARD

Non-intrusive
surveys she can
answer on her
own schedule.



5 Factors To Selling

- Flirt Factor
- Trust Factor
- Close Factor
- After Factor
- Rave Factor

Flirt Factor

Romance:

Figure out the preferences you desire in a mate and target a person like that

Marketing:

Do deep research on your market and narrow your findings down to your Target

Trust Factor

Romance:

In this courtship phase, you create more intimacy by building rapport and connection

Marketing:

Write empathetic and emotionally-charged bullets to build confidence. Relate to her problems (you've been there too). Anticipate her objections.

Close Factor

Romance:

You've laid the groundwork before your proposal (*whether it's a date, sex, or marriage.*) Now get that commitment!

Marketing:

Lay out your clear, compelling offer by letting her know exactly what she's in for. This includes your product/solution, bonuses, and guarantees.

After Factor

Romance:

One-night stands aren't where it's at (unless you're into that kind of thing - no judgment.) You need to follow up with texts, phone calls, and flowers if you don't want to start from scratch all over again.

Marketing:

Follow up consistently after a sale with messages explaining what to do next and offering unexpected value to keep her attention (and hopefully keep her as repeat customer.)

Rave Factor

Romance:

You're a keeper. She's gonna brag about you to everyone who'll listen. (*Flip side, if you hurt her, she's gonna tell everyone too.*)

Marketing:

Getting social proof in the form of results or testimonials from customers is critical to continue selling. You can repurpose this info in your bullets.

