

# HOW TO MAKE YOUR AUDIENCE FALL IN LOVE WITH YOU

**MASTER THE ART OF AUTHENTIC CONNECTION**

**Learn to write copy, share stories that come straight from your heart and grow your business like crazy, even when you think you've got nothing to say . . .**

**Esther de Charon de Saint Germain**

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# LET'S SEDUCE YOUR AUDIENCE

So you have all those ideas to share, products and services to sell and you want to reach your audience. Right? More importantly you long for a deep heartfelt connection with your people. 'Your special tribe.' Yes, you want to make them fall in love with you. Because you know how to make them feel seen and understood.

If you are anything like my clients and me, all your actions and ideas come straight from your heart. You are most likely way too smart, sensitive and multi-passionate to fit traditional A to Z business mold.

You want to grow business, but you need to boost your self-worth, grow self-love, get support with your branding, marketing and business strategy.

I hear you! I grew my business from a deep moneyless pit to a multi-6-figures business that serves hundreds of brave business owners. I also happen to love writing. But I know not every entrepreneur is in love with writing.

Here's good news: I've got you! If you want your emails to be opened, your posts to touch people's hearts - \*those posts that make your audience fall in love with you are the best! Because they ultimately will buy from you. . . and that is what you want\* - let's start writing.





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it's not about perfect interpunction or grammar

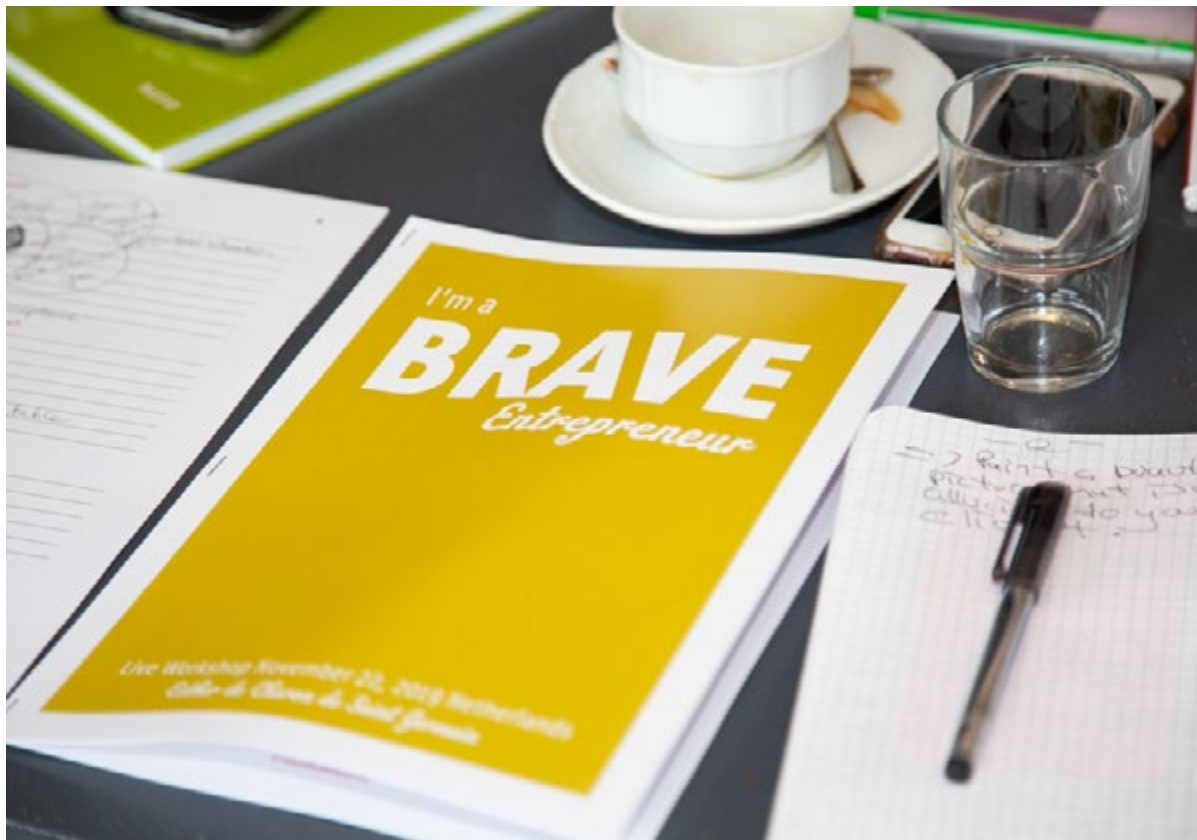
**2. FIND YOUR STYLE . . .**  
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## 1. WHAT YOU NEED TO KNOW BEFORE YOU PICK UP YOUR PEN

This is not a workbook about grammar or interpunction. In fact, I can guarantee you that you will find mistakes in my texts. I'm not a copywriter and English is not my native language.

I'm a brand & business strategist. My focus is on teaching entrepreneurs how to express themselves in a way that leads to result.

