

Up Your Copywriting Game

10 Point Checklist

Chelsea Baldwin

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“When you go all in and do what you believe in,
you come out stronger and more powerful. That’s
why I’ve just decided not to hold myself back.”**

CHELSEA BALDWIN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Make sure my message and writing style resonate with my customer avatar. If necessary, find a good writer who understands my vision and can create content that best represents my business.
- Recognize the difference in style and format among the several types of writing. Observe how people consume information online. Online writing is deemed to be quicker and more simplistic than a column feature.
- Strategize where I place the calls to action all over my website. The right placement, wording, and timing can improve my conversion rates.
- Find ways to get my audience excited about my offers. It's a great strategy to get them on a journey to look forward to something fun and exciting.
- Always aim to help, teach, and provide value to my target audience. When I show them care, I get the same treatment back.
- Implement a weekly newsletter to nurture my mailing list and connect with them regularly. Do something unique so I stand out in their inbox.
- Put humor into my copy. Something light and engaging tends to be more remarkable to readers.
- Add a personal touch. Never let my clients or subscribers feel that I don't take the time to connect with them. It'd be an excellent bonus to show a few significant snippets of my life once in a while.
- Utilize CRM and automation apps and software such as [Keap](#), [Ontraport](#), or [Kartra](#). This will help streamline my email marketing efforts and make my workflow more efficient.
- Check out Chelsea Baldwin's website, [BusinessBitch.com](#), to learn more about their services, one-on-one coaching, and online classes.