Insider Copywriting Formula Revealed

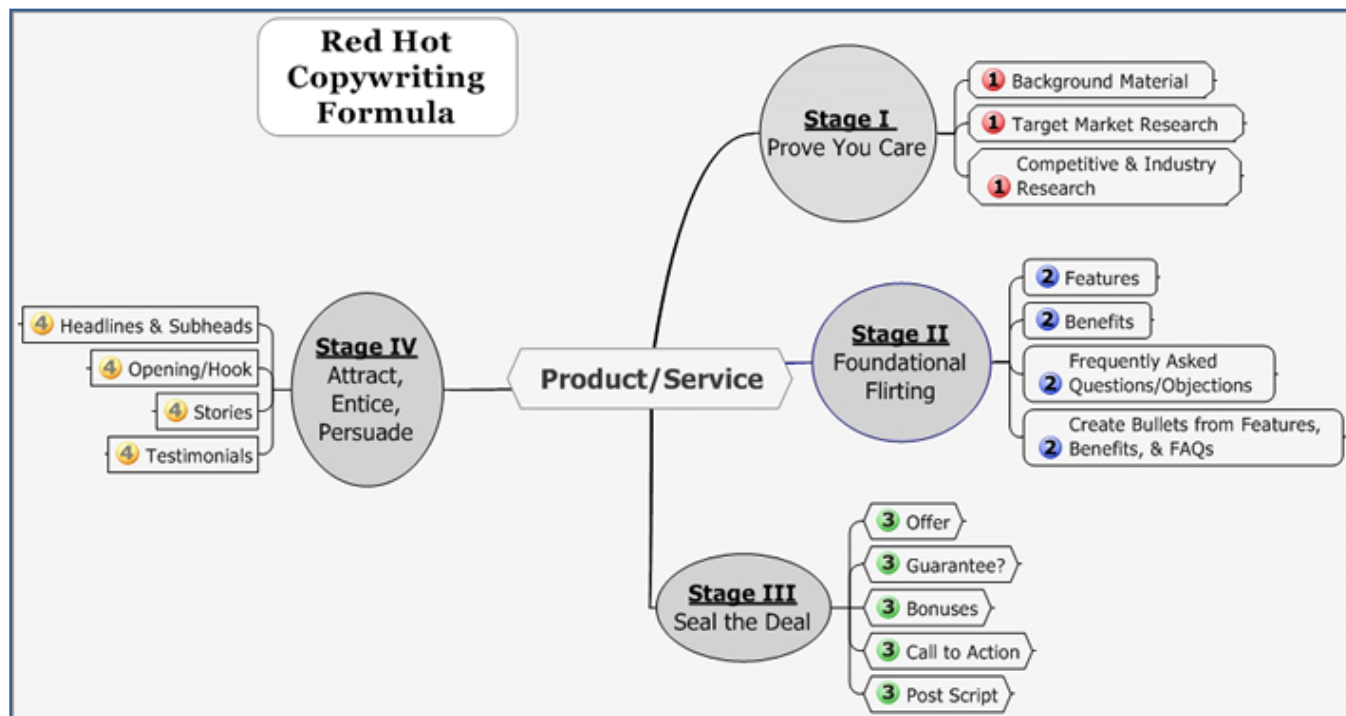


Exhibit 1: MASCULINE ORIGINAL

What This Bootcamp Is NOT

This Bootcamp is NOT a substitute for learning to write copy yourself. Lorrie will NOT write your copy for you – but she has a keen eye for quickly assessing how (and where) to make it better. And she won't hold back. But the writing is your job.

This Bootcamp is NOT for those who play it "safe, the faint of heart, or closed-minded." (Lorrie's business methods are bold and often unconventional. But they have been proven to WORK.)

This Bootcamp is NOT for whiners and complainers who aren't willing to try new ideas or those who have trouble making decisions and need constant handholding. (Like they say, the definition of insane is doing the same thing over and over again and expecting a different result.)

Exhibit 1: FEMININE MAKEOVER

Before You Make Your Decision, You Should Understand What This Bootcamp Is NOT...

This Bootcamp is NOT a substitute for learning to write copy yourself. Lorrie and her team will be with you every step of the way to guide and assist you with your new copywriting skills. The Bootcamp is a safe place to try things out and practice. After many years of virtual training, Lorrie has developed a keen eye for quickly assessing how (and where) to vastly improve your copy with even tiny tweaks. She and her team will give you all they've got, but the actual writing comes down to you.

This Bootcamp is NOT for those who walk on eggshells so as not to offend ANYONE, for those who like to play it safe, or for the closed-minded. Lorrie's copywriting style is unique, bold, and at times unconventional. But her systems have been proven to WORK.

This Bootcamp is NOT for complainers who expend a ton of energy telling you why something won't work instead of trying new ideas.(Like they say, the definition of insane is doing the same thing over and over again and expecting a different result).

MODULE ONE:
Gender Benders: Masculine Versus
Feminine Copy

Masculine vs. Feminine Copy



Masculine

Emotionally aggressive
language

Gets to the point faster

Mimics offline direct
response copy



Feminine

Emotionally
bonding language

Build rapport first

Visual appeal matters

Masculine vs. Feminine Copy



Masculine

What's in it for me?

Stories work, but facts
& figures are more
impressive

Men generally look for
1 single solution



Feminine

What's in it for me and
mine?

Storytelling is critical

Women have more
criteria in making a
buying choice, creating
a research cycle

What Makes Her Tick

(The more you SHARE, the more you sell...)

- Women are primarily interested in **community, people, relationships** - there is no winner...only a village
- Women **base their opinions on personality** whereas men base it on specifics
- This makes **storytelling** very powerful to women
- **Numbers, facts, and figures aren't as important** to women as they are to men
- Women just **don't care about the mechanical details** so spending a lot of time on the features of a product ain't gonna get her attention
- Women love to weigh in and **give their opinions...***quizzes, contests, surveys, essays...they love it!*
- Give her **tips** she can use with no strings attached
- **Know what her highest values are**
- Women like to know your business is out to **make a difference**

MODULE TWO:
**You Talkin' to ME? Insider Secrets to Research
and Target Marketing**

Market Research - 3 C's

- Company Research
- Competitive Research
- Customer Research

Company Research: Product/Service Blueprint

When I write copy for a client (or even for myself), filling out this blueprint is the first step of understanding what I am writing about. It serves as a beginning basis for your copy.