I'm also a Self-love advocate, I forgive myself for every mistake I make, don't allow perfectionism get the best of me and celebrate every win. *And so should you!*

### Are you talking to me? Your soul client

Before you start typing you need to know who you're talking to. If you don't know yet, pause here and do some deep digging.

We, at A Brave Brand, call our clients 'Soul Clients'. They are the people who desire to learn something from *us* that only *we* can teach them, they pay us for that service. We love and respect them and focus on helping them get results.

Your soul client (also known as your ideal client avatar) is someone who desires something that you sell - your service or product. They want to buy from you because they See, Feel and Read that you're The One for them.



If you keep attracting clients that tell you they can't afford your products or services, they are *not* your soul clients (yet).

**A soul client will find a way to work with you.**

## 2. FIND AND USE YOUR UNIQUE STYLE

It's your job to be truly outspoken and clear about your services and products, your values, yourself and your world, in profoundly authentic way. This is how *readers* become *clients* or *buyers*.

### BE SPECIFIC AND IGNORE THE REST

Having clarity about your soul clients means that you are able to ONLY talk to her or him. You can't talk to everyone, you need to stand out from the crowd.

**Imagine this: your soul client reads your text and falls in love with you. Because you speak her/his kind of language.**

If you've got a potty mouth: *Use It.*

If you're more the spiritual 'Love and Light' type *Use It.*

If you're very politically engaged and all fired up: *Use It.*

If you're incredibly smart and learned: *Use It*

# Be yourself; everyone else is already taken

## - Oscar Wilde

### DON'T BE AFRAID

**The clearer you are about your values and unique approach the more people will disagree and be upset.**

If you piss off **one** person it means that there will be many others who recognise you as a kindred soul.

In our Brave programs we dedicate a lot of time on finding your unique style. It's the Most Simple, Effective and Authentic way of showing up and attracting the right clients. Ramping up your authentic style will always help you to connect to the people who need you the most.

Yes, I know that can be incredibly hard because you have been told to be less introvert, loud, weird, brainy, bossy or noisy. The thing is that this is *exactly why people fall in love with you!*

## LET YOUR UNIQUE LIGHT SHINE UNAPOLOGETICALLY AND GENTLY GUIDE YOUR SOUL CLIENTS TOWARDS YOU





## PREPARE YOUR TEXTS

Once you know who your soul client is and what makes you different from your peers you always make a distinction between a so-called warm audience or a cold audience.

### **Cold or Warm - Who are you talking to?**

- Is your *audience warm*?

Meaning they know who you are, because they are on your email list, they follow you on Facebook, Instagram, etc.

- Or are you talking to a *cold audience*?

People who read your post, article or Facebook ad for the first time.

### **Your warm audience**

Your Warm Audience is already interested in you. *They like you. They might even Love You!*

They already *warmed up* to you. However, that doesn't mean that they know Who You Really Are! In our information-filled world they only remember a tiny bit about you.

Once you've entered Super Stardom with Michelle, Oprah and Ellen your audience knows who you are and what you do. And even that's 2 percent reality and 97 percent Who They Think that person is. Keep sharing what it is you do.





## Your cold audience

When you write for a cold audience you've got to be extra clear about who you are, your background, your unique take on 'that thing you help solving', and what makes you different from all the other coaches, designers, lawyers, teachers, healers, authors, etc.

As a multi-passionate it can be hard to find the right words that describe what you do - because it changes so often - once you've found the right description use it all the time.

Don't overwhelm your audience with a plethora of words. They actually don't care about you. **Ouch.**

**Your readers ONLY care about themselves - we all do that. They will ONLY look for 'what's in it for themselves'. Your audience needs to see themselves reflected in your words!**

Give that to them, drop all the modesty. Do you have 5 Academic degrees? Mention it. Are you able to design a living room where a family can thrive, even when they are fighting like crazy right now? Tell it. Be the answer to what keeps people up at night. Again and again.

**TIP Rule of thumb. Always be VERY clear about who you are and what your business is about. Repeat, Repeat, Repeat.**







## What do you want to achieve?

Before you start writing you also need to know what you want to achieve.

Do you want to wake up your email list, do you want to connect or do you want to convert. Once you have established that you need to figure out:

1. How do I want my audience to feel?
2. What do I want my readers to do next?

What you write and how you write it, depends on what you want to achieve.

Instead of 'just write', think about the result you're after. You are the author, take your audience by the hand. Be the leader.

Be clear about where you are going to take them from the start. It's so easy to get lost in memes and silly cat video's, therefore it's your job to give us the information we need "Now". Never waste your readers time.

When you want to **connect** (meaning you give people the opportunity to relate to you and to your story and basically let them know: *Hey, you and me, we're on the same page*) you have to speak from your heart.

**Give people the chance to fall in love with you.**

Let them feel you. Make them cry. Not for you. But for themselves. Recognition is a very powerful emotion. Don't hold back. Share what it felt like, where you were at the time of your story, what you were wearing. **Open up!**







When you want to **convert** (help your reader to take an action, like having them sign up for your course) it's important that you build connection first.

