

NOW APPEARING!

**WIZARD
OF WORDS!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



**NOT TO BE MISSED
THIS IS A
ONCE IN A
LIFETIME CHANCE**



**MASTER
- OF THE -
MEMORABLE**

AMY HARRISON

Training Session:

The Donor Disconnect

How Inside-Out Copy Makes Your Non-Profit Invisible

Presented By

Amy Harrison

Write With Influence





Write With Influence

Persuasive writing for modern marketing

The Donor Disconnect

How Inside-Out Copy Makes You Invisible

What is a donor disconnect?

A breakdown in understanding between:

What you think

What you say

What donors think you mean

Doesn't just happen in
marketing...



@Harrisonamy



Me:

“We were having a catch-up, and a guy came over and wouldn’t leave us alone...”

@Harrisonamy



Me:

“We didn’t want to be rude but I did find it frustrating because it was cutting into our time together...”

@Harrisonamy



Dad:

“Amy, Amy, Amy, Amy...”

@Harrisonamy



Dad:

“Amy, Amy, Amy, Amy...”

(He’d had a couple of G+Ts)

@Harrisonamy



Dad:

“Amy...”

@Harrisonamy



Dad:

“I know exactly what you mean...”

@Harrisonamy



Dad:

“I used to be the ugly friend too...”

@Harrisonamy



Dad:

*“I used to be the **ugly** friend too...”*

@Harrisonamy





A marketing disconnect:

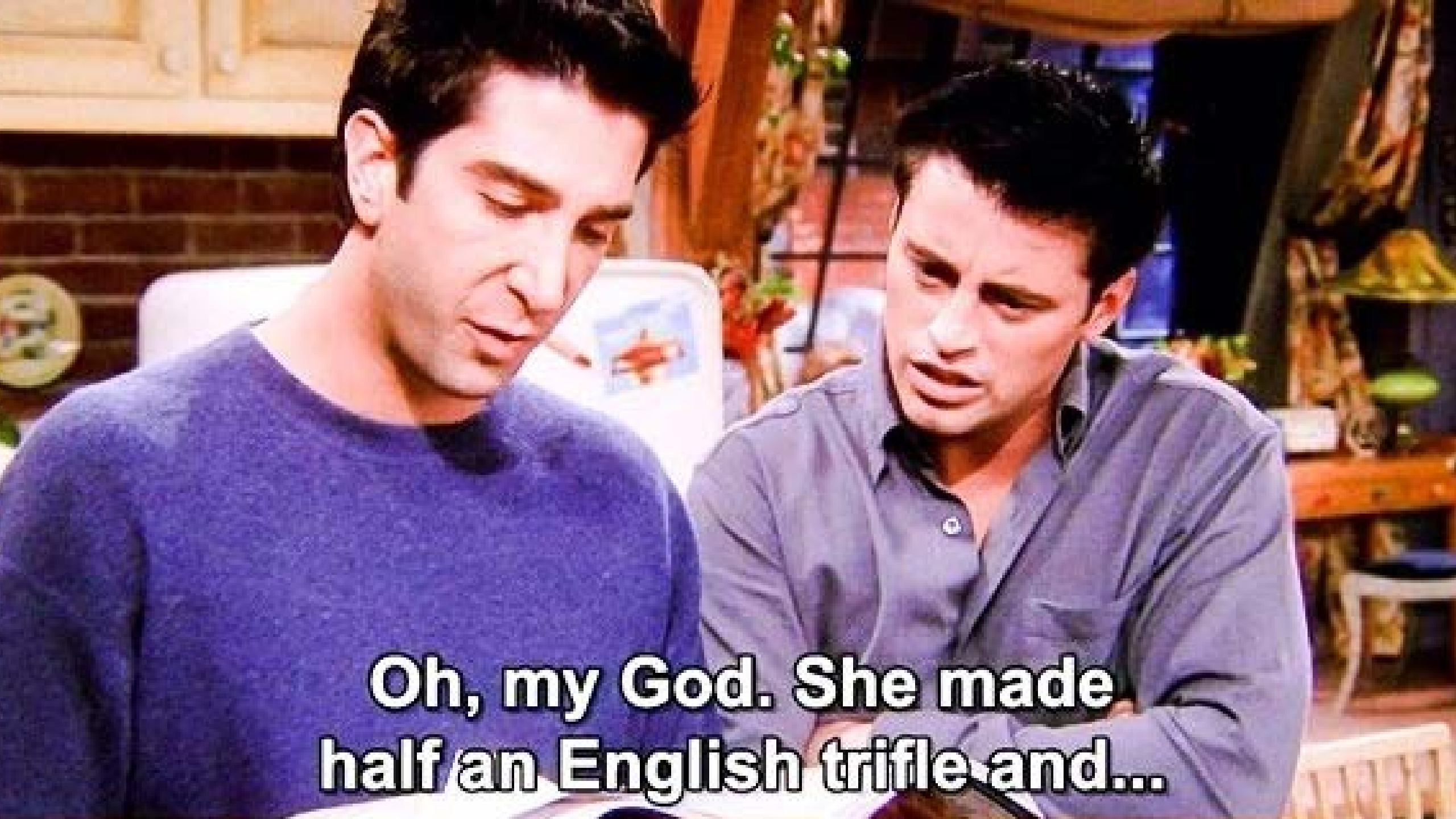
Attracting people with one promise

Delivering something else

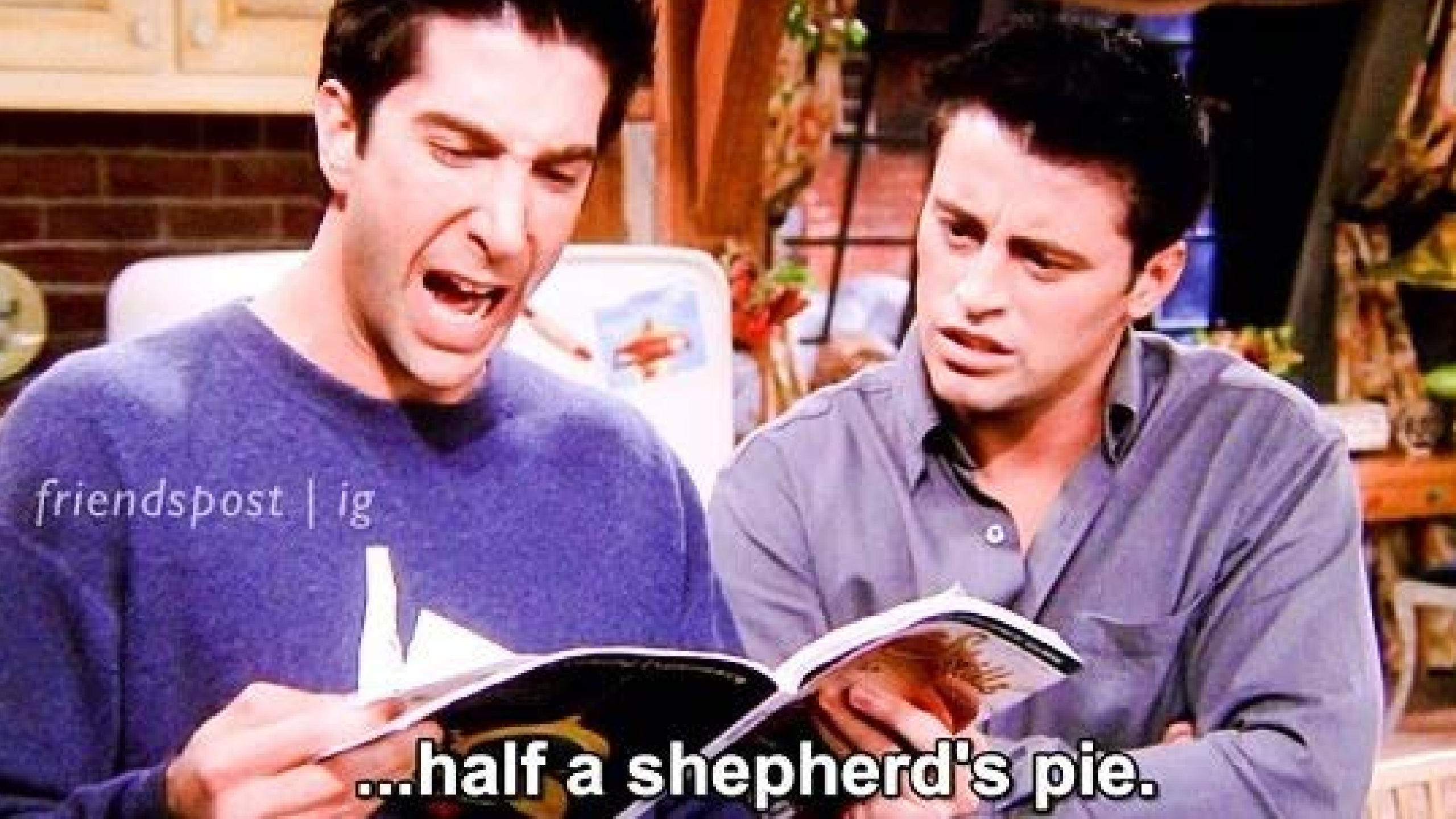
Does your marketing make sense
from start to finish?

