



# 7 Deadly Mistakes to Avoid with Promotional Web Copy

**Mistake #1:**  
**OPENING WITH \_\_\_\_\_**  
Notes:

**Mistake #2:**  
**NO COMPELLING \_\_\_\_\_ OR \_\_\_\_\_**  
Notes:

**Mistake #3:**  
**USING \_\_\_\_\_ AS THE FIRST WORDS**  
Notes:

**Mistake #4:**  
**NOT BUILDING COPY AROUND \_\_\_\_\_ AND \_\_\_\_\_**  
Notes:

**Mistake #5**

**NOT ENOUGH** \_\_\_\_\_

Notes:

**Mistake #6**

\_\_\_\_\_ **THE READER AWAY**

Notes:

**Mistake #7**

\_\_\_\_\_ **THE IMPORTANCE OF COPY**

Notes:

Answers:

- 1) Flash
- 2) Headlines, Subheads
- 3) "WELCOME TO MY HOME PAGE"
- 4) Keywords, Keyword Phrases
- 5) White Space
- 6) Boring
- 7) Underestimating

Resources:

◆ **Headlines:** Robert Boduch's, *"Great Headlines Instantly"*,  
<http://www.red-hot-copy.com/HEADLINES.htm>

◆ **Keywords:** <http://inventory.overture.com> and type several keywords and phrases in their term suggestion tool.

Example: Here's a search on "stay at home moms". In July, 3565 people searched that term.

Searches done in July 2004	
Count	Search Term
3565	stay at home mom
586	stay at home mom job
214	business for stay at home mom
213	stay home mom make money
203	to be a stay at home mom or work

Versus the term "stay at home mothers" which got only 478 searches in July. What a difference a word makes!

Searches done in July 2004	
Count	Search Term
478	stay at home mother
128	stay at home mother business
102	home job mother stay

## Lorrie Morgan-Ferrero, Red Hot Copy™

Lorrie is one of the most sought after copywriting experts in America...and a direct descendent of Ralph Waldo Emerson. A freelance writer and journalist for over 25 years, Lorrie attributes her creative background as an actress with helping to develop her *signature style of conversational writing coupled with sales persuasion techniques* that make her clients thousands of dollars. Her words have sold products in a variety of industries including, nutritional supplements, professional speaking, seminar business, hypnosis, health & fitness, biz op, real estate and entrepreneurial services.



Her top shelf list of clients reads like a who's who in marketing: Mark Victor Hansen, Les Brown, Loral Langemeier, John Childers, Alexandria Brown, Joel Christopher, Kim Castle and Tom Antion, among many others. In 2004 Lorrie's copy for one speaking seminar generated \$31,497 in just 6 days. She is the author of the highly acclaimed home study course, ***Red Hot Copy to Woo Your Target Market*** and is the founder of the **Red Hot Copywriting Bootcamp** ([www.rhcbootcamp.com](http://www.rhcbootcamp.com)). Each week she distributes a highly acclaimed newsletter called "**Copywriting TNT - Tips N Tactics**". (Are you signed up yet? If not visit, [www.red-hot-copy.com/ezine.htm](http://www.red-hot-copy.com/ezine.htm)). Learn more about her products and services at [www.Red-Hot-Copy.com](http://www.Red-Hot-Copy.com).

Lorrie has a BA in Journalism from the University of North Carolina at Chapel Hill and has been published extensively in newspapers, magazines and all over the Internet. She is also a frequent radio guest and keynote speaker. For information on booking Lorrie, please email [support@red-hot-copy.com](mailto:support@red-hot-copy.com).