

**Robert:** Hi, everyone. This is Robert Middleton of Action Plan Marketing and the Action Plan Marketing Club. Today, I am interviewing Vrinda Normand of Irresistible Writing. The topic today is “Irresistible Copywriting.” Welcome to the call, Vrinda.

**Vrinda:** Thank you, Robert. Thank you so much for having me.

**Robert:** I’m really looking forward to interviewing you. I met Vrinda at the Conscious Business Summit with Bill Baren along with a lot of other people I’ve been interviewing recently. I really liked her. I liked her energy and what she was doing. I went to her website, learned what it was and asked her to do an interview with me.

Before we get going, let me just tell you a little bit about her. Vrinda Normand started her writing career as an investigative journalist. She published hundreds of articles and front-page cover stories for over 200,000 readers around the United States. Now Vrinda is passionate about teaching entrepreneurs the art of authentic, irresistible writing to attract more clients and sales online.

Vrinda runs a thriving multiple six-figure training company serving people all over the world. Her clients have enjoyed \$50,000 launches, selling information products and programs online using Irresistible Writing.

I can’t emphasize enough how important writing is to the success of a business, especially a professional service business. In fact, I call writing “the master skill of marketing.” If you’re good at writing, you’re going to have a heck of a lot easier time marketing yourself.

Why don't we start with you telling us a bit about your story, how you got to where you are today in doing what you do today?

**Vrinda:**

I was working as an investigative journalist as you said. I would say that's a really exciting job. I did a lot of great investigating. I uncovered political scandals and environmental toxins that were in danger of people's lives and neighborhoods, and I met a lot of really cool people.

I thought for years that that was my dream career. As with so many things in life, I became disillusioned with that world, and I got really stressed out, just really tired and burnt out. Actually, I got physically ill working as a journalist. The hours are long. The job is constant deadlines to meet, and it just never ends.

I just really actually inside my soul started to wonder what I was doing and why I was doing it. You publish these stories. You think they're going to make a big difference in the world. They usually don't do much to tell you the truth. They end up as the liner in somebody's pet cage the next week.

I tried my best to save the world with investigative journalism, and I realized I just want to help people in a more profound way. I wanted to create a different lifestyle for myself. It had to come to a tipping point where I was just so frustrated and actually physically ill from it that I decided I needed a change.

I didn't know what I was going to do. I was in yoga class and just praying, "Tell me what to do. I have no idea what to do." I heard this voice in my head tell me, "Vrinda, you

don't have to be a journalist anymore. Take a medical leave and find a new career.”

That was scary, but it was a total relief. It was just a huge letting go. I thought, “Oh, okay! I don't have to keep fitting myself into this identity that doesn't fit me anymore.”

I got off that yoga mat having no idea what I was going to do or what career was in store for me. I had spent over 10 years already on this career path. Gosh, I pulled up roots. I left that job, and I took a medical leave to go figure things out.

A few weeks into it, I found myself at a business training seminar, and things completely changed after that. I met Jesse Koren and Sharla Jacobs. They run a business training company. They're very heart-based, conscious people who just showed me a totally new way of what it means to run business, come from the heart and really serve people, and also create a lifestyle where you can make a whole lot more money, flexibility and freedom with the way you work and live.

I was totally attracted to that. I thought, “Oh my gosh, this is what I want to do. I want to create my own life. I want to have a business.” I was meant to be an entrepreneur. I don't even know why I didn't make this connection earlier, but even as a kid, I would pick the lemons off the tree in our yard, make lemonade and sell it in the corner. I made money doing that as a 7-year-old kid!

**Robert:** Somehow, by meeting these people, you realized, “Oh, yes, I was born to be an entrepreneur. Why didn't I think

of that?” How long did it take you to get started with your writing, coaching and training?

**Vrinda:**

Well, I took a huge leap and invested in their programs. I spent the first six months just learning everything I could about starting a business. I developed my first information product and started to really get my knowledge into a system that I could teach others.

My first full year in business was 2008 when I actually went fulltime. I was actually building up part time before then. That year I just shot out of the gate, launched a whole bunch of workshops and started filling my practice with clients. I had a full practice that year. It was a phenomenal year. It really can happen quite quickly. I had the marketing skills. I had the writing skills to launch me. People started coming.

My coaching practice has always been completely full. The private coaching that I do, I've always had a waiting list to practice, and I'm at the point now in my business at the end of 2010 where I don't even take on private clients very much at all. I run almost exclusively group training programs.

I'm at multiple six figures this year. I'm able to leverage my business and reach more and more people around the world, and I love what I do. I love the clients I work with. I work with heart-based people who are really making a difference, and I get to help them make a difference. For me, that's what makes this all so fulfilling and satisfying. I really do feel like I'm helping people profoundly, and it's like a ripple effect.

**Robert:** The other thing is that obviously you used your writing in your marketing, which helped you succeed, so you're practicing what you preach. I'm interviewing somebody that really knows this and was able to start really fast in her business.

I'm interviewing a lot of people that had a lot of very fast starts, which is exciting to show that you can go from virtually nothing to pretty successful in a couple years if you really put your mind to it.

Let's start talking about copywriting. I teach my people about copywriting from a particular angle, mostly about the content, what's in it for me, here are the benefits, here's the ultimate outcome you get and here are the clients I work with. All that structure is necessary, but you come from a different kind of place from that.

Before we get into the nuts and bolts of that, I have my opinion about why entrepreneurs struggle with writing, but what's your take on it?

**Vrinda:** Well, a lot of entrepreneurs who come to me are really hesitant to sound cheesy or hype-y in their writing. Whenever they try it, they just sound fake like, "Oh, this is so not me."

A lot of the training and copywriting out there will give you examples to model and formulas to follow, but if you stick too closely to other people's formulas, you just end up sounding like them, and it sounds very contrived.

A lot of people I talk with are sensitive, conscious and they want to be more authentic in their writing, and so they struggle with that. It's a mismatch.

**Robert:** Do you find that don't want to be hype-y, but then they sort of flip back to being kind of really super boring?

**Vrinda:** Yes.

**Robert:** It's sort of academic. It's about as exciting as watching paint dry reading people's writing. There's no excitement because people think, "Well, hype is not what I want. I have to just tell the truth and be straightforward" and blah, blah, blah. They can't find that place.

