



Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

FYI: Timestamps listed here are not correct, but know that all of the content from the interview is here.

01:36

Alright, people I'm so excited for you here today to meet Marisa Corcoran and Marisa is her name not Marisa want to get that really right for you all get it right. So then the day you meet her, you can get it right. She is a light in this world. And she is just as obsessed with words as I am in race. I just want to welcome you to the show.

01:56

Oh, Brian, I'm so excited to be here. Because you're my friend. It's like cool to talk to somebody I know. And I think you're a light in this world. And I think you also have the best teeth in this world.

02:07

Thank you. Yours as soon as you said I'm like staring at yours. Like how can you say that when I'm looking at yours? And I feel now? No, I think you're beat mine. For your admiration fest. Okay, some reason let's get rid of the way you know, I talked about what you do. But can you tell anyone who's listening exactly what it is you do? So they understand even better?

02:24

Yeah, so I'm a I'm a copy mentor. And I help coaches and creatives uncover what to say and how they can say it to magnetically attract their dream clients with personality filled copy that dazzles and help you feel like a more confident and courageous writer, whether it's on your website, it's the emails that you send out, it's social media, it's going live. That's also copy to like really helping you feel that you have that creativity and that hutzpah when it comes to how you talk about what you do and how you write about it.

03:01

Beautiful, and you should just know and we know each other. So you know, I am obsessed with words and messaging and the clarity that it gives people, the people who meet you. And also I find that, and I'm sure you find this too is like when we find the words to articulate what it is we do when we want to attract, we suddenly feel like, Oh, I understand myself better. There's like this total other thing that happens, that isn't what you thought you were doing. I'm just writing copy for my website. But there's like, Oh, I know who I am more, can you talk to speak to that a little bit?

03:29

Oh, 100%, the process is so deep. So even if I'm writing kind of the sales page for the coffee confidence society, you know, we want to keep it like you're going to uncover your message,

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

you're going to understand how to talk about what you do with clarity, you're going to write your website with kind of that ease and confidence. So there's those kind of external results that we've just seen from people who've gone through the program. But the internal ones are the really like crazy things that aren't always like the sexiest sell on the sales page. But I want to be like, Listen, this process is deep. And inevitably people come out on the other side, and they're like, I feel like I know my purpose I or they'll learn something about we have this first part of the program, Brian, which you know, because we've talked about it before, we call it the coffee star. And it's like you can be these different things you can be the nerd tastic leader, you can be the hooker with a heart of gold, you can be these different things. And it's really to help you kind of put more personality into your copy. But it's weird as people walk away and be like, I feel like it gives me more confidence to be myself even outside of my business. It's so wild the process of what coffee can uncover for you. And I love to hear those things that I'm kind of just like, Yeah, sometimes those are even, you know, because if you follow the steps for the coffee, you can come out with a website you feel really excited about you can come out understanding how to talk about yourself with clarity, those inner things is really what's going to kind of propel you forward and I love when people have that.

04:51

Yeah, I love the way you say that. And you know for a lot of this, my audience is actors and creative people who are filmmakers or content creators and no Unless you're a writer, you didn't sign up to be good at writing words. I think a lot of these people don't think of themselves that way. And so like this morning, I was working on this actors email she's sending out to a casting director she met a while ago, and she suddenly has representations she just wants to let this person know. And it was so clear in the email that like, she is super excited. But there were so many exclamation points and the word excited. And I was like, do you have to have such a boner for this casting director like isn't exactly there, right? Like, this is too excited. And you sound also like, your 12 year old with this number of exclamation points. I go, what do you really want it? What are you really excited about? What's the actual feeling behind it? And she has found her describe the words of why she was excited. It was almost like she settled into herself was like, Oh, that's really why I want to tell her this. It's almost like this weird coming to honesty with ourselves. I don't know if that's what you see people.

