

Multiply Your Marketing Effectiveness With Copy Whispering

- Evelyn Grace Marinowski

Inside a round pen a wild horse races back and forth, frantically looking for a way out. In the center of the pen a person stands quietly. It doesn't take a rocket scientist to understand that the horse is afraid of being there and wants nothing to do with that person in the middle.

Yet an hour or two later the horse is moving quietly and willingly around the pen with a rider on its back. If you've never seen it before, it looks like *sheer magic*.

What just happened?

Well, that person in the middle is a horse "whisperer". They have learned the "language" of the horse. They know how to communicate with it so it willingly comes to work with the whisperer. There is no fight or force used like the old days of breaking horses. This is a gentle, yet very powerful and effective way of developing a willing relationship with the horse.

For most business owners, getting a client to come to you and then work with you is about as hard as trying to tame a wild horse the old way.

Wouldn't it make your life much easier if there was someone who could "whisper" you prospects the way the horse whisperer "whispers" the wild horse?

Fortunately, there is such a person. That person is the Copy Whisperer.

In marketing lingo, these people are called copywriters – because they write the copy for your marketing materials.

But there are copywriters and then there are copy whisperers. Up to 90% of the copywriting being done in business today is some version of "breaking the horse". Not very effective, a lot of hard work, and not conducive to creating a willing and ongoing relationship with the client.

That's where the Copy Whisperer comes in. The Copy Whisperer has learned how to speak the language of the "prospect". They know:

- How to target your ideal client.
- How to discover what motivates them.
- How to develop a relationship with them.

- How to educate them about your product or service so that they can clearly see it as the solution to their problem.
- How to persuade them of the value and benefits it has to offer them.
- How it can make their life easier and better.
- How to create an offer that will appeal to them and make them “want to” buy your product or service.

It's in the world of copy whispering that you see businesses go from struggling to succeeding in ways they hadn't even thought possible. In the big leagues, copy whispering has taken businesses from being in debt and in trouble to making multi-millions of dollars.

Want to see your business grow faster and easier? Want your marketing to be far more effective? Then work with a good copywriter – someone who has trained with the best and knows how to get results. And remember, a good copywriter will earn you far more than you invest in them, so working with a copywriter is well worth considering.

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[Evelyn Grace Marinoski – The Copy Whisperer. For more articles and information on copywriting, sign up for the Copy Whisper Newsletter at www.copywhisperer.com. After starting business life about as allergic to marketing as you could get, it was the discovery of copywriting and its amazing effectiveness that led Evelyn to become the Copy Whisperer. She has a passion for sharing and using what she has learned to help her clients create more effective marketing copy, whether you are a client who already understands the power of great copywriting or a small business who is hearing about it for the first time.]