**Vrinda:** Here's the thing. Hype is exaggeration, and hype is actually bad writing because it usually relies on a lot of cliché words and overly used words to make a point.

The only reason you rely on those words is if you haven't done your research, and you really haven't honed in on the good writing, really irresistible writing, to bring out the positive results of what you're offering.

Get specific. You've done your research. You know what you're offering. You know how it's going to affect people's lives. Tell the truth of that in really specific and sensual detail, and that makes it hot. It's the total truth. It's just that you put a magnifying glass onto the amazing benefits and results that people will get from using your product or service.

**Robert:** Where do we start with this? I'm somebody who has a service. I want to write about that service or write pages on my website or whatever. What kind of mindset do you need to get writing in, as you say, a more sensual way, a more compelling way?

**Vrinda:** It starts by getting really connected with your ideal client. I start by focusing on the journey of an ideal client, the transformation that that person can make from working with you.

The first step is to figure out who that ideal client is. I have a market research process that I take my clients through in my programs. With copywriting especially, it has to really focus in on one person like a prototype that's representative of your market. You actually imagine that you're just writing to this one person.

**Robert:** That's a very interesting thing. You're not writing for a crowd, and that's usually how we write. It sort of automatically goes like that. Funny.

**Vrinda:** What happens is when you write to a crowd or group, you tend to want to please too many people at once with your writing. It can get very confusing, unfocused and all over the place.

When you act as if you're writing to a crowd, which is what most people do when they first start out, it can sound stiff, overly formal and not conversational. If you're trying too hard, it can come out hype-y or boring on either end of the spectrum.

**Robert:** If you're writing to an individual, you wouldn't be hype-y. It's almost like writing to a friend, right?

**Vrinda:** Yes.

**Robert:** Isn't that a way to think of it?

**Vrinda:** Pretty much every piece of copy I write is like a personal letter from me to you. “Dear so and so, how are you? I know what you’re going through.”

It’s very personal. When you focus on that one person, you are more likely to attract people who are like that person because when that person starts to read your content, they feel really connected to you.

When people read websites or any kind of marketing material, they read it one at a time and not in groups.

**Robert:** Just one person can read it.

**Vrinda:** Some of my clients are marketing to couples, and they write to the couple, but couples even don’t read stuff at the same time. It’s one of them. I say choose the man or the woman as your ideal client focus, pick one, and write to that person. That’s really the first step.

**Robert:** Really understand the market. Write to one person. Interesting. What’s next?

**Vrinda:** Then you want to go deeper into what’s going on with that person’s mind and heart. What do they want? You want to tap into their desires and their dreams.

**Robert:** Can you give me an example? I know this is kind of on the spot, and it’s kind of hard to write out loud, but again, you’ve done it so much you can probably give me at least an idea.

You can take your example of course because that’s what you do. I’m a self-employed professional. I want to be a better writer. How are you going to get my interest in the first few paragraphs about your course?

**Vrinda:** Well, it goes like this. Problem, solution, problem, solution. What I do to pull out the specific essential details for writing is I have my client visualize the journey. I'm going to use a visual metaphor to explain this.

There's Island A and Island B. Island A is the pain island. It's where your ideal client is suffering. They're struggling with some kind of problem on this pain island. You want to actually visualize that you're going to the pain island, and you're watching them. You're talking to them, and you're getting a sense of how this pain feels.

You're in business to solve a problem, right? A lot of entrepreneurs don't even talk about the problem.

**Robert:** You're speaking my language. I talk about this all the time, but I like the way you say it. You can think of that pain island as the desert island that they want to get off of.

**Vrinda:** What you have to do as the entrepreneur is go in and find out what exactly is going on on pain island and create empathy in the first few sentences or paragraphs as your marketing material.

People are struggling with the pain or a problem, and that's why they're going to reach out to you. If right away they see that you get them, they feel understood. That's going to grab the attention of the marketing people

**Robert:** You might say something like, "Right now, I know you want to grow your business, but every time you go to write something, it's hard for you. It's difficult, painful and exhausting. After hours of work, you have a bunch of writing that just isn't exciting, and you just don't know

how to make it exciting and interesting.” That’s the pain island.

**Vrinda:** Sometimes my clients talk about wanting to go hit their head against the wall.

**Robert:** Yes, so you say that. “Don’t you just feel you want to take your computer and throw it through the window?” or whatever is true for you, right?

**Vrinda:** Here’s an example of sensual. I really bring it down to the body and what it feels like to have that. Sometimes it feels like a sinking feeling in your gut when you check your emails and you have no orders. You’ve just done a launch, and there are no results or very small results, and it’s just a huge disappointment.

As an entrepreneur, you’re wondering, “What happened? This didn’t work. They don’t want my stuff.” That’s the pain that I work with. You really just have to dive into that and get really specific.

Here’s a distinction between Island A and Island B, and this is where a lot of people miss the boat. I’ll tell you what I mean. You as the business, or you are the client, you are the captain of a boat, and you’ve come to Island A. Your job is to enroll people to come on your boat and go on this journey with you to Island B.

It seems simple enough. Most business owners will start talking about their boat and how great their boat is to get people on the boat.

**Robert:** And the boat’s not the point. The point is getting off of Island A to go to Island B.

**Vrinda:** Exactly. The destination is what matters and not the process or journey. The journey is important in the sense that people need to know you're a good captain, you've navigated these waters before and your boat is safe, but that's about it.

**Robert:** That's not the first thing you talk about.

**Vrinda:** No, it's not. You sell tickets to the destination. As the captain of the boat, then you need to actually inspire people to see in their minds and feel what's possible on Island B. Sometimes they don't really even know. They don't even allow themselves to dream what's possible on Island B, so you have to awaken them.

Copywriting is the process of awakening and inspiring them to want that. It's to not only want it, but to actually take action for it and say yes with their money and invest to getting that solution. You want to describe Island B in a lot of sensual and specific detail.

**Robert:** In our case, what would it be like if you had written materials that people responded to? Tell me a little bit about how you talk about that.

The people that are listening to this call are to a large part coaches, consultants, trainers, other professional service businesses, heart-centered businesses, those kinds of people. Sometimes it's hard to talk about "Island B." We're so stuck in our process that we forget what we're really offering and what people are really getting.

