

0:01 Hello and welcome to Strongly Brewed Websites. I am so excited that you're here. I can't wait to go on this journey with you and show you exactly what is possible when you have a strongly-written website.

0:18 If we somehow have not connected yet, my name is Megan Taylor. I am a copywriter working primarily with online female entrepreneurs; so web-based service providers like you, including coaches and agencies, course creators, and digital product sellers.

0:33 I am also the founder of the Copy Template Shop, which is probably where you found this program. It is also the ultimate resource for online business owners who want to write their own copy, but they want to do so with professional guidance so they can have total confidence and trust that it's written to connect and convert.

0:53 I have been working as a copywriter in the online business space since 2016, and since then I have helped literally hundreds of women find the right words to really connect with their dream clients online and generate more perfect-fit leads and sales for their business.

1:13 Above all, though, I really believe in keeping businesses simple. I believe in creating systems that allow you to bring more ease and flow and simplicity into your day-to-day work as a business owner and in finding creative ways to operate your business that don't force you to be part of that hustle culture and constantly hustling and grinding.

1:39 And really effective copy is exactly that. It is a system for more ease. Copy is so much more than just words. When you are able to bring intention and strategy to your copywriting, your copy can do a lot of the heavy lifting in your business for you, especially in terms of marketing and selling.

1:58 I'm an online service provider myself, so I know what it's like to have really limited time to work on your business rather than in your business.

2:11 We don't have a lot of time in our busy schedules to really focus on attracting and securing clients. We don't have a ton of time to be creating content and really marketing in our business, maybe like a digital product seller or even a physical product seller, because we are spending most of our time actually serving or coaching our clients.

2:32 So it's even more important for us that the marketing tools that we create, including our websites, really, really work for us on an ongoing basis.

2:41 And the websites that I have written for my clients do exactly that. They allow them to sell more in their business, but without having to work more.

2:50 I have had clients who are selling \$8,000 service packages to fairly lukewarm leads just through their website alone, without even having to get on a sales call with them or having any kind of conversation at all. They're just booking the packages.

3:05 I also have clients who have been able to triple their conversion rates just by making some changes to their website copy with no additional changes to their marketing or their sales strategy.

3:18 And I wanted to create this program to give you the exact process and the exact tools that I use to deliver those kinds of results for my clients because I know that you can replicate it.

3:31 In fact, I know that you can probably replicate it even better than I could do it for you or anybody else could do it for you because you know your business better than anybody else. And I know that you might feel a little bit doubtful about your copywriting skills.

3:48 Maybe you're not really convinced yet that you can write really effective copy on your own, especially if you have tried writing a website before and you really struggled with it.

3:58 But I promise that this is possible for you. This is actually the second iteration of this program and the students who went through the first version of this program felt exactly the same way that you did, but they still got tremendous results.

4:13 Like it truly, truly blows me away. For example, Danae is a website designer and she was really feeling let down and discouraged by her website copy even after going through a three-month-long copywriting course.

4:28 She still didn't quite understand what it was that she was doing, and she had developed a kind of real dislike for writing copy.

4:35 But with the help of this program, especially the templates and the framework that were going to use inside, she really started to fall in love with copywriting and she actually delivers those services for her own clients now.

4:46 There's also Julie who is a sleep consultant for families, and she really, really struggled with wrapping her head around some of the copywriting concepts and taking everything that was in her head and putting it down on paper or, you know, in a Google doc.

5:03 I don't know if that feels familiar, but it certainly does for me too. But the framework that I am about to teach you inside of this program really helped her organize her thoughts, lay everything out in a really easy way, and she launched her new website pretty quickly with the help of this program and within three months she had already doubled her revenue.

5:25 And I tell you these stories because they are incredible and talented service providers just like you, but also just like you, they didn't have a tremendous amount of copywriting experience or maybe even a really high comfort level with copywriting.

5:43 So I want you to know that wherever you are in your journey with copywriting, you are completely not alone. And everything that you want your website to be able to do for you and your business is completely possible.

5:56 So my goal for this program is to give you everything that you could possibly need to write website copy for your online business that allows you to consistently convert perfect-fit clients, plain and simple.

6:10 And I want you to be able to do that on your own timeline. This program is here for you forever.

6:16 You have lifetime access to this program. So please don't feel like you have to write your forever copy right now.

6:23 You know, draft number one, you can come back to these lessons as often as you want, as often as you need, especially if you are creating new offers in your business or maybe you're pivoting your niche and who you want to serve.

6:36 I've actually created four different routes inside of this program for you to help you navigate it depending on where you are in your business right now, and also how quickly you want to move to get your website up and running.

6:49 So for example, if you wanna get something out there really, really fast, I've picked out the most important lessons that you really need to focus on so that you can make that happen.

6:59 The depth of your copy is going to be a little bit different. If you do want to move really fast, it's gonna be, let's say a little shallower.

7:07 But this is allow going to allow you to get something out into the world so that you can start testing your copy, testing your messaging, and then seeing what resonates with your audience and coming back and making more detailed revisions later when you have a better understanding of your audience, what they want, and also your business and what you want.

7:27 On the other hand, if you know exactly who you wanna work with, you know exactly what your services are, this is the perfect opportunity for you to really put in that deep and detailed work and take a little tiny bit more time to write your website copy that's really going to last for you so that you don't have to come back in three months, six months, 12 months time, and revise your website copy to better fit the direction that you're going in.

7:53 So no matter which of these options resonate with you the most or how long you've been in business, there's a designated route for you and you can follow that route at exactly your own pace. Whatever feels comfortable for you.

8:04 I do go into more detail about these routes in the next lesson. So if you're feeling ready to start diving into the content, please start there so that you can choose the best route for you and make sure that you are focusing on the most applicable lessons for your goal.

8:21 Please also be sure to use the link in this lesson to join our private Facebook group. If you haven't done so already, you can introduce yourself so we can get to know you a little bit better, most importantly, so that I have a little bit of context on who you are so that I can support you and answer any questions that you might have.

8:42 This is also going to help your fellow students give you more helpful feedback when you're asking them questions in the Facebook group as well.

8:50 I am not able to provide any kind of individual copy reviews inside of the Facebook Group. We may have occasional office hours where something like that will be possible, but simply because there are so many students inside of this program, I can't go through and kind of, you know, read your about page from top to bottom.

9:07 But if you are feeling really stuck on a lesson or if you're getting stuck in your direction or you're not sure about a wording choice in your elevator pitch, when we get to that point, please feel free to use the Facebook group for support from both me and your fellow students.

9:23 You can get their input on your messaging and your copy as well. It's a wonderful engaged group inside of this Facebook group.

9:29 So I can't wait to see you in there. I can't wait to follow along as you go through this program at your own pace.

9:36 I'm wishing you all the very best. Let's dive in.