You don't want to push them into action. You gently guide them. Use valid persuasive arguments, share from a place of love that you know what you're talking about.

### **The Friend VS Expert Style**

By alternating your tone of voice from friend "*I've been there, that's why I feel you*" to Expert "*This is a proven method that helped over 1500 parents to go from overwhelmed and exhaustion to feeling relaxed and happy*" you connect to your audience from different angles.

Warning: only use this when it's true. Don't misuse the authenticity angle! People will see right through it.

### **How do you want your audience to feel?**

Do you want them to feel empowered? Loved? Seen? Ready to take massive action? Make sure you know this from the start. Sometimes - when you write a blogpost the tone changes. The writing muse has decided that you need to do something different. It's up to you to listen. Or not.

### **You decide! You know what your audience needs from you.**

It's okay to play with this. Have fun. This is what authors do, they play with our emotions. They decide if they want to make us cry or laugh. Think about the 'power' you have, once your audience is reading your words.





## What do you want your readers to do next?

Don't leave your audience empty-handed. Tell them exactly where you want them to go next and what they need to do.

Remember, they probably only scanned your text, they are on the look-out for what's in it for them - yes, we all do that- so be clear and directive:

Go here >

Click here >

Leave your name and email before ...>

Or give an assignment, something that will make them take action. You see that often in social media posts. A super simple question or suggestion guides people in taking action.

Use this especially when you're writing a social media post, a blogpost, email or article that helps you to connect to your audience.

End with something like:

*"Think about this story next time you're standing in line of the supermarket and a tired looking mother is standing before you ..."*

*"Did you ever miss the train? What's your weirdest travel moment?"*

When you finish your article with a question or a suggestion you give people the opportunity to have a (meaningful) conversation with you.



# LET'S WRITE

Once you've done all the preliminary work it's time to write.

Let's start with a challenging text: **The Facebook ad!**

*When you write your Facebook ad there are a lot of things you can't mention:*

Sex, a promise like: *do this and you will be rich/thin/successful*

Using too many 'you's', anything that can be interpreted as racist - also something that is anti-racist! - (I know!!) booze, the word Facebook, cursing \*including the disguised ones like 'sh\*t'.

Or being overly directive. Like: *'Do you feel stressed? Do this and it's all gone'*.

Big no's are also anything related to pills and ailments, weight loss, allergies and asthma solutions (even if they're just carpet cleaners!). Offering someone a job. Anything that promises a happier ever after in terms of some symptom or ailment pertaining to the human body. Anything connected to a web page without a link to a Privacy Policy and Terms and Conditions. Ads that are directed to a group that is seen as too small or specific.

So, writing your ad is often is trial and error. That's why you need to take your time for it! Don't wait till you're almost ready to launch.



## Ads come in all forms and shapes. Let's give this a try.

Imagine you're offering a free course and you want to invite 20 - 30 year-old sensitive highly educated women to join you.

Research first.

Remember? You're writing a text to a **cold audience** that **converts**, and you want your audience to take action: like *signing up for your Free Program*.

### The 'Matter of Fact' Ad

Starts with something like a question:

- a. Do you ...
- b. Do you Recognise that ...
- c. I developed a program that ...
- d. I am .... I (your expertise) I (some good and clear boasting) and I'm going to teach you how to do this too.
- e. (Small push that makes it special) I've never shared this for free before ... this is a great opportunity to ...
- f. Sign up .... Before ... (make it time sensitive)

This kind of ad works when your solution is very clear and you know for sure that your target audience immediately understands why they need your offer.

### The 'I've Been There' Ad

This is a longer ad. People have to read/scan more. Make sure your offer is clear at the start of the ad. Don't let people guess.

If this is written well, you are already establishing a bond with your reader that possibly starts with this ad. Stories are **always** a great way to connect.

Start with something like:

- a. Are you dreaming about writing a book but never got beyond the subtitle? I hear you.
- b. It started when I was 6 year.... (Following a story about you wanting to write a book since you read Pipi Longstocking... but NEVER dared to do it.)
- c. Until I got really sick and decided that life is too short to postpone my dreams \* Many people will recognise this\* So, I wrote a book!
- d. I don't want anyone to wait 30 years like I did. Because ...
- e. I developed ....(your paid/free course) And I'm ....
- f. Invite them over
- g. Tell your audience exactly what to do next.

**TIP. Always remember that your images and your text go hand in hand.**

A great text with the right words, the right target audience and the right images or video can potentially convert very well.

But Facebook algorithms change on a daily base, ask for expert help if needed.



# LET'S WRITE STORIES

## **The 'This is Me' Blogpost, email or social media text.**

Maybe you think people sort-of-know who you are by now. But they don't. They only remember small fragments of who you are. (Remember? They only think about themselves, because that's what we all do).

If you share consistently, your readers know 'How you make them feel.' *That's why they read your posts and open your email.*

But still they need to know more!