Give us a bit more of an example how to talk about Island B.

**Vrinda:** I describe the experience of living on Island B. I wrote this in my sales letter. “I make thousands and thousands of dollars every month working from home in my cozy cottage in the woods. I get to work in my yoga pants, and I sit in my recliner. It’s a really great lifestyle, and I have a lot of flexibility.”

I’ve had clients read that in my sales letter and say, “Oh my god, it was the yoga pants. That just totally stuck in my mind. I want to work in my yoga pants, too,” so they bought my program.

It’s just really painting that picture of how enjoyable it can be to have the results in what I’ve created for myself. For entrepreneurs it’s freedom, flexibility and choice. A lot of my clients want to travel. They want to be able to run their business on their own terms and bring in orders online. They don’t want to have to work so hard for their money, but they also want to help a lot of people all around the world.

I talk about what it’s like to see those email orders coming in and what it’s like to get on the phone and make a difference in hundreds of people’s lives all at once teaching my teleseminars. I just talk about what the end result looks and feels like for me.

**Robert:** For you because you can only talk about your experience.

**Vrinda:** I talk about my clients as well. I give a lot of examples of how my clients have celebrated results, what specific results they’ve gotten and how much they love it. When I do client testimonial interviews, I not only ask them what their results have been, but I ask them how they feel about getting those results and how it’s impacting their life.

One of my clients just wrote to me. She went to my workshop and had a breakthrough. She said, “Oh, I finally feel confident about talking about my business, and I’m starting to get more clients right away. I can’t even believe it. It has only been a week, and in the past week I’ve lost eight pounds!”

**Robert:** Lose pounds, gain clients. That’s a good headline.

**Vrinda:** I know! I’ve never heard that one before. Something happened. She let go of something. The process of copywriting is actually quite transformative because you get so much clearer on your value. She was able to let go of some stuff that was holding her back from expressing herself in a very compelling way to clients, and for whatever reason, she starts losing weight. It was just great.

You want to get a sense of not only what people have gotten from the direct results, but also how those results are impacting their life in other areas.

**Robert:** When you’re writing about this, how much volume of writing are we talking about? Are we talking three or four paragraphs here about the Island B, or are you talking about several pages in some cases? I know there’s no absolute formula for that.

**Vrinda:** It kind of depends on what you’re offering. Most of my clients who work with me want to actually generate sales and income online. What they usually need is a series of pages. You usually start with an opt-in page, which is a shorter page to attract leads.

You use a similar formula. I use a very short sales letter formula, which is still a personal letter written to your ideal client. It's just shorter. It uses the same principles. That may be one or two pages.

The purpose of the opt-in page is to start the relationship, capture someone's name and email address and give them a gift in exchange.

**Robert:** Like a report or something.

**Vrinda:** I also talk about how to write that report in a very compelling way and how to make that report effective for your marketing. A lot of people are giving free gifts that are like little taste testers of their work, but they're not getting any results from that. People say, "Oh, thanks for the gift," and then they don't buy.

The strategy behind the free gift is to give value and also make people aware that there's so much more that you have to offer and actually increase their desire for more of what you have to offer.

I talk about how to strategically write your special report. Then once they receive their special report, they see a sales page or sales letter. A sales page is a sales letter on a web page. It's a longer letter, and the length will depend on the commitment level of what you're offering.

Expensive is very relative, but let's say if it's \$1,000 or \$2,000, it's going to be a much longer page. There are sales letters that are 20 pages plus. It could be a free workshop that you're getting them to. It could be a free workshop that's a bigger commitment than a special report because you have to travel there, so you'd still need

to write at least a short sales letter to get them there. It could be an information product, an ebook or a home-study system.

**Robert:** Some people sell things online, but my focus for my clients are people that sell professional services. They find they can't make the final sale in writing. They have to get a conversation and talk to somebody. It's still the same direction. You still might offer a free report, but the sales letter would be about your services about Island A going to Island B, etc.

**Vrinda:** Here's what I would suggest for that. I get what you're asking. Your goal online is not to attract sales per se, but to attract really warm, potential clients?

**Robert:** It's to get what I call into a qualified selling conversation where someone's saying, "Yeah, I like what you say. I want to see if you can help me."

**Vrinda:** Offer the special report is the first step. The next step will be a short sales letter to have them apply for a conversation with you. Sometimes I call that a strategy session.

**Robert:** Me too.

**Vrinda:** I like that. I also make it very clear that it's not a free coaching call. You can call it a consultation. Some people call it breakthrough sessions. There are lots of different names. Just make it very clear that it's not a free coaching.

Really, the point of that is to look at where somebody is, where they want to be, and what are the best strategies you can recommend to help get them there. You want to

explain what that is. Talk about, again, what the possibilities are that can happen after working together.

Actually have them fill out a questionnaire online to apply for it. If they go through those steps to actually do that and talk with you, you can tell they're pretty interested, and they're definitely leaning in to want to know more about what you do.

**Robert:** Some people sell to an individual market. Some people sell to a corporate market. I found with a corporate market, you can't make the questionnaires as long for some reason. I suppose you have to fine-tune it to your particular marketplace, but the basic process is exactly what I recommend.

This whole thing of questionnaires was a big breakthrough for me. Essentially, people apply for my Mastery Program. I launch it, and then you read all the information and apply for it. If people can't take the time to fill out an application, are they going to be able to take the time and effort to really do what they need to market themselves?

That all makes sense. Nevertheless, depending on the business, it's the same kind of sensual writing that you want to talk about where they have a picture of where they want to go.

Let's continue from that. Here's where you are. Here's where you want to go. When do you start to talk about here's not only the ultimate outcome or landing point or solution, but how do you talk about benefits? Do you use bullet points in your copy, or you tend to stick to narrative

text? How much do you give in terms of here are all the benefits of what people get from working with me?

**Vrinda:** I use a combination of bullets, bullet lists, story and paragraphs. It really just depends on what I'm selling and how inspired I feel in the moment of writing it.

It's interesting. Some of my more right brain clients tend to want to write in story more and just write out the sentences. They usually do really well that way. I always tell them make the sentences and the paragraphs short so that they don't end up with big blocks of text on their web page.