05:49

Oh, totally. And being able to be what you're saying, Brian, which I love that you uncovered with this person sending the email. Just also kind of how I got in grad school for acting. Just as a side note, one of my biggest like, first kind of conversion copy things that I did was writing the thank you notes that our cat our class had, after our showcase to agents that they saw, and I realized I was really good at it. So I was helping them right. And it just reminded me of that all these years later that that's what I really started doing was people were just like, Well, what do I

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

say? Like, thanks for the meeting. I'm like, Well, what else did you talk about? Like, like, as a human? What did you guys connect on? You know, and finding that so when you said that it just brought that memory back. But I think going back to what you said is that specificity like when we're writing copy, sometimes I call it like adjective stuffing, like people will be like, if you're writing about someone's what they're struggling with, you'll be like, you know, you feel overwhelmed, you feel stressed, you feel and we kind of just keep it like the surf. We just keep saying all these adjectives. And it's like, well, what does overwhelm look like for your specific person? Because overwhelmed for an actor is different than overwhelmed? Who I deal with more in like the online business world, right, you know, so as opposed to a weight loss coach who's dealing with somebody who's trying to get off the dieting roller coaster and lose weight for the last time, like overwhelming something different. So how can we crack into that specificity? So that when people read our copy, they're like, Oh, I feel like you're speaking right to me. And also, like you said, for this person, it gives us clarity. And we actually know what, what we're doing this all for what it all means.

07:27

Right? Right. And I want to you know, I've ever talked about the fact that you were an actor, and that you went to Harvard for act, you got your MFA in acting? How do you find that that background helps you in writing and in delivering this kind of training to people,

07:41

and all the things that I had no idea. So when I started as a writer, it was really my side gig. I didn't want to go back to waitressing I didn't want a nanny anyone else's kids. I came, I my bag would literally have like, a thing of baby wipes those, like good for you lollipops, from whole foods with like the you know, the sugar that, you know, all these like opera Westside kids said, and I just was like, I don't you know, so when I came back from grad school, I also had an agent now and I needed to really like be available and make my own schedule. So one of my really, really good friends suggested that I would be good at this writing thing. And I didn't know that. This is 2013. So the online world was still kind of the Wild Wild West. I didn't know what I was doing. But it was nice that I remember I was this mom and and stop and shop commercial. And while I was waiting my one line, by the way, which was, it was for Thanksgiving. And it's I had to hold this turkey over and over again and say, What did I say I said, this year, I want the best bird for my family and my wallet. And that was my one line that I said like a million times I'd like to am in this grocery store in New Jersey. And while I was waiting, I was working on coffee for a client. So just the prot like the idea that I could develop this skill while I was doing that was really appealing to me. But I used to keep them separate. So I my main name is Frodo is my Italian. I'm very Italian all Italian according my ancestry.com I'm 100% Italian. I just got my stuff back. So it's definitely Marisa and not Maria. Oh, yeah, I've 94% Southern Italian and 6% Northern Italian. So it's, I know, I was hoping for something but a little bit just a surprise. I know. It's not a

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

surprise. And what I realized from doing from from doing this is like I kept them separate. So I would I was using my maiden name to be an actor. I was dating my now husband at the time and I asked him Could I use your last name for people that book me as a writer, so they looked me up as Marisa Corcoran, they wouldn't know that I was an actor, they would take me quote unquote, seriously. So I kept them separate for a long, long time. And now it's so funny that I'm recently working but my legal name is still Marisa. I built this company. It's a good thing my husband married was a good thing right? It worked out. But the the crazy part was is that everything that made me great at acting is all of the things that makes you compelling in your as you write. And so I just started to, as I started teaching it to other people, I realized the way that I could teach it was actually not keep them separate and bring all the acting stuff into it. So if we're doing like emails, for example, what's your What do you want to get out of your scene partner? Which is the reader, the person who's going to read this email? How do you want them to feel on the other side of the screen? So what's

10:31

all the time? Like? I say this all the time. So I feel like actors, you're going to be the best email writers in the world? Because you're so focused on what do you want to get out? You know, what an objective is, you know how to like, it's like, you're going to be so good, since we translate that way of thinking I'm so sorry. I just know, your made me feel good as a writer is like, Oh, good. I'm saying the right things. Because I really looked up to you as someone who has really knows how to do this. And so that's a point for Brian

10:59

100%, and create as an actress, or just like prime to do this. So and then also, how do you bring, you know, you remember, you go into all those acting classes, and they would type you like, what your type was what you would be called in for, and actually understanding kind of your type as your copy. This is what the copy star is, is from is are you the hooker with a heart of gold? Are you a nerd tastic leader? Are you the quirky misfit, and if you can lean into who you are, and have all your stuff kind of feel like that people start to really like love that personality. So being able to lean into our personalities, in that way is really nice, the cop, and also actors, and creatives are these natural storytellers. So teaching that kind of art of storytelling to people within their copy. So I find I'm always going back to acting and like I'm like, Okay, well, this, this Harvard MFA really did, didn't pay off as an actor in the way that I wanted to, but it certainly has paid off here.