## **Time for a: *Do you know this about me?* post**

Decide on the One thing you feel people need to know about you. It needs to be personal and relatable. Like: *Do you know I love velvet?*

A story like this could be about: Why you love velvet, why people think you're a tough one, but that - like velvet - you are soft yet sturdy, how you loved that velvet curtain in your grandmother's house. You can open up about your history, share feelings of sadness, longing, your uniqueness, etc.

You can share that you're a closet expert in baking carrot cake. This is information people can relate to. **We Love stories because they connect us.**

Maybe you've gone through hardship, learned so much from it and feel it's time to share this with your audience.





## The Wake People Up Before your Launch Blogpost, email or Social Media Post

Are you ready to launch? It's time to wake people up. Not by sending out : *Hey, buy from me* messages (because boring!) But by sharing the stories that touch the hearts of your audience. Gentle reminders that you *are* the expert and a well-told story will remove the inner objections - the objections they won't tell you about - of your readers.

### Want to write a post like that?

Imagine you're about to launch a course on flower arranging. Your audience has seen your posts, they love your work. It's very likely that there are people who secretly wish they could do this too. But (inner objection) they think "*I can never learn that, I'm not creative enough. Why bother.*"

### Time for a: ***Do you know this about me? Remove Inner Objections Post***

Write a post about a struggle. Like how you almost stopped arranging flowers:

"My clients call me the flower arranging queen. But do you know there was a time I was convinced it was too hard for me? I was still working as a consultant at the time and was convinced that I had zero creativity.

But every time I was at the flower shop I felt so happy and light-headed. So I decided to study flower arranging and never looked back. Because I know what it feels like to struggle with 'I'm not creative' fear, I developed a unique method that everyone can learn, yes! even when you think you're not creative at all. ..."







## CHOOSE THE BEST STYLE FOR EVERY OCCASION

**Healthy greed** \* Selling/converting - When you offer something that's irresistible.

**The Fear of Missing Out** \*Selling/converting - *Are you really letting the free recording slip!"*

**Simple no-nonsense, straight forward** \* Communicating/Proof that you reliable - *We start at 8PM/CET.*

**Fun** \*Connection/Works miracles during a launch - *I lost my balance and knocked down the entire cake section.*

**Curiosity** \*Connection/Selling - *She opened the door and you're not going to believe what happened next.*

**Personal** \*Connection/works miracles during a launch - *10 years ago I fell in love.*

**Controversy** \* Connection/ Remove people from your list who are not your soul clients, attract those who are your tribe - *Why Black Lives Matter.*