**Robert:** Very important point. Make it readable.

**Vrinda:** Otherwise, nobody will read it. The thing about bullets that's so great is that bullet lists are much easier to read. They stand out even when you're skimming through the page.

**Robert:** We're not talking the three-word bullet point. What you'll get is more ease and faster this. It's sort of a sentence, right?

**Vrinda:** They're bullet sentences.

**Robert:** I like that.

**Vrinda:** They're bullet sentences, and they're highlighting the greatest potential results that are possible. I always tell my clients, "Look at the highest potential and speak to that highest potential in your writing. Think of a client that has worked with you who has gotten great results, has really done the work and they're a rock-star client. That's what you want to write to to inspire people."

**Robert:** Tell me a bit more of that. They're the rock-star client?

**Vrinda:** They're the rock-star client in that they were the right fit for your program. They did the work, and they got the results. You want to write to what's possible there.

I think with all teachers of programs or service providers, not all your clients are going to get exactly the same results. A lot of times it depends on how committed that client is and how much they participate. Pick the one that represents the greatest potential because that's going to inspire people to strive for that greatest potential as well.

**Robert:** What are little mini case studies that you might sprinkle throughout the copy?

**Vrinda:** I do it in testimonials. You can bring out your case-studies as stories in the text. There's a bullet list that I like to use called "Imagine if." Imagine if you had this or you enjoyed this. Imagine that you got to sleep in every morning and wake up when you feel like it, roll over in bed and go sit on your couch and work in your pajamas. Imagine if you enjoyed amazing sex with your partner every night, and the fire just kept going strong.

**Robert:** I'm not sure I'd put that in my sales letter. That would be if you're selling a relationship course, right?

**Vrinda:** Yes. I have clients that come to me that sell relationship stuff. Sometimes I have clients that come to me that sell relationship stuff, and they especially do more of the sensual coaching. They don't even talk about sex in their writing. I ask, "Hello. Isn't that why people buy your thing?"

**Robert:** You're getting people out of their heads and into their experience or body. I suppose you can't do that with every single word or paragraph, but you're coming back to that. It's sort of like what is it like to be successful.

You might have a story that says, "One great example of this is a client that was very, very stuck in X, Y, Z and A, B, C. He did the course, and in the course of the program, he realized, 'Oh, blah, blah, blah,' and now such and such is happening to him."

You're just giving a vignette of it, but again, painting a picture so that's it's three-dimensional and sensual. That's something that I think we all need to work on more.

If we just speak to the head, why doesn't that work?

**Vrinda:** Well, people buy for emotional reasons primarily. You do need to have logic in your writing, actually maybe even more so than just in a sales conversation because in writing, people have some time to mull over the page and have their partner look at the page.

You definitely need to give them lots to rationalize their decision, but their ultimate impulse and reason for wanting to buy your product or service is going to be emotional. Sensual, specific and irresistible writing awakens emotions.

**Robert:** To give you a quick example of that in a coaching session I had with one of my mastery people, I asked him what he wanted. He was very stuck. He said, "I want to get X-number of clients with blah, blah, blah, etc." I said, "I don't think that's it. It's missing it." He said, "Well, no, I

want this and this,” and he was always giving me this sort of external goal.

I said, “Are you having fun in your business right now?” He said, “Uh, no. that’s what I want!” We worked on him having more fun in his business because until he had fun, he wasn’t really going to be very effective at his marketing. He was not enjoying his business even though he was doing a lot of good things.

We started to focus on how to have fun. That’s an experience. It’s an emotional thing if you can feel more fun and confident. You can give examples of clients that have shifted emotionally, not just that they have more money, but now that they have more money, they’re able to relax a lot more. They don’t actually have to work as long hours. One of my clients is now in much better shape and exercising more frequently.

They can picture a real human being getting these results. That’s what you’re talking about, right?

**Vrinda:**

Yes. It becomes a lot more real and credible, and they can relate to it. I often find that experts and professionals will describe their services, and they’re just so familiar with their topic that they actually sound way too academic and smart when they’re writing.

They’re, again, reverting back to how the process is and what’s going to happen internally with all the breakthroughs, shifts and interchanges that happen. That’s not how people relate to it. People relate to it by the results that they experience in their life.

Having those case studies just brings it down to Earth. People can relate and be inspired.

I wanted to speak to something that you were just bringing up around the feeling that happens. A lot of times people will get stuck in writing because they are in their head or because they're not in touch with their passion about why they're doing their business in the first place.

Sometimes they doubt themselves. They're wondering is this going to work. Are people going to buy my things?" There are a lot of reasons why people can be disconnected from their passion.

Usually we have to have a conversation of why they're doing this. Ultimately what's their bigger vision? What really turns them on about serving people and doing this business in the first place? Are they really passionate about serving these types of clients?

How much fun you're having and how lit up you are when you're writing makes a huge difference in the result of your writing. Did you ever see that movie "Like Water for Chocolate?" It's a Mexican movie. It used to be really popular here.

**Robert:** I think I saw it, but I just can't remember it.

**Vrinda:** It's such a good movie. It's a very sensual movie, by the way. There's a scene in the movie where the main character is very sad, and she's crying. She's cooking this feast, and the tears go into the food she's cooking. Then when people eat the food, they're crying because they've

picked up her emotion from the food. It's a movie, but I think, energetically, it does translate.

If you're feeling kind of disconnected, bored or uninspired when you're writing, your writing is definitely not going to be irresistible that way. People aren't going to feel inspired when they read it.

I actually have my clients get up and dance before they write to really get them in the mood, get them in their body and get them excited.

**Robert:**

That's the kind of tip I love to hear because that's very real. You put on some music, and you dance for a few minutes. It's like boogie on down. All right. I want to be excited about this.

It's true. When you have energy in your body, then you feel better, and you're thinking more exciting thoughts. That's great. That's a good technique.

Don't be embarrassed, folks. Everyone listening to this, this is a secret from a master at this who really understands this. To really listen to the subtle things that Vrinda is communicating is important. Most people will say, "Oh, yeah, yeah, yeah." It's like we read a book, and we say, "Oh, yeah, yeah, that's all great," but then we never apply it. I want you to apply this stuff.

I love that idea. I'm always listening to music, and I love to dance to music. I'm going to take that on as a great best practice.