1. What exactly is this product/service?
2. What problem(s) does this product/service solve for the end user?
3. Why did you decide to get into this business? Was there a single incident or a collection of actions that got you into what you're doing today?
4. Who is your target market?
5. If you ran into an old friend you haven't seen in 20 years, how would you explain to him/her what it is you do today?
6. How does your product/service work, step-by-step?
7. How long before benefits are realized?

Competitive Research

- ◆ Social media
 - Follow or become friends with them
 - See who their connections are
 - See what activities they are involved in
 - See what groups they've joined
- ◆ Subscribe to their newsletters and blogs using a free email account
- ◆ Read their sales copy
- ◆ Discover their USP (Unique Sales Position)
- ◆ Buy their products
- ◆ Find out what organizations they join (both online and offline)
- ◆ Read listservs (online special interest forums) they would be interested in by searching "Google groups" or explore Reddit.com
- ◆ View their website history and see what's changed over time

**Your Tarket is your ideal
client...**

Target Market is Plural
TARGET is Singular

Target Market Research Checklist

- **Demographics**
- **Psychographics**
- **Financial Life**
- **Daily Living**
- **World Views**
- **Values**
- **Dialogue**
- **What does she worry about PRIVATELY**

Lorrie's Tarket



Nikki Stanton, a 37-year old divorced entrepreneur with a web conferencing business. She's Internet and business savvy. Invests most of her profit back into the business. Lives in San Diego in a gated community with her 10-year old daughter, Madison. Involved in daughter's school and drives her to dance classes. Has a home office making approximately \$117,000 per year. Jogs 3 times a week in the neighborhood. She loves to find bargains on designer clothes. And dreams of visiting Italy with her daughter someday.

MODULE THREE:
**Step-by-Step Formula for Connecting with Her
Desires**

Features and Benefits

Features are the qualities of a product or service

Benefits are the emotional components

Create five columns with these headings: FEATURE, so that, BENEFIT, so that, BENEFIT

Feature (what the product/service IS)	...so that...	Benefit (what the product/service DOES)	...so that...	Benefit (what the product/service DOES)
	...SO that...		...SO that...	
	...SO that...		...SO that...	
	...SO that...		...SO that...	
	...SO that...		...SO that...	
	...SO that...		...SO that...	
	...SO that...		...SO that...	

Acupuncture Clinic Ex. 1

Feature (what the product/service IS)	...so that...	Benefit (what the product/service DOES)	...so that...	Benefit (what the product/service DOES)
Ex. Pain relief	...so that...	Your body can heal naturally	...so that...	You don't have to take artificial drugs
	...so that...	You can enjoy normal activities	...so that...	You can live your life to the fullest
	...so that...	You don't need extra medications	...so that...	Poison your body

Acupuncture Clinic Ex. 2

Ex. Increased circulation	...so that...	You can lose weight faster	...so that...	You can fit into your skinny jeans
	...so that...	You decrease risk of heart disease	...so that...	You have fewer required doctor appointments
	...so that...	You improve your ability to exercise	...so that...	You easily keep your body strong

Acupuncture Clinic Ex. 3

Ex. Raises immune system	...so that...	You don't waste time being sick	...so that...	You can focus on what's important
	...so that...	Healthy people around you don't get sick from you	...so that...	You feel good about attending your high school reunion
	...so that...	You don't have to take handfuls of vitamins	...so that...	You save money

Mindmapping Features & Benefits

1. Write down a central idea (in this case your product or service) on a large piece of unlined paper.
2. Brainstorm your ideas in branches off the central topic. Put down EVERYTHING without editing or judging.
3. Look for relationships among ideas and group them together.
4. Remember a feature may have several benefits.