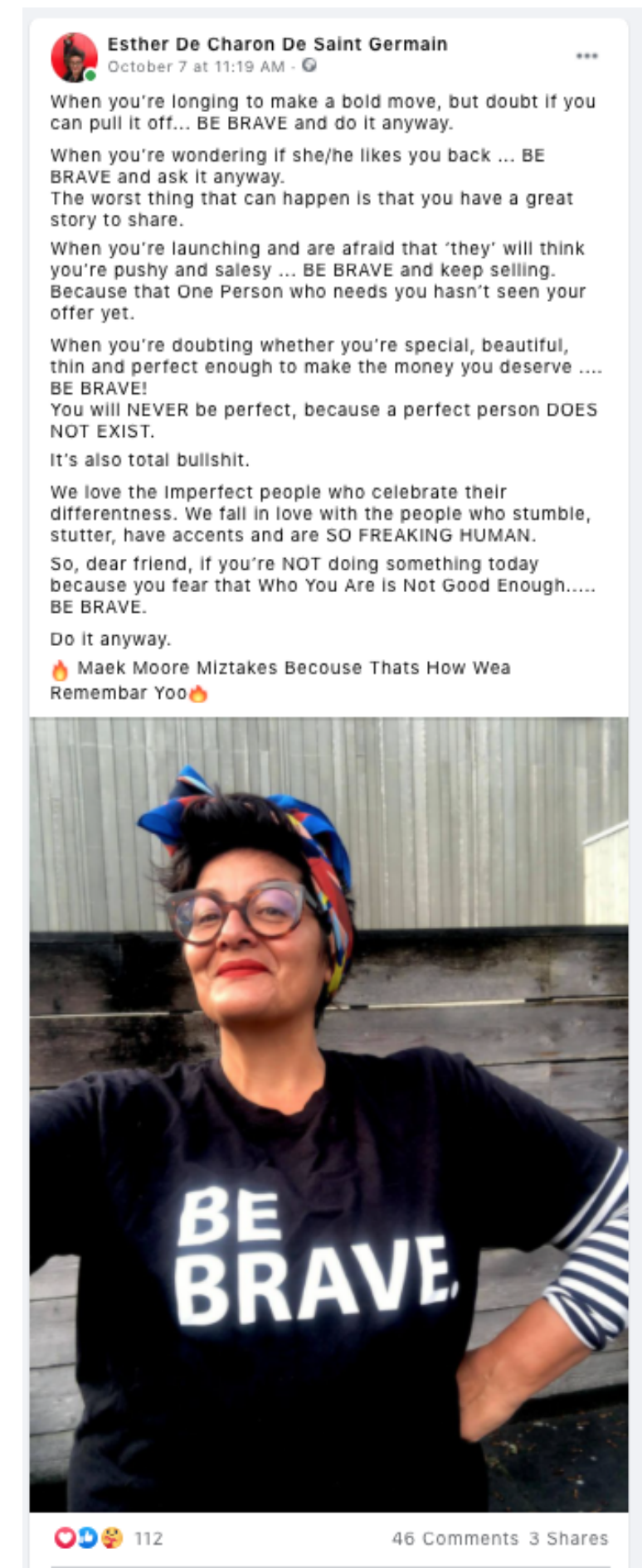
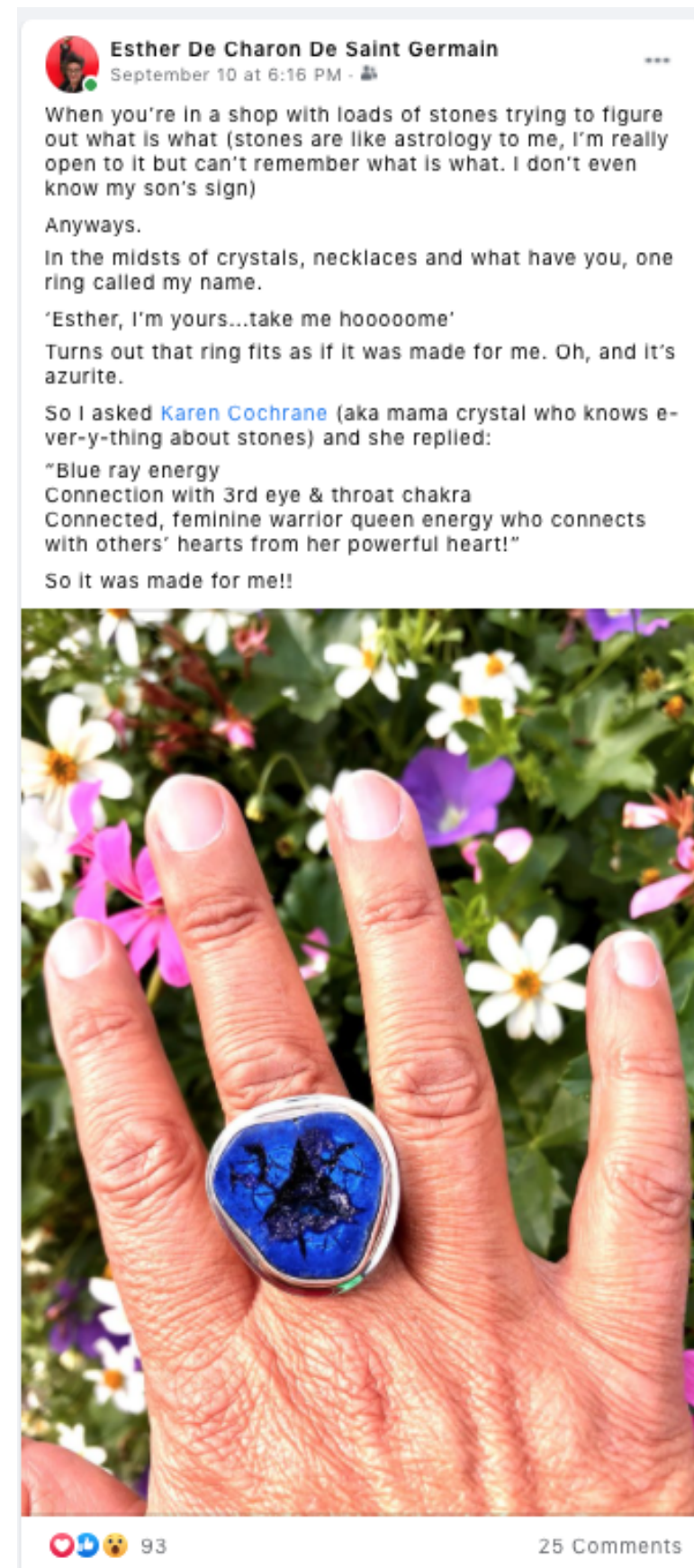
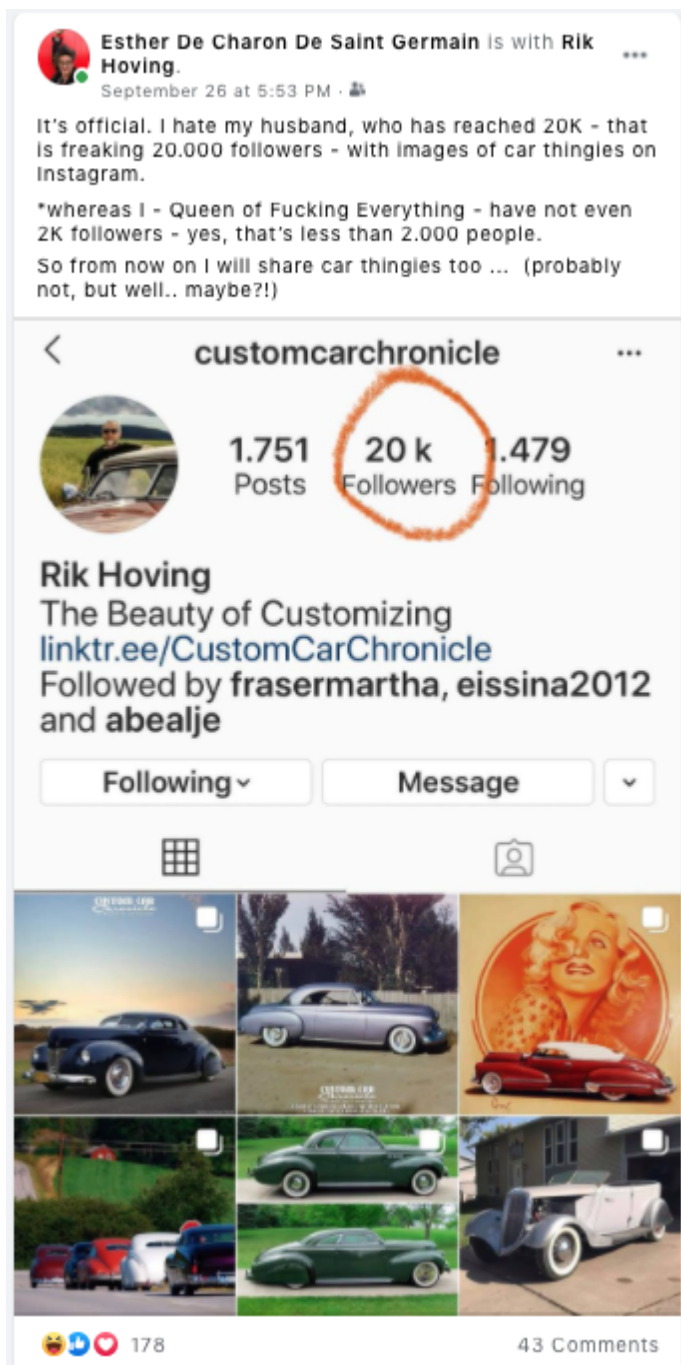
**The expert** \*Connection/Converting \*Show up as the entrepreneur who knows best - *10 yoga positions that will help you sleep like a baby*