I have a few clients that struggle with writing as if they were going through torture for god's sake. They think,

“Oh, my god.” It’s just so hard for them. It’s like open my veins, and the blood flows onto the paper kind of thing, and it doesn’t really have to be like that.

What are some other tips energetically to get you writing that way?

**Vrinda:**

Dancing helps. On a more serious note, it’s connecting with spirit. Whatever your religion is or whatever your spiritual understanding is, I look at it as coming from service and a place just really wanting to serve and help people and not making it about you.

It is about you because your business is an expression of you and your love. Your marketing is an expression of your love, and you want to be authentic. You’re offering your services to people. Yes, it is about you, but it’s not about your own fears, insecurities or doubts.

A lot of times when people are writing, they’re caught up in their image of how they’re going to look, and they’re worried about that. It’s holding them back from really just truly being of service in their writing.

For me, that’s a spiritual thing, and I just really focus on what I’m here for. I sing because that’s my way of meditating and connecting with spirit. If you’re a spiritual person, whatever you do to connect with spirit can work and help get you in a mood of really just being of service and not making it about you.

If you’re not a spiritual person, then go back to why you’re really doing this. Sometimes I just ask my clients, “What are you afraid of? What do you need to let go of to really get your message out there in a big way?”

**Robert:** We're holding onto certain fears, beliefs, considerations, fear of rejection, fear of ridicule, fear of lack of acceptance and things related to that are there. Then we really can't be a clear channel for just communicating what we need to communicate.

Vrinda, something that I've been doing for, I think over 12 years, is I write an email newsletter every week. That has made my writing easier just because I have to write frequently.

I often sit down at my computer and don't know what I'm going to write that week. Sometimes I've been thinking of it, but sometimes I've been so busy that I haven't been able to. I write on Mondays.

I sit down, and I just try to get very quiet just to tune into something and let my thoughts flow. It's amazing how ideas just pop in from the universe, and they're often the right idea.

Sometimes not. The week before last, I wrote my ezine, and I had to write it twice. The first one was just coming from the wrong place. It just didn't work at all. That's rare, though.

Be willing to receive and be open to what's already there that you just want to express. If you sat down with your husband, wife, boyfriend or girlfriend and said, "There's something I really need to tell you that's important," and you wanted to express how much you appreciate them and stuff like that, what would you say from your heart?

You talk about heart-centered. This is kind of tricky for people because this kind of gets woo-woo and mushy, but

it's very, very practical. If you're not speaking heart-to-heart in some kind of passionate way, you're just not connecting, right?

**Vrinda:** Exactly. Again, people are buying from the heart. It's the heart, feeling and emotions that make them want to buy, so when you make that connection in your writing through your website or whatever your marketing materials are, that's what will get you results.

**Robert:** You'll also attract the kind of people that you can resonate with. It's not just you'll get people that want these goals, which is important as well, but you get people in your courses or as a coach or consultant, and if you're not resonating, vibrating, in tune or whatever words you want to use, simpatico or something like that with that client, they're not going to be a good client for you.

I discovered several years ago that I found it very hard to work with technical clients. I just couldn't find the connection. If they were computer programmers and stuff, it was very hard for me to connect because there was so much in their head.

It's brilliant that they're in their head and that they can do all that stuff, but I found it very hard to find a way to write about that stuff in a way that really connected with an audience other than more bits, bytes and, oh god, all this technical language that I couldn't understand.

Somebody could find a way to work with those people. Sometimes you read stuff about technical things that is very compelling. Look at Apple. Apple Computer doesn't sell the bits, bytes and technical stuff. They sell the user

experience. A lot of people that are technical don't get that. It's all about the user experience.

**Vrinda:** They definitely sell an image of coolness and uniqueness.

**Robert:** Exclusivity. You're ultra cool if you use an Apple. Of course I use an Apple.

**Vrinda:** Me, too.

**Robert:** Hopefully, it didn't alienate all the PC users out there, but you get the idea.

No matter what you're marketing, you have to find that proper connection with your clients that they can think, "Yes, that's cool. I want to check that out."

**Vrinda:** I think you're totally right in finding the connection and attracting people that you resonate with. The only way to do that is to really express yourself fully in your writing.

When I do this, I do it through my story on my websites. A lot of people will go to my website and check me out. The first thing they read is my story. "Hey, Vrinda, I read your story. Wow!"

People who are a match for me resonate with something in that story of what I went through. Their first reaction is, "Oh my gosh, I can totally relate. That's amazing. Thank you for sharing your journey." Then they'll opt in for my thing, "Oh wow, this is really interesting. You have a lot to say. I didn't realize I didn't know so much about writing online."

Then they'll look at my sales page and buy my program or product. If they're even a better fit, they'll keep working

with me in my deeper level programs. It's just like they're drawn in just from me putting myself out there on my website.

I would say even if you're nervous about writing and publishing it, when you put yourself out there, not everyone is going to say yes. Not everyone is going to be a fit, but the right people will find you.

The better you get at it, the more of those people you're going to attract. You can't do any harm by marketing yourself. All you can do is attract more clients.

**Robert:** I suppose you cannot attract as many people as you want if you're not doing what we're talking about.

**Vrinda:** The worst thing that can happen is you don't attract as many people as you want. Chances are if you put yourself out there, you're still going to at least attract some people. The better you get at marketing, the more of the right people you'll attract.

This other thing you were saying about writing when people are having a hard time writing and it's just so frustrating is to write first and edit later.

A lot of times when I start something, I'll just sit there for a moment and totally open up my mind to inspiration, and I'll get a random thought in my head. The editor in me thinks, "Oh, that's not going to make sense. No, you get to come in later," and I'll just start writing from that initial inspiration.

It will often flow into some great part of the piece that I'm writing. Later on I can edit it, reorder things and change it

around. To try to edit it at the same time you're writing is kind of like pressing on the gas and the brake at the same time. Your car won't go forward.

**Robert:** Let's talk about this a bit more. I've interviewed a few other people in the area of writing, and we always touch on this. I often say to write fast and edit slow.

It seems to be a human nature thing. It's our perfectionism and who knows what else? We take a sentence, and then we say, "That sentence isn't very well written," so we rewrite the sentence. Two hours later we have less than a paragraph. That's an agonizing way to write. It's not any fun. You just have to forget all your rules of grammar and all that stuff and just let her rip.

It's a funny thing. You just have to let it go and then come back. Then you can fine-tune it. You might spend three times as long fine-tuning and writing it, but the core of material is there. Sometimes they'll say, "Well, that paragraph should be above this paragraph. I want to be logical and have it flow," and all that stuff.

When you write, complete silence, music, distractions? Some people will go to Starbucks, and that's a great place for them to write for whatever reason.

**Vrinda:** You definitely want to put yourself in a container that has no distractions. Turn off you email. Actually close your internet browser. Turn off your cell phone. I try to have music on that does not have words in it, instrument only.

**Robert:** That's really bad. If you have all these lyrics and you're trying to think ideas, forget about it. Jazz, New Age and classical music work.

**Vrinda:** If you live in a house with other people, go in a room, close the door and put a sign on it that says “Do Not Disturb.” Writing requires really intense focus. Once you’re really in your groove, it’s not such hard work. You’re in it. Getting in it is usually the hardest part for some people.

If you never get in your groove, it’s never going to come out that great. Your mind is going to want to give you 50 other things to do as soon as you sit down to write.

**Robert:** If you have no option, and this is the time you’re going to write, that’s why a newsletter’s great because it has a deadline. I have to write every Monday, and I never resent that. I love that time that I’m writing for the most part.

You sort of get in the zone, but that takes discipline in setting up your environment, as you said, if you can set that up well. Sometimes I’ll put on a certain kind of jazz that has a certain energy to it that is not too jarring or disturbing, so whatever fits for you.

When you write, how long do you usually write?

**Vrinda:** I try to give myself at least a couple of hours at a time to sink in. I never just do a 15-minute or 30-minute break here and then unless it’s just a short article.

When I have a big project to do, I will set aside the whole day to write that thing. Then nothing else happens that day. I don’t schedule meetings on that day. I don’t do a lot of other stuff. It’s just the writing.

**Robert:** Well, this is why so many people find it hard to get stuff completed. “Well, I’m so busy, and I’m going to try to

wedge this in between 27 other items,” and you have to keep to your schedule.

**Vrinda:** That doesn't work.

**Robert:** For instance, if you're developing all the techs for your website, it's not just a sales letter you have on your website, although that's one of the most important things. It's your biography page. It's your case-study page. There's a heck of a lot of stuff to write, and that's a big thing that everyone needs to work on.

You have to carve out time. If you carved out two or three hours a week, in two or three months, you'd have a very complete website. It doesn't all have to be done at once either. People put on their list “write website” as if that was possible.

**Vrinda:** It's an evolving process.

**Robert:** If you break it down to the page and work on this page this week, then you can fit it in.

**Vrinda:** Here's a point I want to make, which I think is so important. It's something I learned as a journalist, and it's something I still practice. Half to 75% of the work in writing happens before you even start writing.

**Robert:** Tell us about that.

**Vrinda:** It's the brainstorming and then the research. You have to know what to look for, and then you have to go out and get it. The best copy is really conversational, and it uses the words that your ideal clients use. How do you get those words? You interview them.

I have my clients go on a very thorough interviewing process with their ideal clients capturing detailed notes or transcripts from these interviews. Then you can lift actual sentences that people say and copy and paste them into your sales letter or websites. It really gives you a lot of raw material to work with, so you're not just sitting down with a totally blank screen.

That's a lot of times the reason people get stuck. They don't know what to say because they're not connected with the words their market wants to hear on having done the research. Doing the research will make your job 50 times easier.

**Robert:** Let's talk about a few ways to do that. One is you can ask a client, send an email or whatever, "I'd like to interview you and find out the value you've gotten from the service, etc."

Some people find that kind of intimidating. What I found successful for some people is to hire someone to do the interviewing. Have you ever seen that work?

**Vrinda:** Well, sure, it could work. You just want to hire somebody who really knows how to do interviewing, and you have to coach them on getting good answers to the questions, but sure, that can work fine.

**Robert:** There are people that actually have a business doing that. The one thing that I found as an advantage is they will say things about you to this person that they wouldn't say to you directly as easily.

**Vrinda:** I see.

**Robert:** I remember doing this with someone who is an executive recruiter. Basically, they all told me she walked on water. The superlatives were amazing.

I recorded it. I jotted it all down, and I turned it into great testimonial quotes for her brochure. This was years ago. I'm not sure they would have said that kind of stuff to her directly, so just food for thought.

Especially if you're really busy, it's hard to fit these in.

**Vrinda:** Here's the benefit. I would recommend that if you're new at this to at least do a handful of them first to get the feel of what questions need to be asked.

When you're interviewing people, a lot of times you will have to get more curious with them and inspire them to open up a little more. People usually won't just give you a whole, great, lengthy paragraph of an answer, so you have to keep going there. "What does that mean? What do you mean by that?" Keep digging to get help them get more specific.

That's the biggest issue. I would not recommend trying to do email interviews or surveys with people to get this information because your interviewees will not be very forthcoming with specific details in that way. You have to talk to them.

I would say do them yourself to figure out what questions work best in what order and what kind of answers to look for. It's helpful to know what would be really great.

I look at Island A and Island B. You want to have them describe Island A. Have your potential client or client describe what it was like to live on Island A.

**Robert:** Before they started to work with you what were they going through? Why did they contact you in the first place?

**Vrinda:** What specifically were they going through? It's not just "Oh, it hurt." "Tell me more about that. How does that affect your life?"

**Robert:** People have stories. "I was thinking this and doing that, and then I saw this, and I realized, blah, blah, blah." It's real.

**Vrinda:** Then you have them describe Island B that they were dreaming about. Why did they want it? A big part is the why. Then what results have they gotten? What have they gotten since working with you? What's their transformation? What is the end result?

You want to actually probe a little bit more here for specifics, tangible results and numbers wherever you can. Even if you don't help people make more money, chances are there is a money link in what you offer, and there are ways to measure the results that they've gotten in numbers from you.

It could be pounds, lost inches or the number of months you've been in a new relationship with the love of your life. One of my clients said she feels 100% more confident about marketing herself after doing my course.