11:58

And I just want I love what you just said, you kind of just outlined a system for those of us who are creators. And I just want to kind of narrow in on that, because it was really clear, it was like, be you work on how you what your part, the other person to feel your scene partner, your reader

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

to feel, right, lean into your type. Because that makes someone kind of fall in love with the voice that's coming at them, and they understand more of who you are. And then the last one, you just said it, what was the last one you said?

12:18

Oh, my God, I think so fast. My husband's like, you don't even remember anything that you just said? Because he's like you. I'm like, why did you remember it? He's like, Is it my job to remember everything? I say storytelling?

12:29

Yes. Great. Right. Alright, Gregory. So those three things, right? It's like, your scene partner, your type in storytelling, those things are what make a great, you know, so question for you. Since you've worked with so many different creatives in different different kinds of jobs that like someone could be a health coach, or they could be, they could be an online business coach as well, or whatever, all these different places, right? What do you find is like, the number one thing that you are talking about with them, or is there like a number one mistake or number one solution that kind of breaks through almost everyone's mishegoss and noise?

12:58

Yeah, it's not even a copy thing. It's that the best copy, the best copy cannot fix a muddy message. So if your message isn't resonating, or it feels too general, or you're afraid to really speak to who you actually want to speak to, then the copy starts to feel a little generic. Even if you apply all these other things at the intention of the specificity of the storytelling. It doesn't grab people because it doesn't. It's not specific enough. So it's actually why inside of the coffee confidence society, the first thing we do is the coffee star is you have to know who you are first, so we got to get your personality really leading the way. The second thing that you do is look at your messaging first. I mean, your your messaging second, before we even get into how do you write an email, or what's a great way to do storytelling or websites? Is your messaging because that's going to inform and that's the number one thing that I see is people being afraid to be really specific in that messaging. And worrying that if they get too specific, it's going to limit them. But what I've just seen from my experience of doing this since 2013, and then teaching people for, you know, the last few years is that it actually is what helps us be known and become that kind of specialist in a sea of, of generalists. Yeah, that's always my dream, if I could just get people to be more specific in our messaging.

14:17

Well, I love it. You're saying, there's something you said the very beginning of this that I think is so important, which is if we're afraid to talk to who we're talking to, or we're afraid to say, Oh, I am talking to the head of this film festival. I am talking to a casting director, I am talking to an

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

agent, we suddenly are like, I'm going to speak really generalized, like I was speaking to all managers in the entire world or all of America I'm talking to right now. Because if I get specific, I might lose somebody. It's kind of where I'm going with this. In my the way that I always talk to people is we pray for unsubscribes we really want to get rid of the losers. Like I want people who are not supposed to be following my emails or I want to find The characters not going to respond to you great, you can quit putting energy into that person, put the energy into the ones that are going to do it. And so I, so what I find what you're describing is kind of like a, it's an editing tool to lose to get people out of your database or to lose them from the people you're going to stay in touch with, because we want to walk towards the ones that are jiving with staying in touch with you. And also, this thing, I don't know if you find this, but sometimes I just have to talk people off the ledge around like, some people just don't like to use their inbox that way. They're never gonna want to hear from me with that email, they're never gonna want to hear you reach out to them personally, or in a newsletter or in any way because it's never they're just not the person who relates to their inbox in that way. So there's nothing to do with you. We got to find another way to be in touch with that. Do you have to do people ever have these big like, I'm worried about losing unsubscribes? Or, Oh, God, we're gonna let you have this conversation. Often I