Or have you missed some steps?





**Oh, my God. She made
half an English trifle and...**



friendspost | ig

...half a shepherd's pie.

**ladyfingers,
jam,
custard,
raspberries,
ladyfingers,
beef with
sauteed
peas and
onions,
custard,
bananas.**



Checking for a disconnect

Be your own donor

REPORT

2017 Debt Limit Should Trigger Spending Limit—with Enforcement

Romina Boccia Feb 27, 2017 18 min read

Must Reads

Free Speech

Obamacare

Religious Liberty

Tax Reform

Terrorism



SOCIETY / COMMENTARY

Is Trump Taking a Page From His Own Book 'The Art of

EDUCATION / COMMENTARY

Not a Joke: Berkeley Offers Students 'Counseling' to Cope With Shapiro Speech

HEALTH CARE / NEWS

2 Governors Push Congress for More Money, Leeway Under Obamacare

ENERGY / COMMENTARY

The Myth That Climate Change Created Harvey, Irma

LAW / COMMENTARY

From Name: Ed Feulner
From Address: info@heritage.org
Reply-to: info@heritage.org
Subject: Telling the truth

Fellow Conservative,

If you happen to turn on the television today, there's a good chance that a liberal cable news network is blaring all sorts of "fake news" out to the general public.

I saw a poll recently that said that only 16% of conservatives trust the media—and that poll was taken *before* the election, when the liberal media went ballistic about President Trump. Your distrust in the media is *absolutely justified*, considering the behavior of journalists and television news anchors in recent months.

Americans need to know what's going on. And they need news from a reliable source—one that will tell them the unbiased truth. Americans need an alternative from the mainstream media.

That's why Heritage created the Daily Signal in 2014—to clearly and directly communicate news and information, especially news around conservative policy.

The Daily Signal's mission is to give Americans the truth about what is happening in Washington and what must be done to save our country.

The good news is that millions of people read The Daily Signal each week, because truth in media is a rare thing these days...and it stands out!

Heritage's Board of Trustees recognizes the incredible work being done by The Daily Signal, and how it advances the work of our policy experts.

In fact, The Daily Signal's success is one of the reasons why members of the Board have issued [a \\$1 million dollar-for-dollar matching challenge to you](#).

If you are able to [support the work of Heritage](#)—including The Daily Signal—before August 15, then our board will match your gift.

Don't wait any longer—The Daily Signal needs your support to continue speaking the truth. Make your donation using this secure link:

<https://secured.heritage.org/boardchallenge>

Onward!

Ed Feulner
President



Heritage Foundation

America is in desperate need of conservative solutions

You know as well as anyone that the Obama administration left our country in disarray. They saddled taxpayers with a disastrous healthcare plan, left our borders open and unprotected, and grew the size and scope of the federal government to unprecedented levels.

President Trump pledged to solve these problems with a simple four-word phrase: Make America Great Again. But *solving* those problems can't be done



The Daily Signal

Donate to support The Daily Signal and The Heritage Foundation

The Daily Signal brings you the news you trust on the most important policy debates of the day. We cut through the liberal media spin and provide honest, thorough, and responsible reporting on today's critical issues

You read The Daily Signal because you believe in straightforward reporting on the principles that made America great: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

The Daily Signal is a project of The Heritage Foundation, a trusted, nonprofit, nonpartisan source of information and analysis for lawmakers

Email message

Landing page message

1

Daily Signal



2

Email message

Landing page message

1

Daily Signal

Heritage foundation



2

Email message

Landing page message

1

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2

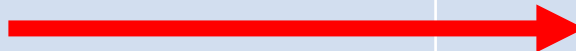
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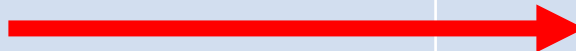
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271.6%

increase in conversion rate

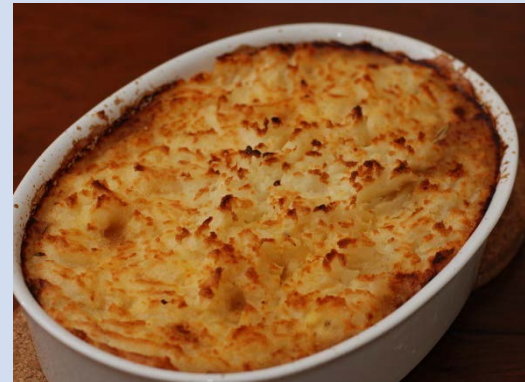
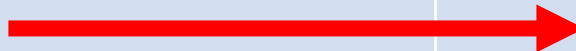
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Daily Signal

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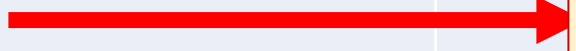
1



Daily Signal

Da

2



271.6%
increase in conversion rate



First step in checking for a
disconnect...

A woman with long blonde hair, wearing a red top and a plaid skirt, stands in a kitchen. She is holding a banana in her left hand and a knife in her right hand. The kitchen has blue shelves in the background filled with various items like jars and containers. In the foreground, there is a glass trifle dish with layers of cream, fruit, and chocolate sauce. A green banner with white text is overlaid across the middle of the image.

Eat your own trifle

The donor disconnect...

The donor disconnect...

It's often not a copy problem

FREE

FREE

Now!

FREE

Now!

Get yours now! 

FREE

Finally you can...

NOW!

Get yours now! 

FREE

Finally

257%

n...

Get yours now! 

122%

257%

Finally

Get yo

W!



n...

The donor disconnect...

The donor disconnect...

Is a story problem

Often a story with missing parts



STAR WARS
GALAXY OF HEROES
EA



STAR WARS
GALAXY OF HEROES
EA



Handwritten yellow scribbles obscuring the central portion of the image.

Handwritten yellow scribbles obscuring the bottom right portion of the image.

STAR WARS
GALAXY OF HEROES
EA



STAR WARS
GALAXY OF HEROES
EA

Commonly missed copywriting elements

- **WHO is it for specifically? Is it relevant to me?**

- WHO is it for specifically? Is it relevant to me?
- **WHAT IS it? (A course, an eBook, a live event, an online event, a straight donation?)**

- WHO is it for specifically? Is it relevant to me?
- WHAT IS it? (A course, an eBook, a live event, an online event, a straight donation?)
- **What do PEOPLE SAY about this?**
(Testimonials, awards, credentials)

- WHO is it for specifically? Is it relevant to me?
- WHAT IS it? (A course, an eBook, a live event, an online event, a straight donation?)
- What do PEOPLE SAY about this? (Testimonials, awards, credentials)
- **Does it address something I CARE about?**

- WHO is it for specifically? Is it relevant to me?
- WHAT IS it? (A course, an eBook, a live event, an online event, a straight donation?)
- What do PEOPLE SAY about this? (Testimonials, awards, credentials)
- Does it address something I CARE about?
- **Does it sound NEW? Something I don't already know?**

- WHO is it for specifically? Is it relevant to me?
- WHAT IS it? (A course, an eBook, a live event, an online event, a straight donation?)
- What do PEOPLE SAY about this? (Testimonials, awards, credentials)
- Does it address something I CARE about?
- Does it sound NEW? Something I don't already know?
- **Why should I act NOW?**

Why do such key pieces go missing?