There are many ways you can bring in numbers. Think about what are some numbers my clients could say, and

then ask the questions to see did that come up because people won't usually think to tell you numbers unless you ask.

**Robert:** You want to get specific about actual results that are measurable and how they're feeling now.

**Vrinda:** Definitely capture those sensual words.

**Robert:** Another good one is "Something I did that I know I never have done before your course is \_\_\_\_\_."

**Vrinda:** I like that.

**Robert:** I hear that all the time. "I just can't believe I'm now doing an ezine every week. I couldn't even imagine that would have come about, and here it is, and it's bringing me a lot of business, and now I'm addicted to it," and that kind of thing.

**Vrinda:** I like that. Did you want to hear a few examples?

**Robert:** Sure, great.

**Vrinda:** I'll read you some headlines that my clients wrote that I think are really good.

This one is "Attention back pain sufferers. In just a few hours, I'll teach you how to eliminate your back pain, sit in exquisite comfort and transform your posture so you can stay active at any age."

**Robert:** What's their number?

**Vrinda:** This is Dana Davis. It's called [www.GoodPostureIsBadForYourBack.com](http://www.GoodPostureIsBadForYourBack.com). What I love about that headline is it's very clear who the ideal client is,

and the “sit in exquisite comfort” thing always gets me every time I read that. You really feel the experience of what the result is.

**Robert:** You’re giving us some headlines and then sub headlines that some of your clients have written.

**Vrinda:** This is a headline for her website.

**Robert:** It sounded kind of long for a headline.

**Vrinda:** It is actually, but that’s actually how long a headline should be on a sales page.

**Robert:** Let’s talk more about that. Give us more examples, and I’ll ask you some questions about that.

**Vrinda:** I want to just point out the pieces of that headline that make it work. “In just a few hours, I’ll teach you how to eliminate your back pain,” that’s one result, “in exquisite comfort” is another result, “and transform your posture” is another result, “so you can stay active at any age.” That’s another result. That’s four results in one headline.

You want to pack in three or four really juicy results that your clients can get. It’s a long sentence. This is actually about four lines deep at the top of the page.

The headline is your prime real estate of your web page. It’s the first thing people read. It’s the most often read thing on your whole site on every page, so you want to pack in as much juicy results content as you can in that space.

Here’s another example.

**Robert:** I’m learning so much from you, Vrinda.

**Vrinda:** Cool.

**Robert:** People think I know everything about marketing, and nobody knows everything about marketing. I'm getting some great insights here.

**Vrinda:** Well, there are so many different areas. I bet I could learn a million things from you, Robert.

**Robert:** I'm sure.

**Vrinda:** This is another client. This is a little super-headline. It's like the little attention getter that's above the main headline. I often use it to identify who the ideal client is. It's like a little flag that says, "Hey, if this is you, read this."

"For women who are run down by fatigue and exhaustion, give me just two hours, and I'll show you the essential strategies to jumpstart your tired body, clear your foggy brain and have the energy to fully experience your life."

**Robert:** It's that multiple results thing. Good.

**Vrinda:** It's pointing out what the pain is and then giving them the solution, the results.

**Robert:** Got another one?

**Vrinda:** I have many.

**Robert:** I can't really emphasize enough how important headlines are. These are good. I'm going to look at my website. I suggest everybody reading this look at your website and headlines. Are there enough benefits? Is it compelling, and does it lead the reader into the copy so they want to find out more?

**Vrinda:** Here's another one. This is written by Shana James. She's a relationship coach. This is a two-part headline. It's kind of long, but again, this is good for a website.

"If you're fed up with settling for less, doubting yourself or feeling alone, then keep reading because you can become the radiant, confident woman men find irresistible and won't want to let go of."

**Robert:** Oh, man! Wow! That's really good. Some people would say maybe that's a little too hype-y, but it's really not oversold. The thing is can you stand behind this stuff? Can you really deliver on this stuff? You don't want to put something in a headline that you really can't deliver on.

If I say, "If you want to make ultra-millions of dollars overnight, be richer than Donald Trump, blah, blah, blah," no, I can't say that. Wouldn't it be nice if you could?

How about straining credibility? Sometimes I think these go a little over the top. Is that an issue? Where is the line between persuasiveness and hype? I think that's a tricky one for people.

**Vrinda:** That's interesting. I don't believe that this one is hype-y. I think definitely your response is probably because it hit an emotional chord, and that means it's good. That means it's hot copy.

Telling a woman that she can become a radiant, confident woman that men find irresistible, I think is a wonderful, positive and uplifting statement speaking to the highest potential. If that's untruthful and overly hype-y, then I feel bad for women.

Also, the thing that makes that headline powerful is the contrast between the pain and the results or the pain and the pleasure. The first part of the headline really hits at that pain button, the settling for less, doubting yourself and feeling alone and then really flipping over to the other side of that.

**Robert:** It has the pain. It has the Island 1 and Island 2 right in the headline. That's very interesting.

**Vrinda:** Where is the line around hype or exaggeration? If you want to talk about specific numbers results like losing weight or making a really dramatic transformation, and you don't feel comfortable saying, "If you do this program, you're going to lose 100 pounds," because not everybody loses 100 pounds, you can do a headline that tells your story "How I went from tired, sluggish and 20 pounds overweight to shedding 30 pounds sitting in my skinny jeans again and feeling full of energy when I wake up in the morning. How I made this transformation."

Then people say, "Oh, well, you did it. Let me read about your journey, and let's see if this is possible for me."

**Robert:** Makes sense. Do you have a business-related headline, something marketing or business?

**Vrinda:** Sure. This is for a woman who teaches marketing on social media. "Finally, the step-by-step program to quickly explode your business online and make thousands of lucrative relationships even if you don't have a clue where to begin."

**Robert:** I like that "not a clue where to begin" because that's where people are with a lot of stuff. It's, "Hey, I don't have an

idea, but you're going to address this to me who doesn't understand much so I can relate to that."

**Vrinda:** This woman is coming from her own experience of attracting thousands of lucrative relationships on social media, which can be a very powerful way to get yourself out there.

**Robert:** That's one that would definitely interest me.

**Vrinda:** She works with people who are really pretty new to the whole social media thing. They say, "This is a giant maze to me. What do I do with this?" She gives them a system to follow.