Acupuncture Clinic

Features

Natural pain relief

Benefit

So your body can heal naturally the way it was meant to

Benefit

So you don't need medications

Benefit

So you can enjoy normal activities

Increased circulation

Benefits

So you can lose weight faster

Benefit

To decrease risk of heart disease

Benefit

To improve ability to exercise

Raises immune system

Benefits

So you don't waste time being sick and can do what's important to you

Benefit

To keep you healthier when people around you are getting sick

Benefit

So you don't have to take handfuls of vitamins to stay healthy

Gives you more energy

Benefits

So you can keep up with your busy lifestyle

Benefit

To get more done in less time

Benefit

So you feel better doing whatever it is you're doing

Sense of well-being

Benefits

So you are relaxed under the most stressful of situations

Benefit

So you can make calm, rational decisions

Benefit

So you can put what's best for YOU first

Frequently Asked Questions

1. What is this product/service?
2. Why do I need it?
3. When do I get results?
4. How do I order the product/service?
5. When does the product/service arrive?
6. How much is it?
7. What is included?
8. Is there a guarantee or return policy?
9. Why is this different than Joe Schmoe's product/service?
10. Does it come in different colors?

MODULE FOUR:
The No-Fail Recipe for Head-Turning Bullets

Basic Bullet Template

“Get (feature)_____ so that you can (benefit) _____.”

Feature (what the product/service IS)	...so that...	Benefit (what the product/service DOES)
Ex. Pain relief	...so that...	You can enjoy normal activities
Ex. Increased circulation	...so that...	You can lose weight faster
Ex. Raises immune system	...so that...	You don't waste time being sick

Bullets

- With Acme Acupuncture you can enjoy immediate pain relief so you can enjoy the normal activities everyone else does
- Imagine increased circulation so every part of your body is moving like a well-oiled machine, helping you to lose weight faster!
- For centuries Eastern culture has known acupuncture raises your immune system...*try it for yourself and see how less often you're sick!*

MASCULINE VS FEMININE BULLETS

Masculine Bullet

The Anatomy of Big Money Copywriting Projects and Client Relationships. Actual examples...where they came from, how they developed, work done, results – in cases where fees plus royalties exceed \$100,000.00 per job. (This is a **behind-the-scenes** look at Dan's multi-year relationships with clients who repeatedly pay him over \$100,000.00 per assignment.)

Feminine Bullet

The No-Fail Formula for Scoring Lucrative Copywriting Projects and Grooming Client Relationships. You'll see real-world examples of where the top clients come from and how they were managed...we're talking about fees plus royalties that exceeded \$100,000 per job. *(This is a rare **behind-the-scenes** look at Dan's multi-year relationships with clients who repeatedly pay him mega bucks per assignment.)*

MASCULINE VS FEMININE BULLETS

Masculine Bullet

Publish or Perish. Why and how to promote yourself by writing articles, books, contributing to others' books. Surprise: why your “ezine” may be crippling your fees. The one thing you should definitely publish and disseminate. (And how to get paid well to shamelessly promote yourself.)

Feminine Bullet

Publish, Publish, Publish! How to quickly spread your influence by promoting yourself with articles, books, and social media! *(Being your own shameless self-promoter pays off big time!)*

MASCULINE VS FEMININE BULLETS

Masculine Bullet

Contracts. Dan shares key items all copywriters should include in their contracts. (Missing just one of these can be hazardous to your income.)