**Emotional and Pain points** \*Connection/Converting - *The doctor told me I couldn't run anymore*

**Wake up your subscribers** Connection - *Steal these email templates..."*



Here are three examples of posts that use fun, controversy and personal. Just to give you an idea how easy (and fun!) it is to share messages from your heart with your audience.





# TIPS AND TRICKS

## Make sure your Post or Email will be read:

- a.** Do you write for a cold audience? Give some background information (just enough to position yourself as the expert). Don't be afraid to repeat what you do.
- b.** Guide your readers through your text by asking them little questions like: Do you know what? The weirdest thing happened yesterday. Guess what!
- c.** Add feelings, emotions and 'are you with me' Remember that you have a conversation with your reader.
- d.** Always use an image (for your social media posts). Even a GIF will attract more readers.
- e.** Make sure there's plenty of white space, make it as easy as possible for people to read (scan) your text.
- f.** When your text is a blogpost make sure your readers can go somewhere next, lead them to your lead magnet, or another article. Don't let them just go.
- g.** Find the right length. A post that just keeps going might attract your biggest fans, but the rest will most likely stop after the first paragraph.

**h.** Start with a bang. Those first words will make or break your text. Choose the best style for your message.

**i.** Write, stop, share. Sometimes it's better to just wait a day or a couple of hours. Especially when you're angry. You're an entrepreneur and what you share counts. You will recognise it when it happens. Are you 100% certain? Share it!

**j.** Don't just write and go. Do readers react to your post? Great, start a conversation. Sometimes a simple 'thank you' is enough. Sometimes a more eloquent reaction is the best way.

**k.** Repurpose. Did you create an amazing post? Share it again. Use it for your email, blogpost cross post it. Don't fall for the '*but they have already read it*' story. Share it. The right person has to read it.

**l.** In the mood for controversy but not for reactions? When you're upset because you have witnessed injustice - but you're also feeling fragile and deeply upset - give yourself some time.

**m.** Mix business and personal, really speak to the heart and mind of your audience. Be the expert you are. Give your readers a 360 degrees view of you.

**n.** Share stories about your clients. Are you super proud of them? Did they overcome an obstacle or had a huge win? Share it (never fake this, this only works when it's 100% true)

## THE RIGHT SUBJECT FOR YOUR EMAIL

Let's assume you've got an email list. Or you're working on growing your list. If not, please start today. Here's why: you don't own Facebook or Instagram. You *do* own your email list. It's an amazing tool for your business.

Did you know that 47% of people open emails based on the subject line alone? But with email open rates going down, you want subject lines that are more appealing than: To whom it may concern.