I like that part of the headline because that's a unique thing to add onto your headline. If you want to offer people potential results, but you know that they have some fear or concern around how that's going to happen, then you can add something onto your headline at the end that speaks to that fear, concern or craving they have. "I don't have a clue where to begin." "I'm going to show you how."

I talk about without being hype-y because they not only want to learn irresistible writing, but they want to do it in a way that's authentic.

**Robert:** You want to avoid hype-y words like "absolutely astounding" and things like that.

**Vrinda:** I actually tend to not use too many adjectives.

**Robert:** The word shocking is used a little bit too much for my taste. "Learn these 10 shocking secrets." That seems hype-

y. It's finding a way to get their attention with real benefits, but without over-the-top unbelievable words.

I feel that some people see some guy that they think is successful, and then they copy that style. It can be obnoxious. I think you're pushing the envelope here without being hype-y, and I think that's where you have to be.

After all, the other alternative, of course, is boring headlines. How many websites have the headline "Welcome to our website?"

**Vrinda:** That stuff doesn't work. Don't do that.

**Robert:** I've said it before. I have to say it again. People write what are called "sausage headlines." A sausage headline is you could be selling anything on the website, even sausage. If you say, "Welcome to our website," that could be a website about sausage. You never know. Your headlines are not sausage headlines. You really know what it's about. There's no question, mystery or confusion.

**Vrinda:** The beautiful thing is that when clients do my program, they learn how to do this. These examples that I'm giving you were written by my clients.

**Robert:** Love it.

**Vrinda:** That field's in a test to see if people can do it, and they do. It's incredible. You don't have to be a great writer to learn this. You become a good writer in practice, but you don't have to an English degree or any kind of writing background to be an irresistible writer for your marketing.

**Robert:** If you're working with someone that really understands this stuff, you're going to have better results.

Vrinda, what I really like about you is that you bring a lot of hope and passion to this. I'm just excited hearing about your ideas. There's some new stuff for me here and some old stuff. I have to really give you my endorsement wholeheartedly. You know what you're talking about. This stuff works.

You have to get over or past this place of fear and doubt and just jump into it and try some of this stuff. Start with some headlines, and then start writing some copy. You don't have to write the ultimate perfect sales letter to begin with. You start where you start, and following some of these directions is going to be a heck of a lot better than what you have now. That's great.

I could interview you for a long time. Is there anything you'd like to leave people with, maybe a set of a few first steps or something if they want to have more compelling and irresistible writing for their business?

**Vrinda:** Sure. I teach this system in my program, and I'll give you the outline of what to start with. It's basically three stages that happen when people go to your site, which you want to think about when you're writing.

The first stage is catch their attention. That is largely done with your headline and your irresistible gift, your special report and really being clear on who your ideal client is. Catch their attention and attract them to starting a relationship with you. That's your opt-in page.

The second stage is keep them. Keep their attention. That's critical. A lot of people fall off the boat on this one. This is where you want to bring in that sensual, vivid and specific writing that really awakens people's emotions.

You want to have lots of compelling bullet lists that are easy to read. These are bullet sentences that really stand out. You want to tell your story and really build your credibility and vulnerability through your story. There's a whole system I teach around that. You want to reveal client testimonials that give real-life results and inspiring stories about your work.

Make your content easy to read and scannable so that the most important parts pop out even when people are scrolling through your site.

The third stage is convert them.

**Robert:** Catch them, keep them and convert them. I like it.

**Vrinda:** Convert them into paying clients. Online this can happen in two ways. One is they say yes to your special report, or they fill out the form for your strategy session or consultation. It's a free thing, but you've just converted that person to the next step.

**Robert:** I call it the "call to action."

**Vrinda:** Great. It's your call to action. They're going to say yes to you by interacting with you on your site.

This can also happen with a sale where they actually feel so inspired that they pull out their wallet and credit card and fill out the order form on your site. That's a big transformation to make, so you need to have a very

compelling call to action that inspires people to take action.

I do that through a sales letter offer. There are several important steps involved in the offer, but just know that you need to have a very compelling offer.

You need to erase any doubts, confusion or fears that they have around purchasing your product or service. You need to clear all that stuff out of the way so they trust you and feel safe buying what you have to offer. You need to really raise their awareness about why what you have is so important and valuable now and not later.

I do that through education. That's an educational system of marketing that I teach in copywriting on your websites. That's the third stage. It's convert them.

Those three stages are what I teach in my program. It's called Irresistible Websites That Sell. I teach you all the step-by-step systems to do each of these three stages and all the pieces I just described in those stages. I give detailed outlines and examples, and I really show you how irresistible writing works. What's the psychology behind it? How do you really connect with your ideal clients?

I don't give you formulas at all. I give you really detailed structures and the truth behind the stuff so that you can make it your own. You can bring out your own writing voice, make it authentic for you and have a much deeper understanding around communicating your message and connecting with your ideal clients. It's going to make it so much more real, and the energy in your writing is going to be so much more vibrant and authentic for who you are.

**Robert:** As I said at the beginning, writing is at the heart of success in marketing. No writing, no marketing. It's pretty damn hard to do it without it, so why not make it compelling?

**Vrinda:** Actually, I have a gift for your listeners, Robert. If you go to [www.IrresistibleWriting.com/robert](http://www.IrresistibleWriting.com/robert), there's a gift on that page. It's called "Seven Strategies for a Sales Page That Converts Without the Hype." It's an audio class for you to receive on that page.

Once you get your gift there, the page after that describes my virtual program called Irresistible Websites That Sell. You can check that out.

**Robert:** Fantastic. I really enjoyed this interview.

**Vrinda:** Me, too.

**Robert:** Great stuff. Really exciting stuff. I encourage everybody to use whatever you can from this interview, and then check Vrinda's site. Get that audio, and maybe even do her program. It might be the next good thing for you to do.

Again, I can't emphasize enough. Get better at writing. You're going to be a better marketer. I think she's the one to teach you.

Vrinda, I really enjoyed this. I really appreciate you taking the time, and I hope to connect with you in some way in the future and do something together.

**Vrinda:** That sounds awesome. Thank you, so much, Robert. I thoroughly enjoyed this as well.

**Robert:** Thanks.

**Vrinda:** Take care.