These elements seem obvious...



These elements seem obvious... (to us)



What's obvious to you may be
unknown to a donor

Our Mission

To Proclaim the Gospel of Yeshua (Jesus) to the Jew first and also to the Nations throughout the world, according to Romans 1:16

[Learn More](#)

We Give Clean Water, Humanitarian Aid,
and the Good News of Yeshua (Jesus) to
Hurting Jewish People Across the Globe.

[Learn More](#)

We Give Clean Water, Humanitarian Aid,
and the Good News of Yeshua (Jesus) to
Hurting Jewish People Across the Globe.

Learn Mo

263.3%

increase in traffic

Settle design debates with data

Remote user testing to help you make confident design decisions.



Get started now



Settle design debates with data

Remote user testing to help you
make confident design decisions.

Get started now

Usabilityhub.com



The original five second test

Optimize the clarity of your designs by measuring first impressions.

Make a five second test

“What does this organisation do?”

Our Mission

To Proclaim the Gospel of Yeshua (Jesus) to the Jew first and also to the Nations throughout the world, according to Romans 1:16

[Learn More](#)

organisation they
promotes spread meaning
time have
lectures related complete
exactly does could fast final their remeber teaching
something religious
about religion
mentioned bible enough want church catch do give
lord's proclaims jesus wants was spreads
couldn't think yeshua gospel message
christian word with didnt
not sure preach informations title
promote title name try what missionary
read sentence

We Give Clean Water, Humanitarian Aid,
and the Good News of Yeshua (Jesus) to
Hurting Jewish People Across the Globe.

[Learn More](#)



A simple formula for fast communication

We do

We do [WHAT]

We do [WHAT]

Results / impact

We do [WHAT]

for

We do [WHAT]

for [WHO / WHERE]

We do [WHAT]

for [WHO / WHERE]

by

We do [WHAT]

for [WHO / WHERE]

by [HOW]

We improve slum conditions in India
by showing the community how to
engage the government to seek
change.

WHAT
(Results / impact)

We improve slum conditions in India
by showing the community how to
engage the government to seek
change.

We improve slum conditions in India
by showing the community how to
engage the government to seek
change.

WHO / WHERE?

We improve slum conditions in India
by showing the community how to
engage the government to seek
change.

HOW?

We help **nonprofit organizations** turn **the web into a living laboratory** to find **the answers** — and **acquire more emails and convert more donors** than they ever thought possible.

We help nonprofit organizations turn the web into a living laboratory to find the answers — and acquire more emails and convert more donors than they ever thought possible.

WHAT
(Results / impact)

We help nonprofit organizations turn the web into a living laboratory to find the answers — and acquire more emails and convert more donors than they ever thought possible.

WHO?

We help **nonprofit organizations** turn **the web into a living laboratory** to find **the answers** — and **acquire more emails and convert more donors** than they ever thought possible.

HOW?

How to prevent the donor disconnect when writing copy

Answer these questions
(as your donor)

Is it clear?

Is it clear?

Do I care?

#1 Is it clear?



Tip 1: Don't frost the windows

What you mean

What you mean

What you mean

What you mean

What you mean



What donors see

What can frost your windows?

Ambiguous language



Amy – do you
want to come
out Friday?



Why?



A young child with curly hair, wearing a pink and white striped shirt and shorts, is sitting on a wooden bench outdoors. The child is holding a white cup with a red and white design. To the left of the child, there is a blue bag and a white cup with a red and white design. A blue speech bubble is overlaid on the left side of the image, containing the text "It will be FUN!".


It will be **FUN!**

It will be **FUN!**



I need more
details...



A woman with long brown hair, wearing a black, sparkly, sleeveless dress, is leaning on a dark wooden bar counter. She is looking towards the camera with a slight smile. In front of her on the counter is a martini glass filled with a green liquid and garnished with a lime wedge. The background is a well-stocked bar with numerous bottles of alcohol on shelves. A large, light blue speech bubble is overlaid on the left side of the image, containing white text.

It's this hip new wine
place where
everyone's really cool,
it's loud and the
drinks are expensive...



I'll pass...



But if you tell me...



ZIMA

BUD LIGHT
CART MARRON



ROUGH RIDERS



I'm in!



Swap ambiguity for clarity

Protecting the Vulnerable and Lifting Up the Fatherless

Scripture shows us time and time again that God has a heart for vulnerable children. In Psalm 68:5, God is described as a "Father to the fatherless." In Matthew 18: 1-5, Jesus shows us that the greatest in the Kingdom of Heaven are the little children.

In fact, the need to protect orphans and vulnerable children is one of the most repeated themes found throughout all of Scripture.

To fulfill this calling as Scripture intends, **we need to come together as a Christian community to stand up for the most vulnerable and lift up the fatherless children.**

Stand up for orphans and vulnerable children

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In fact, the command to protect orphans and vulnerable children is a repeated theme found throughout all of Scripture.

But to fulfill this calling as Scripture intends, we must gather the support of people who will stand up for the most vulnerable and lift up the fatherless children.

+80.5%

lift in conversions





HONOR MELISSA WITH A DONATION TO CARINGBRIDGE

Your donation is vital to keeping CaringBridge
and Melissa's site running.

Join the 1 donor who has made a donation in honor
of Melissa.

Leave a message along with your donation...

Donate Today



CAN YOU HELP POWER OWEN AND LOGAN'S SITE?

A \$30 donation powers a site like Owen and Logan's for one month.

Help keep CaringBridge online for them and for you.

Join the 20 donors who have made a donation in honor of Owen and Logan.

Leave a message along with your donation...

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A \$30 donation powers a site like Owen and Logan's for one month.

Help keep CaringBridge online for them and for you.

Join the 20 donors who have made a donation in honor of Owen and Logan.

Leave a message along with your donation...

34.3%

lift in conversions



ST

HA

AN

FO



ST

HA

AN

FD

Tip 2: Give them a taste...