The subject lines you find in this workbook are a mix of my own emails with a high open rate, as well as subject lines in my own email box.

Notice how often subject lines are a combination of different categories.

### TIPS

\* Adding someones name in the subject, "[subscribers name]! Are you in?" Or using just one word "Hey" are different ways to woo your subscribers.

\* Low opening rate? Just resend your email to your 'unopened list' with a different subject and see what is changing.

\* Show that you are reliable. Not sending an email for weeks and then bulldozing them with 30 launch emails is an excellent way to lose your prospects. Send your email every week. Be consistent.

\* Keep your list engaged and awake. Give something away that only they get. They trust you. Award them for that.

## EMAIL SUBJECTS LINES EXAMPLES TO INCREASE YOUR OPENING RATES

**Healthy greed** \* Selling/converting - When you offer something that's irresistible.

"Meet your new dress"

"25% off your favorites"

"A little luxury at a great price"

"This is a must-have for your office"

"You thought this offer would never come back"

"Hold Your Royal Golden Horse! I've got a HUGE Gift for you

\*Save \$300\*

**The Fear of Missing Out** \*Selling/converting - *Are you really letting the free recording slip!*"

"Uh-oh, your prescription is expiring"

"You're missing out on bonus points."

"[URGENT] You've got ONE DAY to watch this..."

"Your 7-figure plan goes bye-bye at midnight..."

"[THIS SUNDAY ONLY] Get this NOW before it's gone..."

"This Bonus of a Life Time is gone in 45 minutes."

**Simple no-nonsense, straight forward** \* Communicating/Proof that you reliable - *We start at 8PM/CET*

"Your Print Order is Being Processed"

"Thank you for your Payment. Here is your invoice"

"Get your calendar and add all Leap Mastermind dates."

"Don't forget to open your new workbook"



**Fun** \*Connection/Works miracles during a launch - *I lost my balance and knocked down the entire cake section*

"Yesterday ... all my troubles are SO FAR away"

"Oh F\*ck I did it again"

"Are you a Happy Free Glitter Gatherer or an Uber Busy Bee?"

"Wanna share a hotel bed with me?"

**Curiosity** \*Connection/Selling - *She opened the door and you're not going to believe what happened next*

"\*Don't Open This Email\*"

"Check out my new "bedroom" [PICS]"

"It's a Dutch Heatwave AND I made you something yummiel!"

"9 Disgusting Facts about Hotel rooms"

"What? A surprise gift for you! {unwrap}"

'Do you want chocolate or new pencils"

**Personal** \*Connection/works miracles during a launch - *10 years ago I fell in love*

"I cried the entire morning! Because I was afraid!"

"10 Tips to Persevere \*Even When The Going Gets Tough\*"

"Ugly Crying in Front of Others is Freaking Hard"

"Midnight epiphany: Wealth starts now! Not 'when you're good enough"

"I believe in you. Can you believe in yourself?"

"I didn't see your name in the comments!?"

**Controversy** \* Connection/ Remove people from your list who are not your soul clients, share your values - *Why Black Lives Matter*

"Everyone Is Gay: Social Media As Social Action"

"Why Your 5-Year-Old Is More Digital Than Most Entrepreneurs"

"Your Marketing Sucks: Why You Need to Think Local"

"The truth you're trying to avoid"

**The expert** \*Connection/Converting - *10 yoga positions that will help you sleep like a baby*

"10 reasons why your stomach hurts"

"Learn to sing like a pro"

"5 Tips that will change your house from Hot Mess to Cozy Love Nest"

"Want make money fast? Do the 10K Challenge with me"

"Girl there's lipstick on your teeth. 3 proven ways to apply lipstick"

"How to email an uber-busy CEO"

**Emotional and Pain points** \*Connection/Converting - *The doctor told me I couldn't run anymore*

"Attract more clients without breaking the bank"

"Where do all these books go?"

"Get more office space with these easy fixes"

"Stop wasting money on ink"

"Your beauty issues, solved"

"You can write, even when you think you've got nothing to say..."

"How to Survive Your Next Launch"

"Wanted: beautiful and affordable webdesign"

"Stop wasting time on mindless work"

"Learn a language with only 5 minutes per day"

**Wake them up** Connection \* great way to wake subscribers up who haven't opened your email in a long time - Steal these email templates..."

"How you can afford Your First 1.000 subscribers (closing tonight)"

"Hey, forget something? Here's 20% off."

"The price dropped for something in your cart"

"Cathrine, your Brave Membership account is on hold!"

