

Supercharged Marketing Success Tips from 7 National Gurus

Red Hot Speed Copywriting Workshop Offers More Than Expected

By: [Lisa Manyon](#)



Lorrie Morgan-Ferrero

It's said that we're only six contacts (or degrees) away from any connection we need to make. According to Lorrie Morgan – Ferrero, owner of [Red Hot Copy and Marketing](#), one of the best ways to succeed in business is to attend live training events that bring you in contact with people and services that will help grow your business.

Ferrero supported this notion by offering an impressive line up at her Speed Copywriting Workshop in Redondo Beach, California from September 14th – 16th.



Portofino Hotel & Yacht Club View

The event catered to all of the senses, helped participants connect with one another and provided tangible resources to succeed in many aspects of marketing.



Lorrie Morgan -Ferrero & Christina Merkley

Adding an up-to-the-minute element of value, Ferrero enlisted the talents of graphic facilitator Christina Merkley of Make Your Mark. Moving the group forward with visual clarity, Merkley recorded the entire event freehand on large flow charts.

Not only did Ferrero's lineup feature her own copywriting expertise, she brought in marketing experts to help attendees build their businesses. This line-up offered six degrees of success and then some.

On **day one** Perry Marshall demystified Google Adwords. With the Google Slap in full swing, Marshall's advice was enlightening. He cautioned that if you don't like the facts and figures involved with tracking Google pay per click ads, it's probably best to find a knowledgeable techno-geek and hire them to do it for you. But he does have a book on the topic and offers various levels of support if you are a do- it- yourselfer.



Perry Marshall & Lisa Manyon

Here are two valuable tips Marshall shared:

- Marshall cautioned against letting Google manage the campaign for you and urged internet marketers to size up the competition
- One of the most common mistakes people make is writing Adword copy that isn't relative to the search and brings people to information they are not looking for. For example; a person inputs "red couches" in a search engine and finds several links. Once they click on a "red couch" link it brings them to a furniture store that doesn't even carry red couches.

If a person Googles a product and the links don't take them to the product right away, chances are that customer will be lost. Marshall's tips make sense. Time is

money. It's important to use it wisely and direct people to the products and services they need in order to make a sale.

Day two was all about connections when Michael Port, author of [*Book Yourself Solid*](#), shared his proven tactics for success. The notion of thinking big may not be new, none the less Port makes it tangible and within reach by sharing his systematic approach to getting as many clients as you want. Charismatic and real, Port shares his strategy of making genuine connections to help others excel and think big.

Points to ponder from Port...



Michael Port with Lisa Manyon & Brad Peterson, top copywriter, observes from a distance.

- Identify who your ideal client is and create your own velvet rope policy. Port illustrated his point by referencing an article recently printed in a Los Angeles paper about Paris Hilton being denied access to an LA hotspot. His point, choose the customers you want and cater to them. The owner of this particular club clearly wanted to shift the caliber of clientele and chose to draw the line when refusing to tolerate Hilton's tendency to push past his velvet rope.
- Think big! Don't limit your own potential.

Following Port's presentation, Wendy Friesen, hypnotherapist, aka the marketing maven, shared her secret to making millions with helpfully hypnotic products.

- Fill the need of customers with useful tools to solve their individual problems.
- Don't be afraid to be real by being yourself even if it causes controversy. People need to know you are human and just as vulnerable as they are.

Referencing NLP (Neuro-Linguistic Programming) tactics, Friesen involved participants in techniques to tap into the power of the mind. Taking attendees through a "board room" exercise, that helps reveal answers to questions you might be struggling with, proved to be helpful.



The conference room view tied in nicely with Friesen's exercise.

Friesen is obviously doing something right, her humor shined through and it certainly doesn't hurt that her site is the number one hypnotherapy site on the internet. She invited anyone who "has a book in them" to sign up to be a contributing author at her site and says it's possible to start earning affiliate income right away.



Lisa Manyon, Mitch Carson & Lorrie Morgan-Ferrero

Day three highlights included two marketing masters. Mitch Carson shared dimensional mail tactics with proven results that convinced even non-believers that there is true value in direct mail marketing. Illuminating shocking statistics that included the current traditional direct mail response rate of 1/10th of one percent, Carson then held up his own impressive return rates of up to 98 out of 100 responses when he executed a "message in the bottle" campaign. The point being, try new and interesting

approaches that get attention and command recipients to open their mail and then do something with it.

Takeaway nuggets from Carson:

- Don't forget the mystique of Crackerjacks. You open them because there is a prize inside. Direct mail is no different.
- Make sure you reveal something to your customers, get attention so your material is read and responded to by delivering in new and unexpected ways.

The Info Product Guy, James Roche' demonstrated how much money entrepreneurs are leaving untapped by not having their own information product. Roche' playfully tossed a handful of coins in the air and tried to catch them in a coffee cup. As most of the coins landed on the floor, Roche' indicated that the coins on the floor represent money lost when you don't have an info product for sale. Proven tips to create passive income effortlessly were shared leaving participants to wonder, "What will I create?"



Roche' asks "How much money are you leaving behind?"

In the spirit of thinking big, Roche' announced his vision is to touch everyone in the world in a positive way. By helping others create helpful products that change lives, he's off to a good start.

Roche's business building advice:

- Give something of worth to your customers. Offer a special report or article that can be downloaded from your website to begin developing a valued relationship.
- Create a product to sell via your website and stop missing out on potential earnings.

Roche's recommendations were supported by one of his clients, The Business Buddha, who with Roche's guidance, created her own info product and has celebrated instant credibility and increased success.

Throughout the event Lorrie Morgan-Ferrero shared her by the numbers formula to creating copy to close the sale. Ferrero made sure participants were supercharged with energy and inspiration. She and her husband John Ferrero, lovingly referred to as Mr. Red Hot Copy, brought in speakers and trainers who have helped them succeed, ethically. The Speed Copywriting Workshop attracted a high caliber group of likeminded participants and supported the principles of the Law of Attraction.



John Carlton & Lorrie Morgan-Ferrero

As if Ferrero and her line up of five experts wasn't enough, Ferrero took six degrees of success to a different level by offering a special **add on day** on September 13th, before the Speed Copywriting event.

John Carlton, ranking in the top 3% of copywriters in the nation, made a special appearance to share his techniques and offered invaluable hot seat critiques. Carlton's take no prisoners' attitude, shined in one of his rare live appearances. Knocking hot seat participants down a notch with hard-core advice that bruised egos and promoted change, Carlton encouraged them to pick themselves back up and start over. Carlton brought along

special guest, Brad Peterson, another top copywriter who shared seasoned wisdom during the hot seats.

Takeaway nuggets from Carlton included eye opening information essential to every copywriter's toolbox including;

- Leave no room for the "so what" factor. If someone is reading your copy, it doesn't resonate with them, and "so what?" is the natural response, the writer has clearly missed the mark.
- Remember that copy is all about ME (the reader). Never forget you're talking to the audience and you (the writer) don't matter.
- Carlton's prolific advice regarding "the dance of the copywriter"; "Jar the brain, hyper--focus and explode (the readers) worldview and get them into a receptive trance."



John Carlton with hot seat survivor Lisa Manyon

One the biggest keys to understanding the psychology of selling said Carlton," People won't spend a nickel to prevent something, but they will spend if something is broken. What do your customer's need? Answer this question and get results."

After four days of power packed interaction, there's no doubt that connections were made that narrowed the norm of six degrees of separation. Look for great things to come from this group.

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