Use copy to help donors visualize the
experience

Give them more than information

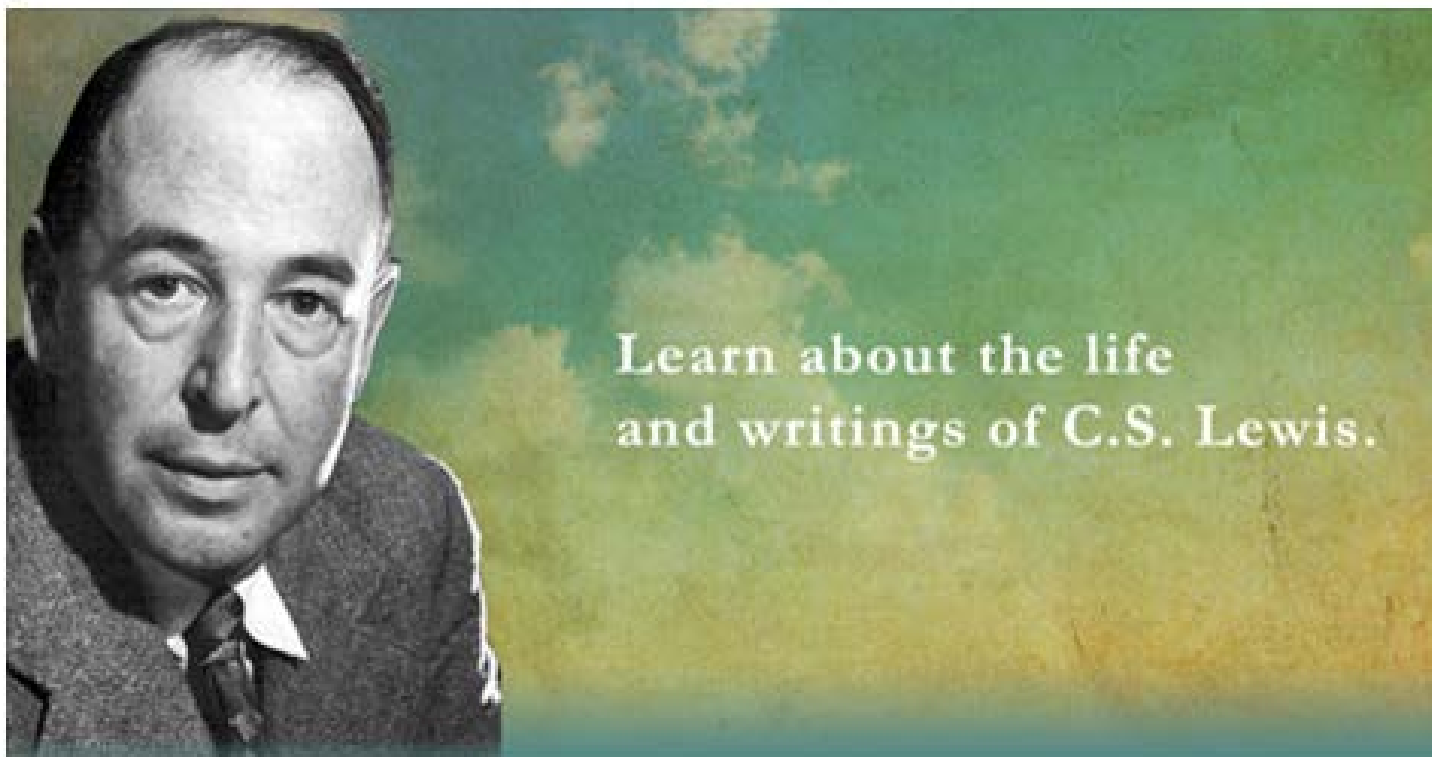


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Learn more about the incredible imagination and writing of CS Lewis in this new free online course from Hillsdale College.



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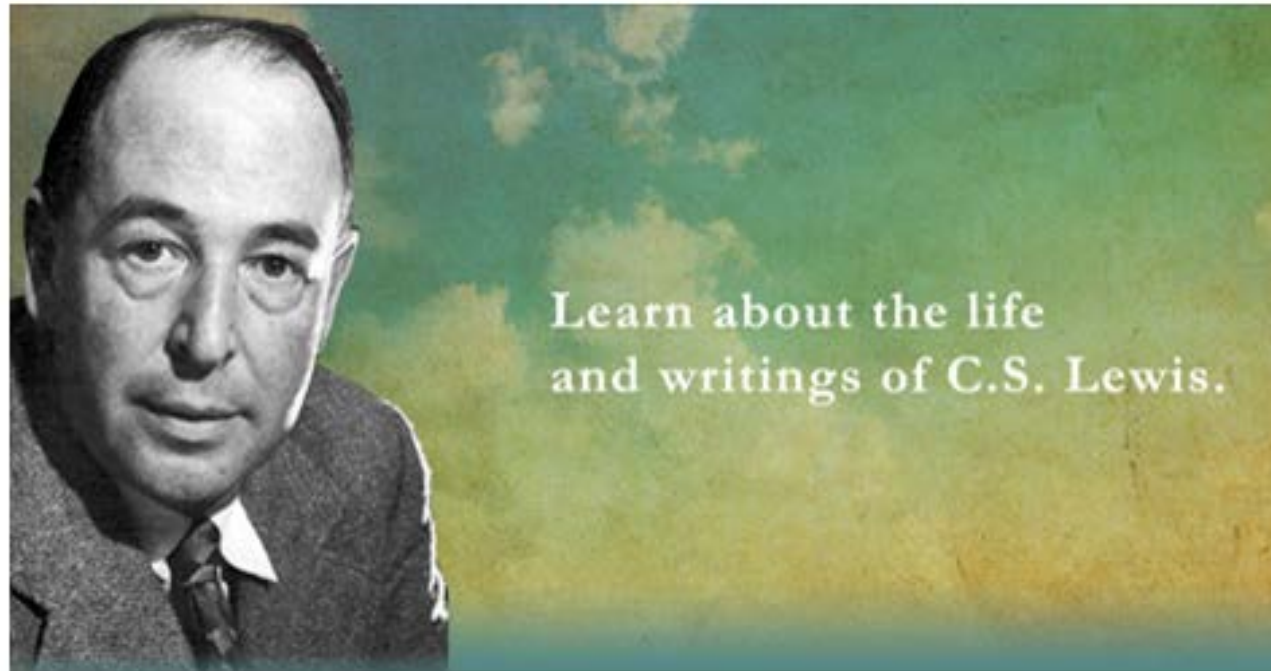


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C.S. Lewis was one of the most fascinating writers of the 20th century. Though best known for his imaginative Chronicles of Narnia series, he wrote many theological works that are now considered among the greatest ever written. Hillsdale College's new free online course examines his life, writings, and legacy.



Find out more »

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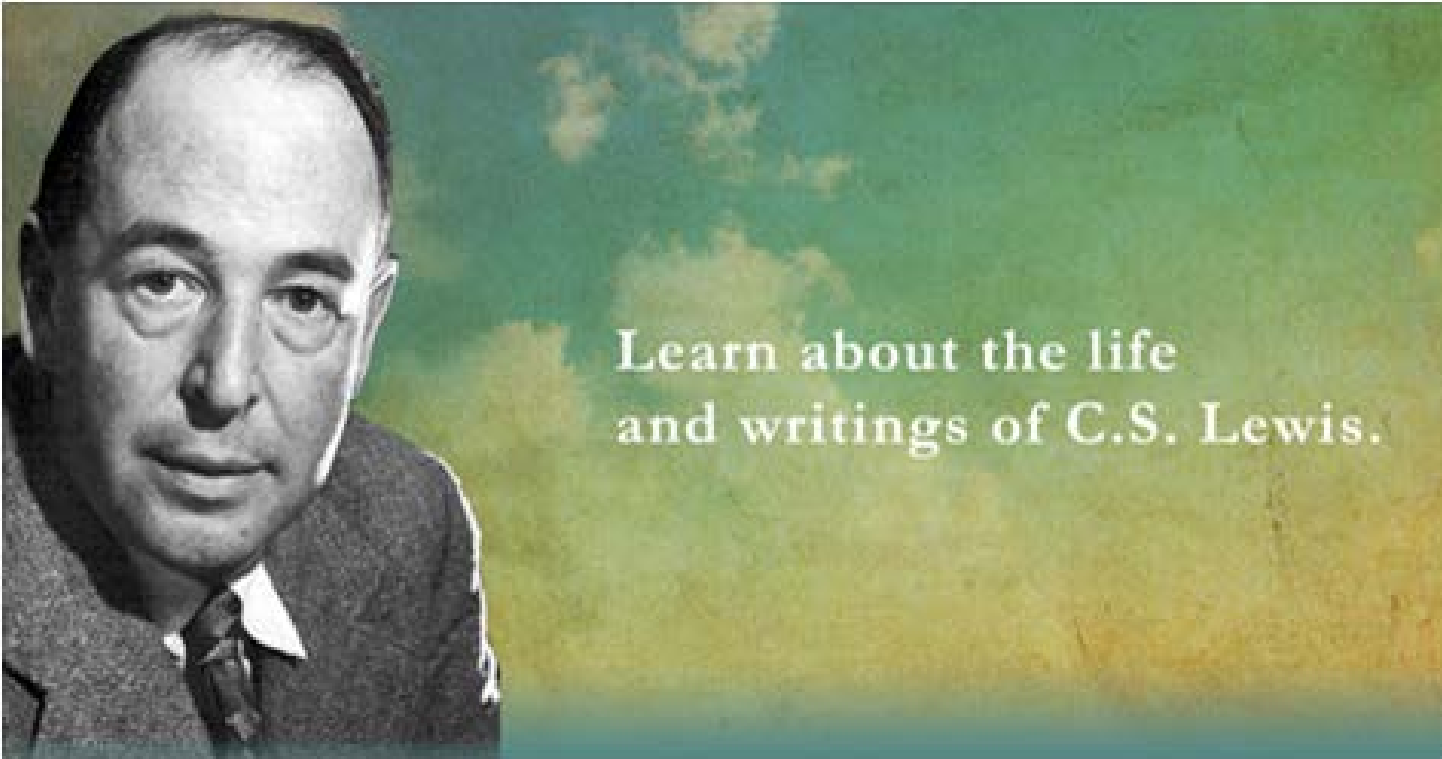


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Learn More

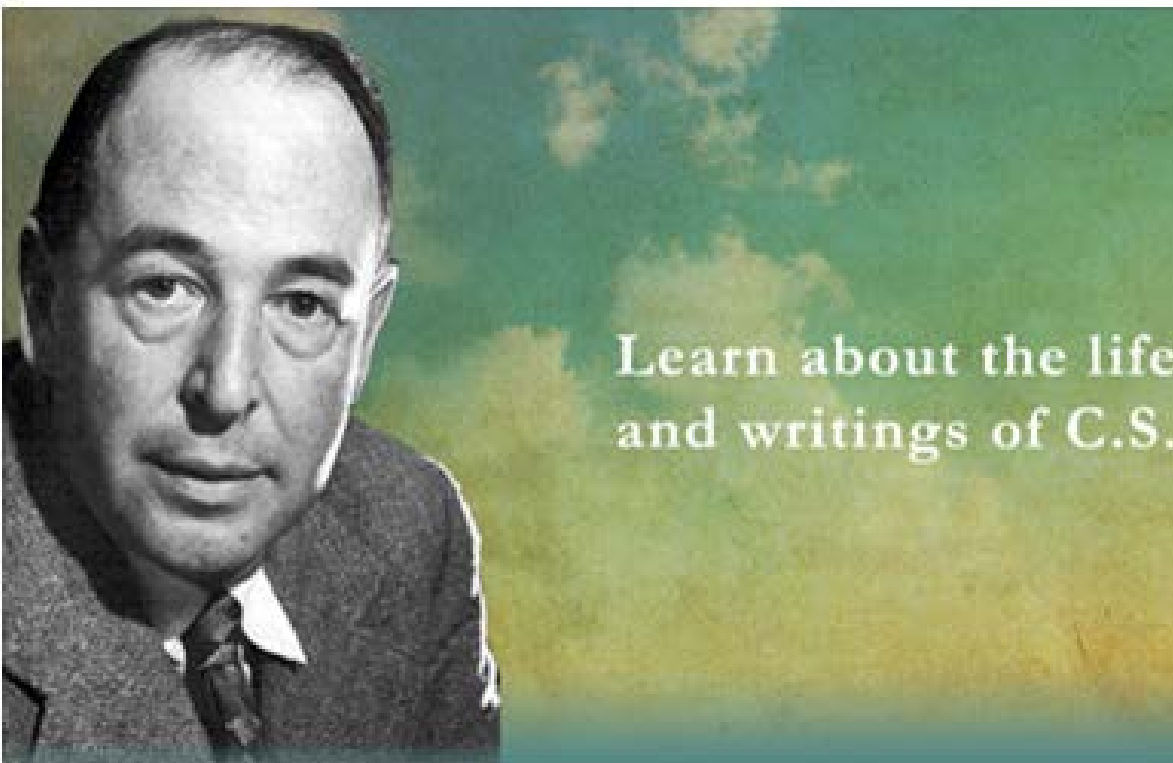
@Harrisonamy



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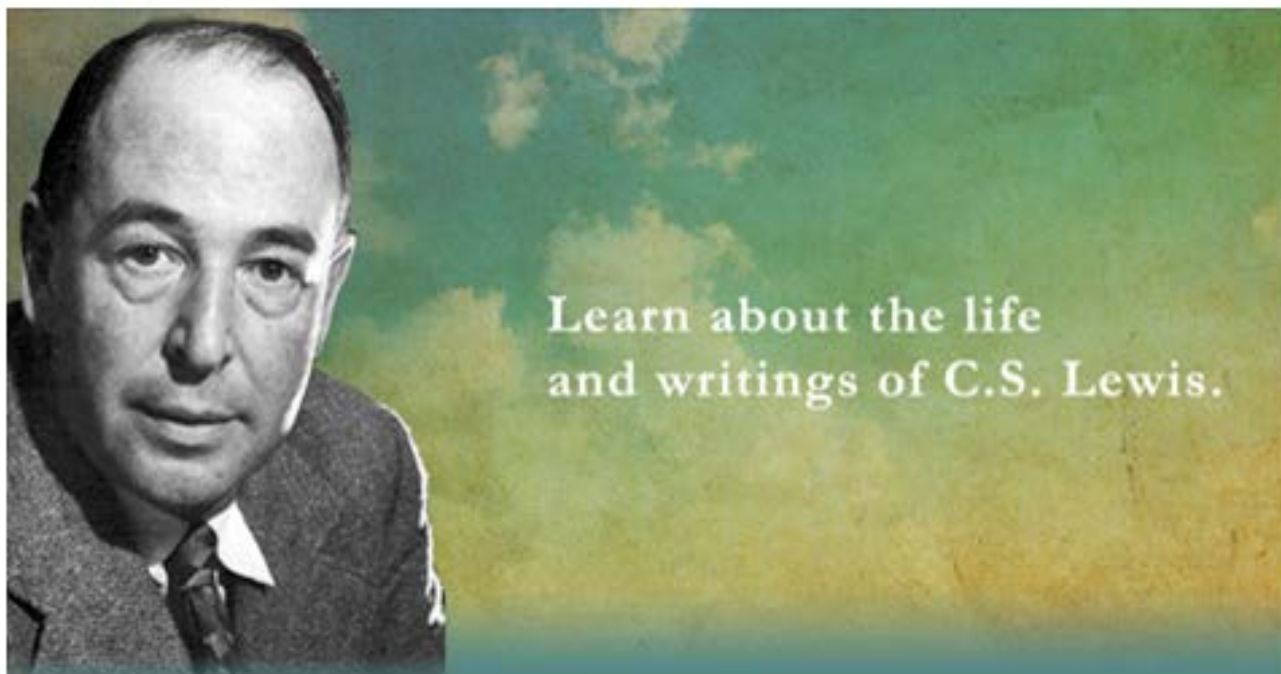


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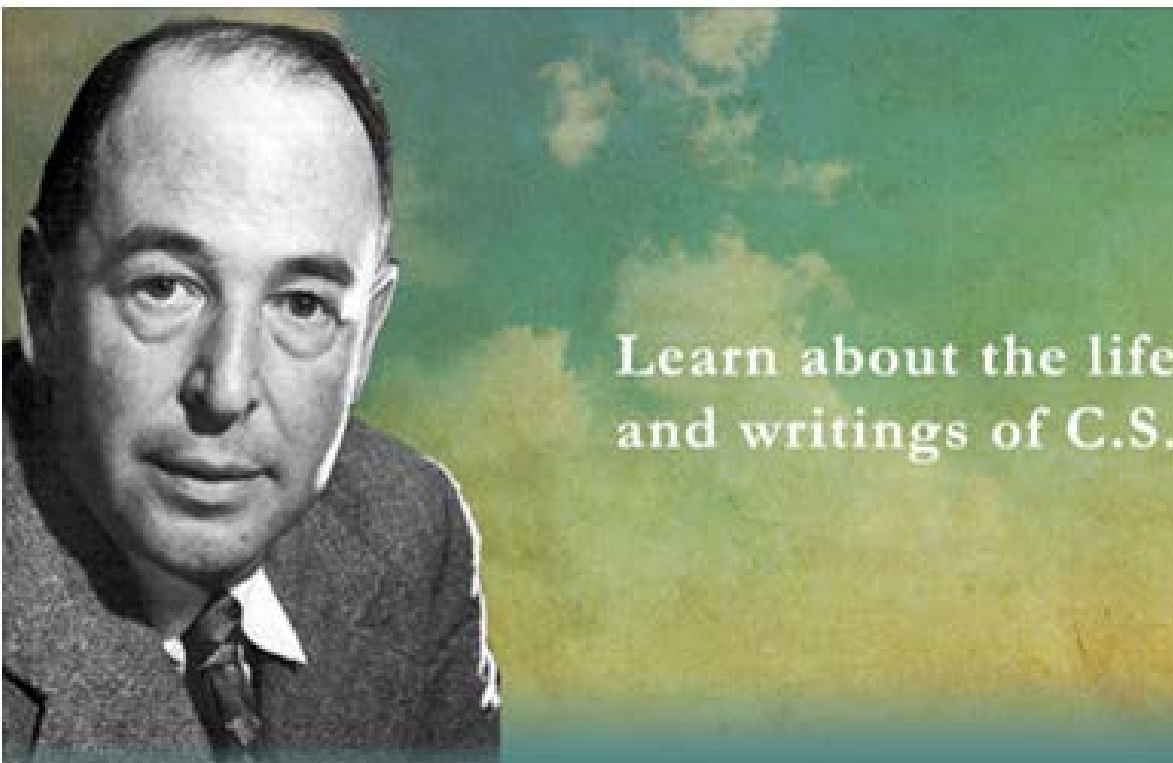
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421.6%
increase in click through rate

