

Introduction to the Spotlight Method for Copywriting

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Copywriting for Websites

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- Why are the words on your website important?
 - **81% of Consumers go Online Before Making a Purchase**
- How much time do individuals spend on a website before deciding they want to learn more?
 - **10 Seconds**
- What does this mean for those writing copy for their website?
 - **You need to make your point - and make it fast!**

The Spotlight Method

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- **Intention:**
 - Turn Website Visitors into Customers
- **Process:**
 - Highlight the CUSTOMER and THE PROBLEM they are experiencing on each of your web copy pages
- **What's the alternative?**
 - Highlighting YOU or YOUR company
- **Why?**
 - People like to hear about themselves!

A Spotlight Example

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Example 1: My name is Ella, I am an award winning author and novelist, and copywriter. I have been published in over fifteen magazines, and have been nominated for both the Pushcart Prize in Literature as well as the Best in Web in Literature.

Example 2: As a small business owner, I know you are working to accomplish hundreds of tasks in a workday. And all of those tasks revolve around one major point: generating more sales and touching more lives. I can help you not only gain the confidence to write more clearly and effectively, but you will also be able to reach more clients and customers and touch more lives because of one major reason: your writing was epic. And people wanted to learn more.

Landing Page

Step 1: Identify your ideal client's problem:

Step 2: Smooth transitional statement:

Step 3: Position yourself as the solution:

Step 4: A Direct call to action:

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Landing Page

Step 1: Identify your ideal client's problem:

"I know you don't have time or money to hire a professional writer."

Step 2: Smooth transitional statement:

"That's where I come in."

Step 3: Position yourself as the solution:

"My skills will teach you how to do business writing yourself so you don't have to break the bank trying to find someone else to do it for you."

Step 4: A Direct call to action:

"Ready to learn business writing in a way that resonates? Reach out today."



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If you are anything like me, you live a busy life: caring for family, navigating work, or simply living the active lifestyle you love. But oftentimes, when schedules get hectic the first thing to go is nutritious, home-cooked meals. That's why I created Love and Plants: **because I believe wholesome cooking is one of the best ways to show love: to your family, to your body, and to the world.**

About Me Page

Step 1: Understand Your Why - The Past

Step 2: Incorporate Your Business - The Present

Step 3: Bring it Back to the Client - Future

About Me Page

Step 1: Understand Your Why - The Past

I like to say I am a corporate America dropout. I did my time in a cubicle, and it wasn't the right fit for me. But what I learned in that pencil skirt and high heels was invaluable: I learned how the business world works, and that helping people tell stories is what brings me joy.

Step 2: Incorporate Your Business - The Present

Today, I help small business owners and creatives tell their stories. Together, we work to uncover the characters and the pivotal moments. And we create a narrative that speaks directly to your ideal client. Why? Because helping you tell your story is part of my journey.

Step 3: Bring it Back to the Client - Future

I feel fulfilled when I can help others get their words on paper. I believe we all have something to share with the world. Are you ready to tell your story?

My Story

Our boutique hotel and wedding venue was growing fast; I didn't have time to waste.

I wanted, *NEEDED*, a team that was SKILLED, INNOVATIVE, EXCITED, TOOK INITIATIVE and STUCK AROUND.

I desired a strong team that was excited and EQUIPPED TO GIVE QUALITY SERVICE that would make a huge difference with our business growth. A team that I could CONFIDENTLY leave 'in charge'.

GOT IT!

I developed a team that was **very skilled with service and passionate about their work.**

Profits increased. My stress decreased. This staff training program fast forwards onboarding, reduces time and money wasted, increases employee AND customer retention, and



The Missing Link: FAQ Page

“But I have so many things I want to say - how can i possible fit it all on a website while being brief?”

Solution: The FAQ Page.

FAQ

When will my order arrive?



How can I change or cancel my order?



What is the return/refund policy?



What comes in the kit?



How do I assemble the frame?



What additional supplies are needed?



What happens if I run out of paint?



What do I do if my paint dries out?



FAQ: How Can I follow the spotlight method and still be unique?

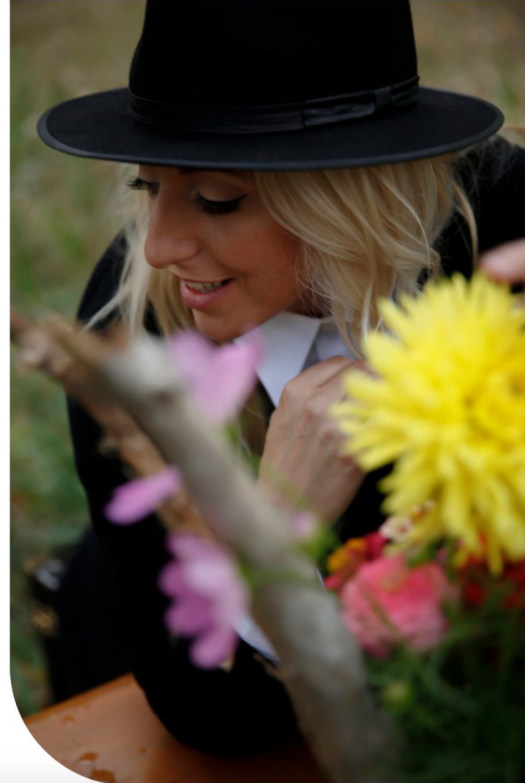
Who I Am

I am King Lexie (she/her) an experienced life coach & *artistpreneur*. I have 15 years experience facilitating solo & group workshops.

Though I am currently based in Boulder Colorado, online coaching has allowed me to serve coaching clients in Denver, Chicago, New York, Canada, Brazil and the United Kingdom. My coaching practice focuses around adult learning and helping people turn unwanted patterns and habits into more resourceful states. I care deeply about somatic (body mind) research, wildness, authenticity, conflict resolution and enjoyment.

Consultório coaching makes hard things easier by helping you get clear on your goals and what's keeping you stuck, so that you can move forward in your life, experiencing more of what you want with greater ease and efficiency.

I speak many languages: metaphor, Brazilian Portuguese, re-frames, movie quotes, dad-jokes- I am full of emergent strategies and am as dogma free and holy irreverent as I can be.



FAQ: But I want to brag on myself! Can I?



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Expertise and Certifications

Training & Certifications

- Certified Master Transformational Neurolinguistic Programming Coach (human growth and development emphasis)
- NLP Marin tools for communication, behaviour and identity level change from the inside out
- Psychedelic integration coaching
- Akimbo Creatives Workshop

Crisis Company

- Crisis de-escalation actor for law enforcement and schools
- 300+ hours training and classroom experience
- Conflict mediation
- Trauma informed live-action training
- Special needs advocate
- Substance abuse awareness and intervention training

Naropa University- BFA Physical Performance and community arts

- Interdisciplinary world performance
- Critical Race, Queer and Gender Theory and praxis
- Buddhist meditation
- Community Arts Apprenticeship (art and agency in schools)

500 hours Hatha/Vinyasa Yoga Chinese 5 element, Yin Yoga

- Martial arts lineage – Enshin Karate, Daoin
- 12 years teaching experience
- Experienced instructor
- Course and retreat curriculum development

FAQ: How Do I know it is time for a website rewrite?

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***Write.
Create.
Inspire.***

Do you have a story to tell or ideas to share, but struggle to get it down on paper?

LET'S TALK

Let me hear your questions and ideas!

www.ellakerr.com