Feminine Bullet

Be a Contract Ninja. Dan shares key items ALL copywriters should include in their contracts regardless of their skill level. *(Missing just one of these checkpoints can dramatically impact your income in a bad way.)*

10 Bullet Templates (Based on John Carlton's Model)

- ◆ One **mistake** _____ make is....
- ◆ How **one small change** can do _____...
- ◆ How to **avoid** the problems of _____...
- ◆ **Exactly** where to use each of _____ steps to _____....
- ◆ **How to** _____...
- ◆ You'll always get a **repeatable result** with _____.
- ◆ **The truth** behind _____.
- ◆ Instantly **diagnose mistakes** with _____ so that....
- ◆ How to improve _____ **no matter how difficult** it was for you before
- ◆ Do _____ **effortlessly and easily**

MODULE FIVE:
The Nuts and Bolts of How to Make Your Offer
Irresistible

Inspiring Women to Buy

While you don't want to push women to buy too forcefully, if you go too soft, you're likely to get put on the back burner. **You definitely want to keep the tension strong when it comes to buying.** Here are some ways to inspire a call to action:

- ◆ Create a limit on the time the offer is available
- ◆ Limit the number of products available for sale
- ◆ Paint the picture of pain without your product
- ◆ Contrast how happy she will be when she owns your product or hires you for your services and
- ◆ Take the risk off her by offering a strong guarantee

Inspiring Women to Buy Part 2

Push a woman too hard and she's likely to dig her heels in and do nothing. **Women respond best when they don't feel pressured.** Why?

- It's in her biological makeup to weigh out all options
- She's an avid researcher
- She might really feel more comfortable discussing it with her mate
- There may be other priorities at this time in her life
- Maybe you didn't answer all of her objections in your copy

Your Offer

Your offer should include:

- Exactly what she will physically get for her money
- A picture of the product or some graphic
- How many CDs if included
- How many DVDs if included
- Workbooks and binders
- Templates and examples
- Pricing options
- Guarantees
- Bonuses if included
- Coaching if included
- Membership site if included

Basically everything in black and white that she can expect to receive from you should be in your offer. *I highly recommend boxing this section off so it's easily scrolled to by your prospect.*

Offer Ventriloquism

While all the rest of your copy is written in your voice, talking to her directly, the offer switches tense.

It is now her talking to YOU letting you know she wants your product and the details are all laid out. Then of course there are buying links so she can order right away.

Boxed Off Offer Example

YES! I'm definitely ready to get inside the mind of the female prospect with **"The She Factor Marketing System"** mailed to me as soon as possible! I recognize changes in the traditional marketing models are on the horizon, and I trust the expertise of you and your speakers to share CUTTING EDGE INFORMATION and ACTIONS STEPS with me in this exclusive product. It's time for both men and women to reach out to this market in more responsive ways. I can't believe **I pay only \$697.00!**

I understand **my investment is 100% guaranteed!**
All product refund requests will be processed within 30 days upon approval of submission or receipt of returned product!

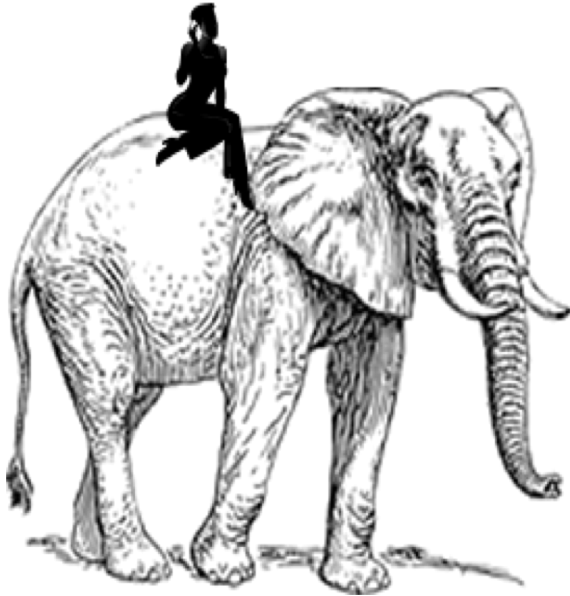
MODULE SIX:
The Art of Natural Storytelling: Adding the *YOU*
to Your Copy!

Why Stories Work...