[Find out more »](#)

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HILLSDALE.EDU

[Learn More](#)

A simple formula to pull donors into the experience

1. What's new?

1. What's new?

2. Says who?

1. What's new?

2. Says who?

3. Give me 2 (or 3)

1. What's new?
2. Says who?
3. Give me 2 (or 3)
4. **So I can DO...**

The Bee Cause

Join the generation that saves
bees

HELP BAN BEE-HARMING PESTICIDES

*“Download our information pack and
find out how you can save bees...”*

1. What's NEW?

Why is this current? What DON'T I know?

Bees pollinate much of the food in our diets from apples to coffee. Even cotton clothing is possible because the cotton plant was pollinated.

But they're in danger and some species face extinction.

The UK government and the EU are about to make key decisions that could make the situation worse.

2. Says WHO?

WHO are you? And WHO else is involved?

At Friends of the Earth, we've saved areas of natural beauty from destruction, raised money for flood defences and more.

And we've do this by working with donors like you.

“The children were so engaged in your workshop. Learning about bees is a fantastic classroom project” A. Teacher.

3. Give me 2 (or 3)

Provide 2-3 points that they will learn or discover

- Revealed: The garden centres now banning pesticides that harm bees
- See how to make a 'bee hotel' in your garden or school
- Get your ethical guide to buying honey that keeps bees healthy and happy

4. So I can DO

What can they DO differently after interacting with you?

- Reverse the bee decline and be part of the generation that saves bees
- Transform your garden into a bee-friendly haven

4 steps for including key details

1. What's new?
2. Says who?
3. Give me 2 (or 3)
4. So I can DO...

Being clear is not enough...


...if they don't care



Why?





A photograph of a middle-aged couple smiling warmly at the camera. The woman on the left has voluminous, curly blonde hair and is wearing a light blue and white jacket. The man on the right has a mustache and is wearing a blue textured zip-up jacket. They are seated at a restaurant booth with a patterned red and gold fabric. In the background, a wooden railing and a multi-bulb pendant light are visible. A blue speech bubble with white text is overlaid on the lower left side of the image.

**Because
we said
SO...**

#2 Do I care?

Do you have different donor groups?



EXPLAINER

The Confirmation Process for Presidential Appointees

Feb 3, 2017 6 min read



EVENT

Apr 12 11:00am - 12:00pm

Rebuilding Air Force Readiness

COMMENTARY



EXPLAINER

The Confirmation Process for Presidential Appointees

Feb 3, 2017 6 min read

Become Part of a Movement That can Transform America

As the America's most broadly-supported think tank, The Heritage Foundation has long been the leader of the conservative movement. And with more than 500,000 members, our ranks are growing stronger every day. Today, you can join with us to ensure that policy solutions, which make life better for you and all Americans, advance in Washington and across the country.

Become a Member

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Feb 3, 2017 6 min read

Become Part of a Movement That can Transform America

As the America's most broadly-supported think tank, The Heritage Foundation has long been the leader of the conservative movement. And with more than 500,000 members, our ranks are growing stronger every day. Today, you can join with us to ensure that policy solutions, which make life better for you and all Americans, advance in Washington and across the country.

Become a Member

46.4%

Lift in conversions

EVENT

Apr 12 11:00am - 12:00pm

Rebuilding Air Force Readiness

COMMENTARY

Do your donors need different
messages?

“You made this happen...”

*“Someone would like to say thank
you”*

*“Every time this the community drinks
fresh water...*

...they celebrate YOU”

Why should they care about your goals?

Why should they care about your goals?

- What's happening today?

Why should they care about your goals?

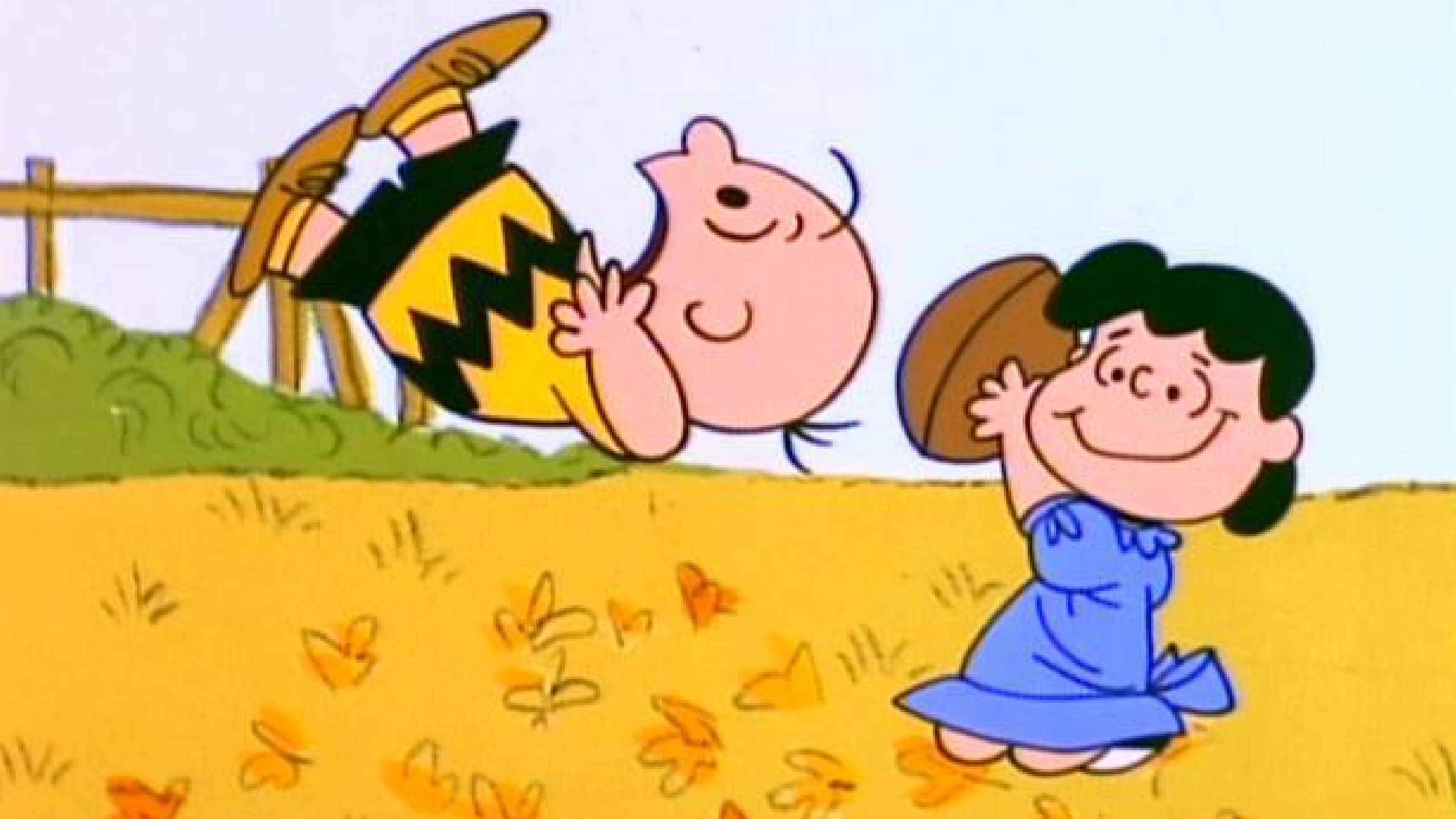
- What's happening today?
- What risks does this present?

