

THEME: “Itch-and-Scratch”

TIME: 2 minutes

DATE: September 2014

LOCATION: Red Rock Canyon Open Space, Colorado Springs, Colorado

THE KEY VIEWPOINT: Use the time-tested and proven Itch-and-Scratch approach to write your marketing copy – especially website copy.

TRANSCRIPT:

Poison ivy: “Leaves of three, let it be.” This directly leads us to our topic for today: Writing marketing copy – especially writing website copy – using the Itch-and-Scratch approach. If you’re like a lot of my clients (small business owners), you may be challenged to write copy, particularly website copy.

And there’s good reason for this:

1. Objectivity and perspective – it’s challenging for small business owners to gain objectivity and perspective on their business.
2. Website copy-writing for small business is different. It’s more interactive than a simple brochure, and there’s search-engine optimization (SEO) to consider. It’s quite challenging.
3. You probably don’t have a lot of writing in your background, let alone marketing writing and website copy-writing, which is a distinct skill set.

That’s why the Itch-and-Scratch approach is a useful tool to have in your toolkit. Here’s how it works:

THE ITCH: Write the first few sentences of copy to directly address your clients’ (or customers’) needs, challenges, or struggles.

THE SCRATCH: Write copy that directly speaks to the results – the relief they get – with the products or services you deliver.

As a quick example, here are excerpts from the website copy on my website’s home page.

THE ITCH: “Are you embarrassed by an outdated website? A homegrown brochure or speaker one-sheet? A mismatched business card?” And so forth.

THE SCRATCH: “If you’re a solopreneur or small business owner, team with Patrice to clarify your brand and create your marketing toolkit, including a strategic website – all in an exciting, stress-free, and results-driven process.”

My challenge to you ...

Take your trusty red pen, and print off your website’s home page copy. Now edit your copy using the Itch-and-Scratch approach to ensure your readers really understand what you deliver – and how you help them. So take a whack at your home page copy, and let me know how that goes!



Patrice Rhoades-Baum Marketing Consultant & Branding Expert

Patrice “cracked the code” for branding for small business and solopreneurs (professional speakers, corporate consultants, business coaches).

Patrice believes you *must* clarify your brand; it’s the foundation – the launchpad! – to promote and grow your business. Using her laser-focused “Nail Your Brand” approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: new website (including website copy-writing), speaker one-sheet, and stationery package

Backed by 25 years of high-tech corporate marketing...

Patrice has managed big-budget advertising campaigns, direct-mail programs, and tradeshow events. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in *Fortune* magazine. Learn more and get a free “Nail Your Elevator Pitch” worksheet at www.BrandingAndWebsites.com.

Visit “Branding Views” and join the adventure!

From high in the Rocky Mountains to deep in Utah’s canyon country, Patrice delivers sage branding and marketing advice in this ongoing series of 1-minute videos. Bookmark www.BrandingViews.com to see stunning views of the West, Southwest, and Midwest. Enjoy breathtaking views, fresh air, and a fresh perspective!



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