- 1) **Stories boost credibility**
- 2) **Stories spark emotional connection**
- 3) **Stories can explore the pain of a problem**
- 4) **Stories make the prospect trust you**
- 5) **Stories bust through sales resistance**

The Elephant & The Rider

Jonathan Haidt



Imagine a **130-pound** rider on top of a **15,000-pound** elephant. It appears that the **smaller rider** is in control...but the truth is the **enormous elephant** is really going to go where it wants.

This is an analogy for **emotional response**...

See, the **rider** represents the **conscious, logical brain**...while the **elephant** represents the **emotional, visceral brain**...

The truth is...the **elephant is ultimately in charge**...and **so are your emotions**... People feel emotion first, then rationalize it.

If you've even done things that you know you probably shouldn't do like sleep in or procrastinate or make an impulse buy, then the **emotional/elephant** side is winning.

Emotions are much more **powerful** than rational thought.

Hone Your Storytelling Skills

Use plot line formulas you find in short stories and movies

- **Rags to riches** (fat to thin, scared to confident, etc.)
- **Apprentice story** (Examples - Napoleon Hill interviewed Dale Carnegie for *“Think and Grow Rich”*. Even though Hill wasn’t wealthy at the time, Carnegie passed his knowledge on.)
- **Overcome embarrassment to win** (laughed when I sat down at the piano, Charles Atlas and the boy who got sand kicked in his face, etc.)
- **Comparison of person using your product and person not** (*“Wall Street Journal”* copy about two young men who are very much alike.)
- **If I can do it, so can you** (“Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks and Slices ... And Can Slash Up To 10 Strokes Almost Overnight!” John Carlton)
- **Against all odds** (Babe Ruth was signed over to a reformatory and orphanage by his parents at age 7. He was always in trouble but found a mentor at the orphanage who inspired him to play baseball.)

Hone Your Storytelling Skills

All stories are lies

Even biographies can't tell you every single incident that happened in a person's life. Choices have to be made. Incidents highlighted.

A story is simply someone's point of view.

- Reveal state of mind – before and after using the product
- Only talk about one single incident
- Defy ordinary reality – overcome odds
- Compress time

Hone Your Storytelling Skills

Photo exercise to do once a week

Get a stack of unrelated photos or pictures from a stock photo place. Go someplace quiet, set a timer for 15 minutes, and write a story about that photo.

Don't start your story from a blank slate

Use swipe files

- Find comparable copy from other similar businesses
- Collect it and read it before you start
- Read other copy that inspires you

Have someone interview you about why your product or service came to be

Hero's Journey

Identified by Joseph Campbell in his book, THE HERO WITH A THOUSAND FACES, it describes the typical adventure of the archetype known as The Hero...the person who goes out and achieves greatness on behalf of his tribe or community.

I've shaved down what we need to tell in our Marketer's Journey in three basic steps.

1. What was life like BEFORE you did what do?
2. What happened for you to make a shift?
3. What is life like for you NOW?

MODULE SEVEN:
Magnetic Headlines that Pull Her In and Keep
Her There

Headline Case Studies From Marketing Experiments

One marketer tested four different headlines for a diet product, over a three-month period. The sales material remained identical. Only the headline was changed.

1. **“Breakthrough New Diet Product!”**
2. **“A New Diet Revolution!”**
3. **“How A Texas Housewife Lost 23.5 Pounds In 32 Days!”**
4. **“Dieting Secrets Of a Desperate Housewife!”**

Headline Case Studies From Marketing Experiments

Total sales were 165 units over this testing period. Here's the breakdown of sales:

1. **“Breakthrough New Diet Product!”** 3 Sales (8% of total sales)
2. **“A New Diet Revolution!”** 1 Sale (5% of total sales)
3. **“How A Texas Housewife Lost 23.5 Pounds In 32 Days!”** 98 Sales (59% of total sales)
4. **“Dieting Secrets Of a Desperate Housewife!”** 46 Sales (28% of total sales)

The most successful headline produced nearly 12 times the number of sales of the least responsive headline!

Headline Checklist

1. Is it in present tense?
2. Does it have action words that get a reaction (whether positive or negative)?
3. Did you read it out loud to be sure it was clear?
4. Does it entice the reader to keep reading?
5. And most of all, on a scale of 1-10, is this the best headline I could use?

Long VS Short Headlines

Rules of Thumb for Longer Headlines

- Benefit-oriented
- Use the rule of threes
- Should be able to read it aloud while taking breaths at appropriate punctuation

Rules of Thumb for Shorter Headlines

Use swipe files to model headlines

Which Headline Wins?

HEADLINE 1

- A. **“How To Make Your Food Taste Better”**
- B. **“How To Get Your Cooking Bragged About”**

____ was the winner with 42% more sample requests.
(Shhh. Secret tip...appeals to ego.)

Which Headline Wins?

HEADLINE 2

A. “Can You Spot These 7 Common Decorating Sins?”

B. “To The Woman Who Wants A Career In Interior Design”

____ won with 246% more coupons mailed in.

(Shhh. Secret tip...uses numbers, curiosity, power word.)

Which Headline Wins?

HEADLINE 3

A. “Tension headache?”

B. “When Doctors Have Headaches, What Do They Do?”

____ won with 71% more orders.
(Shhh. Secret tip...experts.)

Which Headline Wins?

HEADLINE 4

A. “Now try this vitamin”

B. “Now try the vitamin of champions”

(Shhh. Secret tip...this is why you must test.)

Which Headline Wins?

Headline 5

A. “Use these eye drops for bloodshot eyes”

B. “How to give quick rest to tired eyes”

#_____ won hands down.

(Shhh. Secret tip...they polled the purchasers as they left the register and followed their lead.)

Which Headline Wins?

Headline 6

A. **“Women’s sweater sale at below wholesale price \$19.99”**

B. **“Would you buy a woman’s \$65 sweater for \$19.99?”**

#___ sold out the sweaters in 2 days.

(Shhh. Secret tip...dramatic price comparison and savings.)

Which Headline Wins?

Headline 7

A. "Save one gallon of gas in every ten"

B. "Car owners! Save one gallon of gas in every ten"

#___ did 20% better.

(Shhh. Secret tip...target market...go figure!)

Which Headline Wins?

Headline 8

A. “Hay fever!”

B. “Dry up hay fever!”

#___ had a 27% increase in requests.
(Shhh. Secret tip...benefit.)

Which Headline Wins?

Headline 9

A. “Men’s thick terry robes: \$65”

B. “We first saw these in the Crillon Hotel on the Place de la Concorde in Paris”

#___ sold out the first shipment on the first day.
(Shhh. Secret tip...luxury & story.)

Testimonials

Strong testimonials should have at least one of these three qualities:

- A well-known person in industry or a celebrity
- Be results-oriented but be sure to have quantifiable proof of actual figures
- Be about specific improvements in her life after doing business with you

Should You Write a Testimonial For Them?

It depends. Often a client is too busy or not really in a hurry to get you that testimonial you desperately want for your marketing materials. Push her along gently by writing a sample testimonial. Then she can use your structure as a template and edit it until she's comfortable.

1. "In the past, we had this problem ..." (Explain what life was like BEFORE they had your product or service.)
2. "We searched until we found this amazing product or service by this company that had been where we were too, and they managed to solve this problem ..." (They are talking about YOU and how you turned their life around.)
3. "Now our business is booming by \$x and we are saving x-amount of time. Our stress levels are nonexistent ..." (They are demonstrating the results they received because of your product or service.)

90 Day The Wildfire Mentorship

<https://redhotcopy.com/the-wildfire/>

- 👉 We'll have an initial call to strategize where you want to be at the end of 3 months.
- 👉 You and I will have a live 45-minute call 3x a month.
- 👉 Email me with questions in between calls.