Why should they care about your goals?

- What's happening today?
- What risks does this present?
- What opportunities are there?

Your vision can't be futile






Why should they care about your goals?

- What's happening today?
- What risks does this present?
- What opportunities are there?

Why should they care?

There are widening educational gaps in the developing world. Many governments simply cannot provide the materials children need to prepare for life and success at school.



What's happening today?

Why should they care?

There are widening educational gaps in the developing world. Many governments simply cannot provide the materials children need to prepare for life and success at school.

This robs the world of bright, talented and skilled children. Making them invisible and limiting their future.



Risks

Why should they care?

There are widening educational gaps in the developing world. Many governments simply cannot provide the materials and resources needed to prepare for life and success at school.



Opportunities

This robs the world of bright, talented and skilled children. Making them invisible and limiting their future.

But low-cost technology has the power to change that, and we help educate children through TV, radio, storybooks and workbooks. Your donation unlocks this world of possibility and help create the bright stars of our future.

C: Just a Headline



T1: Value Prop Copy



Together, we're writing the next chapter of Illinois' comeback story.



Select Donation Amount

\$35

\$50

\$100

\$250

Other Amount

Donor Information

Cardholders Name

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Illinois

Zip

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Phone

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:

Illinois Policy Institute
887 S. LaSalle St.
Suite 2200
Chicago, IL 60607

Illinois Policy Institute does not accept government funding.

Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents - people like you - that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

That is why we created IllinoisPolicy.org.

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

You can keep Illinois Policy as your source of unbiased news by making a gift today.

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ILLINOIS' COMEBACK STORY STARTS HERE

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Opportunities

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But we must like you.

You can keep making a g

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150.2%

Increase in conversion rate

Do you stir their emotions?

Rediscover America's rich history and the brave ones who fought to protect our liberty.

On July 4, 1776, America—acting under the authority of “the Laws of Nature and of Nature’s God”—declared its independence from Great Britain. The new nation, founded on the principle that “all Men are created equal,” eventually grew to become the most prosperous and powerful nation in the world. This course will consider the history of America from the colonial era to the present, including major challenges to the Founders’ principles.

The course is delivered via email, with one lesson per week for 10 weeks. Each lesson features lively teaching and discussion boards, suggested readings, weekly quizzes, and more.

Activate your free *American Heritage* course now!

Fill out the form below and we’ll immediately send your first lesson by email.

Step 1 of 2

Title *

First Name *

Last Name *

Email *

Activate my course!

What students say

“Hillsdale College’s online offerings have deepened my education and enriched my life.”
– Fred D.

“There aren’t enough words to explain. I started with “The Federalist Papers” with a vague interest; now it seems there aren’t enough classes. . . . These classes have truly changed and matured my life.”
– Danny G.

“Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge.”
– John C.

Rediscover America's rich heritage and learn from the brave men and women who fought to protect our liberty.

There is a movement ignited by progressives to attempt to make Americans feel guilty about their nation’s heritage. They want you to believe that liberty is evil and that American history should be erased.

But you know this is not true. America has an incredible history—one that we can and should take great pride in. Brave men and women fought for and died hundreds of years to secure and preserve American liberty. This history is worthy of celebration and extended study. That’s why Hillsdale offers this course, *American Heritage*, for no charge—completely free—as part of our mission to help all Americans pursue truth and defend liberty.

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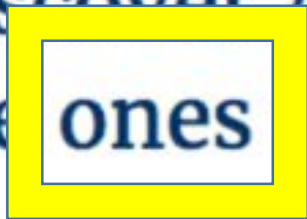
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Generic





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Specific



Version 1

On July 4, 1776, America – acting under the authority of “the Laws of Nature and of Nature’s God” – declared its independence from Great Britain.

Version 2

Version 1

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Historical

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Current

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Version 1

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Us and
Them


Version 2

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Version 1

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**Strong
emotion**



Version 2

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Version 1

On July 4, 1776, America – acting under the authority of “the Laws of Nature and of Nature’s God” – declared its independence from Great Britain.

Risk

Version 2

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Version 1

On July 4, 1776, America – acting under the authority of “the Laws of Nature and of Nature’s God” – declared its independence from Great Britain.

Information

Version 2

There is a movement ignited by progressives to attempt to make America feel *guilty* about their nation’s heritage. They want you to believe that liberty is evil and that American history should be erased.

Story

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13.5%

increase in conversions

A simple way to add emotive language

| Concerned about... | It makes them feel... | We can do this... | So they feel... |
|--------------------|-----------------------|-------------------|-----------------|
| | | | |

| Concerned about... | It makes them feel... | We can do this... | So they feel... |
|--------------------|-----------------------|-------------------|-----------------|
| Liberty | | | |

| Concerned about... | It makes them feel... | We can do this... | So they feel... |
|--------------------|-----------------------|-------------------|-----------------|
| Liberty | Restricted | | |

| Concerned about... | It makes them feel... | We can do this... | So they feel... |
|--------------------|-----------------------|-------------------|-----------------|
| Liberty | Restricted | Inform | |

| Concerned about... | It makes them feel... | We can do this... | So they feel... |
|--------------------|-----------------------|-------------------|-----------------|
| Liberty | Restricted | Inform | In-Control |

| Concerned about... | It makes them feel... | We can do this... | So they feel... |
|--------------------|-----------------------|-------------------|-----------------|
| Liberty | Restricted | Inform | In-Control |
| Environment | Hopeless | Campaign | Empowered |
| Government | Angry | Protest | Respected |
| Future | Uncertain | Guide | Secure |
| Health | Vulnerable | Prevent | At-ease |

