



## Lorrie Morgan-Ferrero

### Keynotes | Workshops | Teleclasses

#### *"Straight Talk On How to Write Killer Sales Copy Even If You HATE to Write"*

Can't figure out why your marketing materials aren't converting more people into paying customers? Well, 9 times out of 10 the problem isn't YOU. It's the copy! There is no other skill directly responsible for bringing more money into your business than copywriting. Period. Even if you're not a writer, Lorrie shares tips and techniques to help your audience craft copy that gets their prospects to take ACTION! Lorrie's powerful and effective presentation clearly explains:

- **How to psychologically** get clients excited about working with you by choosing specific words and phrases (*so effective it's hard to believe it's legal*)
- **3 easy templates for formatting a magnetic headline** that reels clients in to read on (*if they you don't catch them with the headline, they'll never read the rest of the copy*)
- Exactly how to get your prospect to focus on **VALUE over PRICE** (*with this technique, prospects understand what you bring to the table without scoffing over a dollar amount*)
- **Shhh - Insider copywriting technique** that makes your copy connect so deeply with your prospects they will feel as if you're only speaking to them (*think about it...if we don't know, like and trust someone, we don't choose to do business with them*)
- **Hypnotic tactics** that move prospects toward taking action to what you want NOW (*signing up for your newsletter, buying a product, hiring you...whatever your goal is*)
- **And more!**

"I'd like to credit Lorrie with helping me earn \$7,674 in 72 hours. And tens of thousands of dollars since then using copywriting techniques she taught me. You know how sometimes you learn something you didn't even know you needed to know? That's what learning copywriting from Lorrie is like. I work with independent professionals and entrepreneurs everyday and **I'd say the single biggest reason their incomes aren't higher is bad copy.**"

*Michael Port, Author "Book Yourself Solid"*

**Book Lorrie to speak for your meeting TODAY and start  
increasing business TOMORROW!**

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For more information, visit [www.redhotcopy.com](http://www.redhotcopy.com).

Lorrie Morgan-Ferrero founded **Red Hot Copy** ([www.redhotcopy.com](http://www.redhotcopy.com)) in 1999 in an effort to work anywhere, raise her family and still make a good living. Her background in journalism and acting prepared her for the competitive nature of copywriting.

After working closely with household names like motivational speaker Les Brown and Mark Victor Hansen, co-author of "**Chicken Soup for the Soul**" series, Lorrie now focuses on educating entrepreneurs and copywriters how to get the job done the RIGHT way. Her home study course on copywriting won the **Apex Award for Publishing Excellence**. In addition to her international **Copywriting Bootcamp** teleseminar series Lorrie has added seminar promoter to her credentials with her wildly successful "**Speed Copywriting Workshop**". Currently she is writing the book, "**Guerrilla Copywriting**" with best-selling author Jay Conrad Levinson. Lorrie is a direct descendent of Ralph Waldo Emerson but swears their writing styles are completely different.

Lorrie is dedicated to teaching the world it is possible to shift from the hype-filled sales copy to a more modern version...copy written with **authenticity, rapport, and sex appeal.**