15:45

could have made a million dollars just off every time someone said that to me. And I like charged them. And it and I get it right because we're looking we're seeing oma, it's like, it's like in our bodies like, Oh my gosh, someone doesn't like me. And I'm so much like this, my mom used to say my mom, me and my uncle Mark are like twins in this way. My mom's one of my mom's My mom has four brothers, one of her younger brothers, my uncle mark, we're very similar. It's like 99 people could be obsessed with us in a room, but the one person who isn't that's all we can think about. So why doesn't this one person like me and my uncle Mark? Like, we're just like, well sit around for hours and like, analyze it. And I think that's the same way when we look at the unsubscribes. But you're so right, Brian, it unsubscribes actually, to me now barring obviously, when we're writing something or we're communicating. We're not saying anything that's like blatantly offensive, we're not saying anything that's like racist, homophobic, xenophobic, if not like, you're probably not listening to this podcast, right? So if you put that aside, sometimes then we if if unsubscribes, to me are a sign that you've said something that has jolted an emote that a response in our whole goal is to get people to say like it, you have to have that push and pull people that Yes. And you have to have that? No. And so I actually don't look at my own back end of my own email, any stats that I need, I asked my team to give me so that I'm never because I'm not saying I'm above looking at it. Okay, so I just don't look, it doesn't matter unless something would be like that we had to. But I also know we're not sending out anything that's like, blatantly offensive. So it's not anything I'm even worried about, or tracking. And instead, I'm focused on the people. And I wish I could have done this as an actor. I used to

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

be like obsessed with like, Oh, I don't think that casting director likes me and every and trying to like, figure out how to like, make them like me when I walked in, or like look up from even so I used to have this one casting director who called me in for commercials all the time. And it's like, I look back at who I am now. And I'm like, I should have further fostered that relationship. Instead of worrying about the people who aren't paying attention. Yeah, like, yeah, me now, a few years out of I know, I haven't been an actor since like, 2017. And I look back and I go, why did I foster more work begets work? Like why didn't I just worry about this person who we used to bond over how much we both love, bravo and watching Real Housewives. He thought I look like Katy from vanderpump rules. This is how our relationship started. I mean, so ever see it? I know. It's fine. It's fine. But it started this conversation between so every time I go in, it'd be like, I'd be in there for like an extra five minutes, because we'd be talking about Bravo. And I always got a call back. And it was just an awesome relationship. And I think I was so worried about bullshit. Yeah. So again, I'm like, I wish I could go back now. Right Way.

18:28

Yeah. And part of I want to make sure everyone's really clear, because, in case you have not been tracking with the kind of stuff that I talked about is I do believe any kind of creative person doesn't have to be creating some kind of database of the people that they've met in their careers, and that they're staying in touch with them in one form or another. If that brought up all kinds of resistance, good. You are a creative person in your human being. And it's supposed to, this is the stretch we're being asked to make. And that's why we're having this conversation today. But I just want to say that that's one of the things that I firmly believe so this conversation on unsubscribes is around when people drop off of your database, but I even think about unsubscribes as being the person who doesn't respond to that personalized email that you send out and they just feel ghosted, or you feel silent for them, I'm like, great, they are not the person and that is okay. And I get to move on and focus on the next one. So for me unsubscribed is more than just a database, but I just want to make sure everyone is tracking kind of this piece of the conversation. And I

19:16

really like that, Brian, because sometimes personally, if I'm sending something specifically to somebody, it's important to remember, like the database, I'm like, I'm over that and like, I don't even look at it. But personally, if I reach out for an ask, it's important to remember that like, okay, I tried, I did my follow ups. I did all the steps I should take. And then that's it. And you know, what's so weird is like, a solid like seven out of 10 times, I will reconnect with that person in some way, like a year or something later, and they will share something that was happening. It's like 90% of the time. It's not even about us. Yeah, totally. And I'm like, oh, and I'm thinking in my head. I sent you an email you never responded to and now I know why.