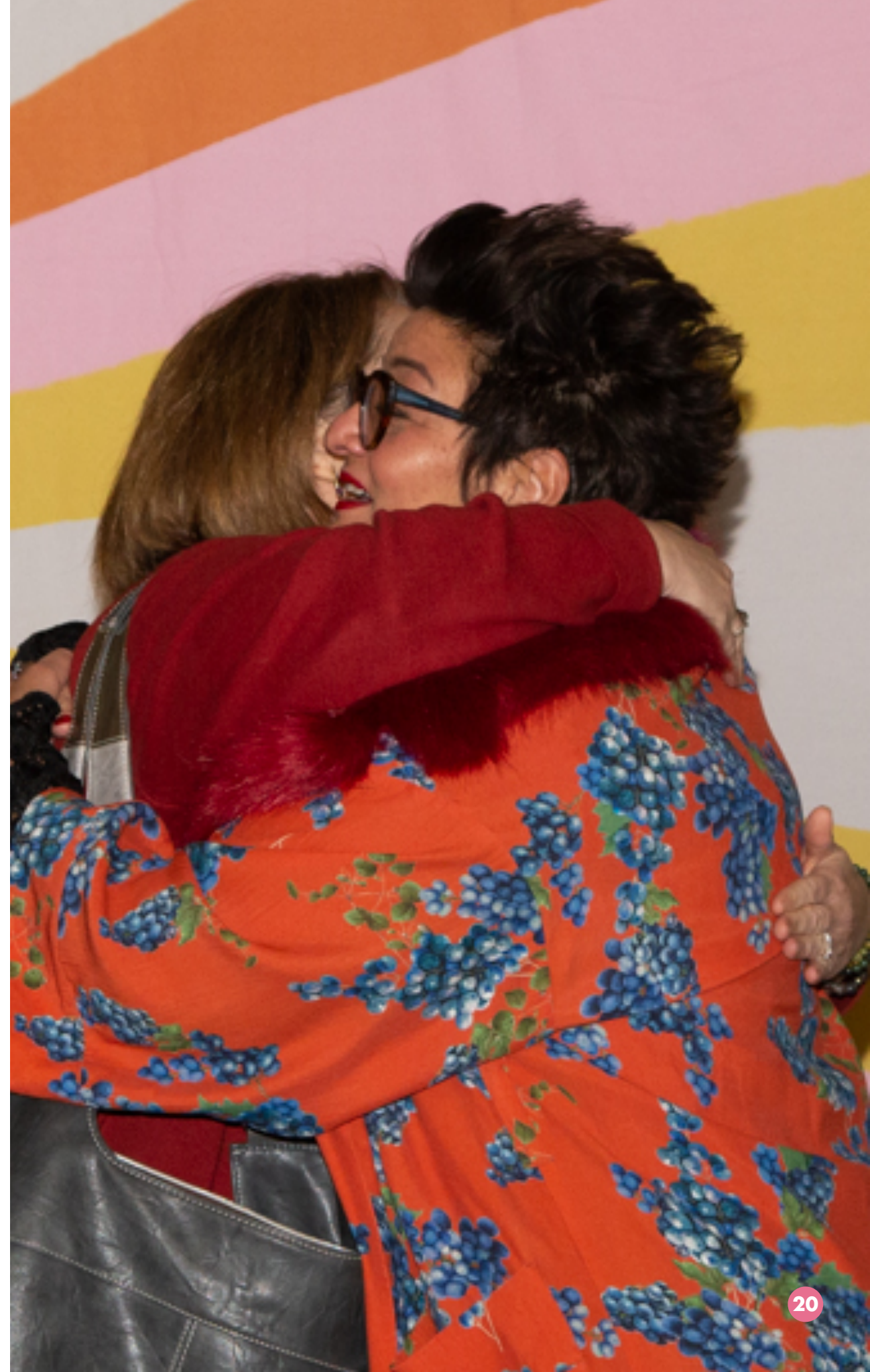
"We're deleting your Brave Business Academy account"

"Did you miss out on some of these new features?"

"Good News: We added a free writing workbook!"

"We are not gonna Give Up on You!"

**TIP: ALWAYS FOCUS ON REAL CONNECTION**





# WHO ARE WE

I wholeheartedly hope this workbook will help you reach the clients who desire your service or products. I know you can do this.

## A little bit about A Brave Brand and me.

I am a self-love advocate and business & brand strategist for brave women entrepreneurs who desire consistent business growth, are ready to show up like a **Pink** flower in a green meadow and grow a brave business & brand that takes them from bootstrapping to a consistent stream of lovely revenue. \*moolah baby!

At a Brave Brand we work with a unique blend of self-love, branding, marketing and business strategy. We believe that we - you and I - can transform the world - and ourselves - when we completely love and accept ourselves.

## FOLLOW US HERE





# WHAT'S NEXT FOR YOU?

## Are you ready for more?

More Marketing and Branding Made Easy? More self-love and confidence? Do you want a business that works *for* you and brings in real revenue?

We focus 100% on Brave Women Entrepreneurs who are too multi-passionate, bright and sensitive to fit the traditional A to Z business mold.

## Are you a Brave Entrepreneur? Wonderful!

I invite you to step on the Red Carpet of our **Brave Business Academy** membership.

We take you from feeling small and overwhelmed to being the Queen of your business. We give you the best Live Expert Group Coaching, Visualisations, powerful programs *and* the most amazing international community of brave women entrepreneurs.

Get on the waitlist now, or - if you're in luck and the doors are open - join us now.



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