



**FOUR-DAY
FACEBOOK**
makeover

DAY THREE: COPYWRITING

Welcome to the 4-Day Facebook Makeover!

I created this workshop to help you overhaul your Facebook marketing strategy, turn likes into leads, and grow both your business *and* your page, all while using the largest, most robust, and most highly targeted social media platform: Facebook!

This interactive workbook accompanies one of three other workbooks attached to one of three other video lessons. To get the most out of this free workshop, please save this workbook to your computer and either type directly into it or print it off and write in your answers. Either way, don't miss out on this important interactive component!

Also, be sure to say "hi!" over in the free Facebook group that accompanies this workshop. Just search "The Lemonade Stand Society."

Enjoy!

Courtney Foster-Donahue

Copywriting

Copywriting is the art and science of writing _____.

Copy is the text used in marketing and advertising materials.

On Facebook, copy is the text in posts, the words in our ads, the captions of our photos and videos, and so on.

Copywriting and academic writing are quite different. Many of the conventions you were taught and tested on in school get throw out when it comes to copywriting.

Before you start creating copy, ask yourself for four questions:

1. Who are you talking to?
2. What are you _____, whether directly or indirectly?
3. What do you want the reader to _____?
4. How do you want the reader to _____?

Courtney's Rules for Copywriting

- Copy should connect.
- Copy should converse.
- Copy should be easily digestible.
- Copy should use formatting.
- Copy should leverage its parameters.
- Copy should sing.
- Copy should call to action.

Copy should connect.

Talk to your audience and relate to them right where they are, i.e., in the newsfeed.

This means leverage the social in social media, don't shy away from slang, vernacular, and colloquialisms, and so on.

Note that there's a huge difference between being professional vs. formal.

Formal has its place, but not in the newsfeed.

RECORD ADDITIONAL NOTES IN THE SPACE BELOW:

Copy should converse.

Copy should be like a conversation and simulate a sales call as best as possible, even if you're not in the same room as the potential client or customer.

A great way to do this with copy is to ask questions. Use your FAQs with your business as a jumping off point for copy inspiration.

RECORD ADDITIONAL NOTES IN THE SPACE BELOW:

Copy should be easily digestible.

Academic writing: 3-5 sentences

Copywriting: ___-___ sentences

The 21st brain is all about surviving and conserving calories. Things that are visually overwhelming are at odds with conserving calories, so use short paragraphs to aid readability.

This extra breathing room incites action far more than congested, long paragraphs, especially in the newsfeed.

Remember: 1-3 sentences at the most.

RECORD ADDITIONAL NOTES IN THE SPACE BELOW:

Copy should use formatting.

Traditional copywriting should use italics, boldface, underlining, bullet points, headings, subheadings, and so on. This is called _____.

HOWEVER, with Facebook we don't have access to those options and must get creative with what we've got, which brings us to our next rule . . .

Copy should leverage its parameters.

Facebook-specific formatting alternatives:

Underline: UPPER CASE

Boldface: UPPER CASE

Italics: Asterisks around a *word*

Headings and subheadings: Emojis ➔ or multiple asterisks ***

Bullet points: Dashes - or emojis ✓ ❓❓ ❓❓

Multiple spacing: Space out with one period on each line

EMOJIS can also convey intent, emphasize words, function as bullet points, even stand alone as a complete sentence.

Copy should sing.

When read aloud or in your head, good copy should SING; it should incorporate musical elements so its easy o the airs and actionable.

Good copy can also use literary devices, like:

- Similes
- Metaphors
- Analogies
- Alliteration
- Personification
- Hyperbole
- Rhyming
- And more

RECORD ADDITONAL NOTES IN THE SPACE BELOW:

Copy should drive action.

Three action triggers:

- Scarcity: Limited amount
- Urgency: Limited time
- Exclusivity: Limited access

RECORD ADDITIONAL NOTES IN THE SPACE BELOW: