



## List Building and Generating Income with Expert Interviews

### Exercise 4: Your Marketing Copy

In order to create your optin page, promotional email, newsletter blurb and tweets and posts, you'll need the following:

1. **Kickbutt Title** – that captures the problem, benefit & market

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2. **Topic Description**, 3-4 sentences long

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3. **Bulleted Benefits** – 3-4 benefits

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4. **Call to Action** (in this case, to opt in to the call)

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5. **Brief Speaker Bio** (3-4 sentences, you can get this off their website)

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6. **Your Brief Bio** (3-4 sentences, it should position you for the expertise of the call)

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**Newsletter Blurb.** Use the topic title, short description, benefits and include date/time and opt-in link. End with call to action. Approximately 5 sentences.

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Promotional Email. Pull from the title, description, benefits and call to action.