Communicate the impact of your work

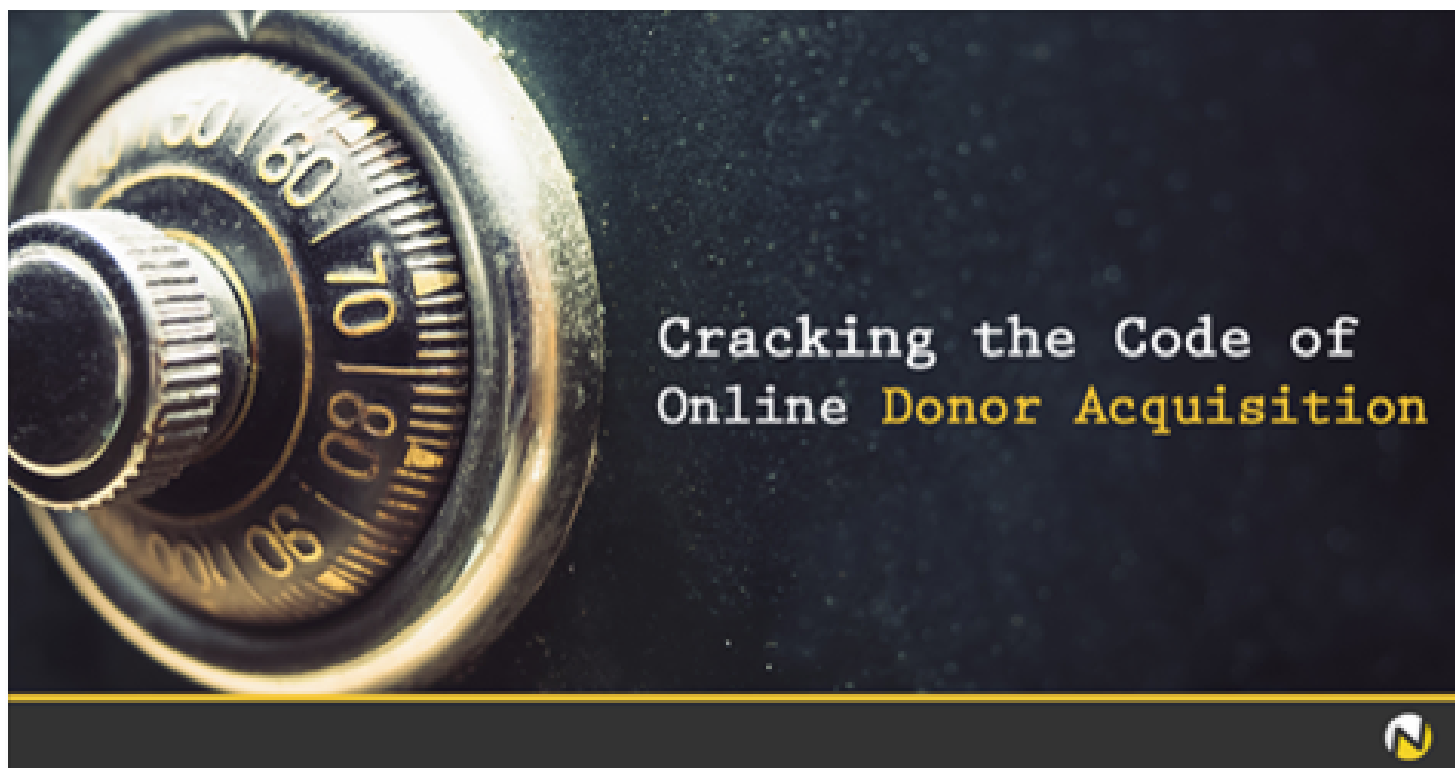


NextAfter ✓

Written by Nathan Hill [?] · February 1 at 3:22pm · 🌐

Acquiring new donors online has been one of the biggest challenges for online fundraisers for years. Everyone is online, but there are so many messages and distractions that it seems impossible to reach the right people at the right time.

Over the past few years, we've discovered a 3-step strategy that allows you to target your ideal donors online, and can turn Facebook into one of the largest sources of new names and new donors for your organization.





NextAfter ✓

Written by Nathan Hill [?] · February 1 at 3:05pm · 🌐

Acquiring new donors from Facebook has been one of the biggest challenges for online fundraisers for years. How do you get someone to give to a cause, when they're on Facebook just to get content for themselves?

Over the past few years, we've discovered a 3-step strategy that has been proven to unlock the potential of Facebook and turn it into one of your largest sources of new names and new donors.





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197.1%

increase in conversion rate

A 3-step formula for adding impact into your copy



@Harrisonamy



Amy:

“Can’t talk now I’m
working on my online
membership site”

@Harrisonamy



Dad:

“A what?”

@Harrisonamy



Amy:

“It’s an online
copywriting course”

@Harrisonamy



Dad:

“That does what?”

@Harrisonamy



Amy:

“It teaches businesses
to write engaging,
customer-focused
copy”

@Harrisonamy



Dad:

“So what?”

@Harrisonamy



Amy:

“So they can convert more prospects into customers, and ultimately make more money”

@Harrisonamy



Dad:

@Harrisonamy



Dad:

“A leaflet you say?”

@Harrisonamy



Amy:

“Never mind dad..”

@Harrisonamy

A what?

A what?

That does what?

A what?

That does what?

So what?

A what?

That does what?

So what?

3-step strategy

A what?

That does what?

So what?

3-step strategy

Unlocks the potential of
Facebook

| A what? | That does what? | So what? |
|-----------------|-----------------------------------|---|
| 3-step strategy | Unlocks the potential of Facebook | Turns it into one of your largest sources of new names and donors |

A what?

That does what?

So what?

3-step strategy

Unlocks the potential of Facebook

Turns it into one of your largest sources of new names and donors

Recap

Is it clear?

Do I care?

A woman with long blonde hair, wearing a red top and a plaid skirt, stands in a kitchen. She is holding a banana in her left hand and a knife in her right hand. The kitchen has blue shelves in the background filled with various items like jars and containers. In the foreground, there is a glass trifle dish with layers of cream, fruit, and chocolate sauce. A green banner with white text is overlaid on the image.

Eat your own trifle



Don't frost the windows



Check for clarity

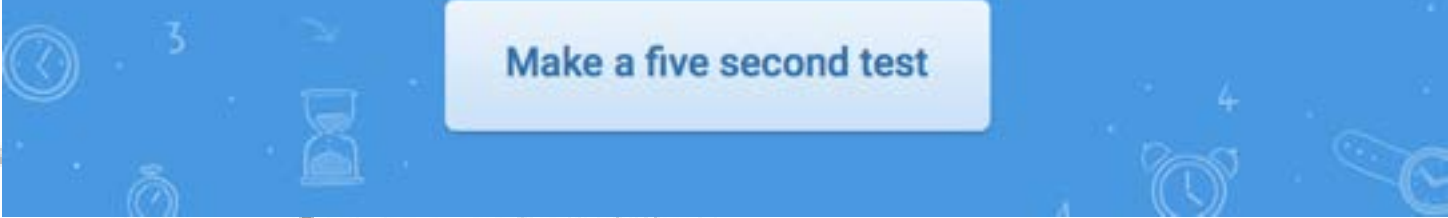


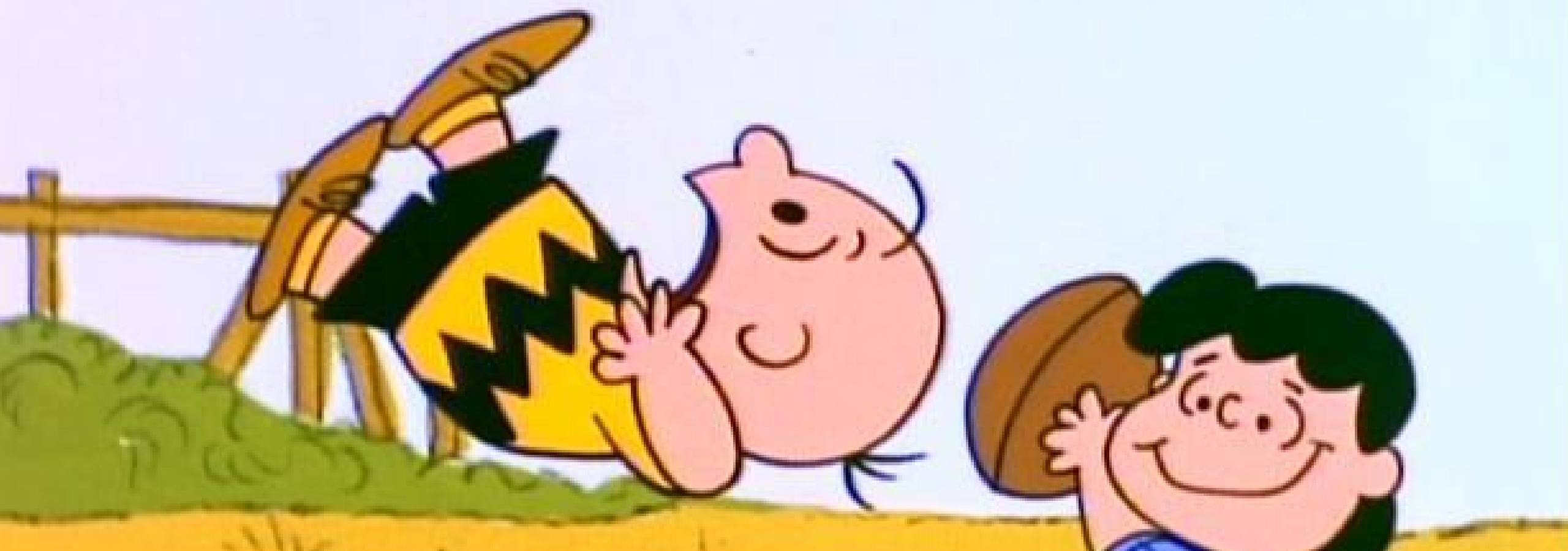


The original five second test

Optimize the clarity of your designs by measuring first impressions.

[Make a five second test](#)





*Highlight risks, but don't
make it seem futile*

Be
pragmatic
about
adding
emotion



@Harris

Show your impact



Hmm..



I'm in!



A woman wearing a black cowboy hat, a black vest over a white and black striped shirt, and blue gloves is sitting on a large brown and white cow. She is smiling and waving her right hand. The background shows a rodeo arena with spectators and banners for "Wrangler" and "Gardens Inn".

I'm in!

www.harrisonamy.com
www.writewithinfluence.com