19:55

There's also this gift of like you said, You did say this. I did my follow ups. Like I did. My follow ups along the way, like meaning like, I didn't send one email be like, okay, they hate me. And I've never thought like, you have to like confront like, actually, I sent one email, I can send one more reminder email before I bail on that are protected, there's room for you to be a reminder who is not an annoying person. So often I hear like, I just don't want to be annoying is like the number and I like great. So we know that you are annoyed about your own inbox. Sometimes that's what that that reveals to me is that you get annoyed to people in your inbox. Okay, that's about you, not so much about them. But what you just said also around the casting directors that I should have just ran towards this casting director who loved me, instead of trying to chase these other ones is there's also the sneaky scarcity thing that I think shows up, which is there's no way that the ones who love me or enough I know, because my whole life as an actor. There's no way that the ones who, like me are going to have enough opportunity or enough, we're never going to like, I have to find more because then I don't know what but because then I just I just have to find more the ones that already like and I was I did Jenna Fisher, I think says in her book from the office, she says like you need seven people to love you. You need seven characters to love you. You need seven people who love you, and your career will take off and always come back to that idea that just keep work towards those people. So just really, that resonates for me. Okay, so I want to come back a little bit copy stuff that I'm talking about with you. So one of the things that I wrote down is the question like, make sure you ask Maria, this when you talk to her, Kevin. Right is a lot of creatives, like I said, they don't have the basics, right. So I wrote, let's get down to the absolute basics for someone just starting their business. What is copywriting? And why is it so important? I feel like we've touched on some of this. But when if we were to really talk about a basic when I say the word basic, is there anything that comes to mind for you that you're like, do this get this started?

21:48

I think it's that mix of what we were saying before, which is understanding your own voice and vibe, which really comes from right from from writing, and from letting yourself be like learning the process of it that you don't need to be good at it right away. Like you said this in the beginning, Brian, people feel like, Oh, I'm not a, I'm not good with words, or I'm not a good writer. And it's, it's really has nothing to do with that. It's more uncovering our own voice. And we really need to give yourself the space to do that. So for me, I always tell people to find like a content lab, like a place where they can get started to practice this kind of voice and vibe. What do you mean? What is content lab time what that means when you say that? So content lab is like, Where is there a place where you would feel comfortable kind of experimenting to see what kind of things you're saying are resonating with your ideal people, for a lot of people that might actually be like your personal Facebook page, like a place that that's where you're most of like, you know, quote, unquote, like followers, or people are to start to kind of experiment. For other

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

people, maybe it's Instagram, or other people, maybe you have a smaller kind of email community. And that can be your content lab. But I think we're always trying to like conquer all these places, oh, I get to be on Facebook, I gotta be here, I got to be there. And I kind of always tell my people in the society, pick one of those places, and really make a commitment to kind of show up and in and practice that kind of voice and vibe. And I think that that is one of the great ways to start uncovering what's resonating with people in what felt easy for you to create what felt harder, and just kind of giving yourself that process to see. And then from like a core copy standpoint, like if there's a piece of copy to start and look at, I think a lot of people would differ on this. And I think a lot of you will probably disagree with me on this. But I actually do believe that the process of creating your website is really powerful. I think people get really caught up in it. And then they want to perfect it within an inch of its life. Which is why in the society, we actually teach you a one page website so we can get this baby done and dusted. And actually out into the world. We're not spending years on this thing. But it really helps to solidify, how do I kind of craft it kind of solves all those things? What's the personality I want to lead with? Is my message clear here? And what is the best way I want to bring people in? It's like the perfect way to do that. And it's it's it but it's one of the reasons we have it just be a one page website, because people can get so caught up and spend forever on their website thinking that's like their moneymaker or that's how they're going to bring in people. And I mean, that's a conversation, a whole other conversation. It's not but it really gives you that boost. And it gives you instant copy that you can repurpose everywhere,

24:55

right. I love what you're raising. It's funny because when I would say the actors and this is my audience is not just To actors, but to actor specifically, do not focus on your website is not the most important thing, no one is going to go Google you and find you to give you an audition. However, I also believe that the paradox is, I believe what you just said, Isn't 100% true, because nothing else makes you go, I'm going to start from zero and get everything, all my ducks in a row and understand the messaging that I'm putting out and get that like, we might think of like our actors access profile, or the online is kind of doing that. But you don't have as much control in those areas. Which is why a website is so much more probably I'm thinking of specifically of an actress that I know who's also a filmmaker, and actually, she's more of a filmmaker than an actress. And when she did her website, I saw her entire career change. And it was because she had such a clear like, I am still showing up as an actress, but I'm putting my filmmaking front in front and center. And it is that it's a two page the second page is a contact me with all of its on one page, which is exactly right. And what I love about this is because it makes you zero in on this is not going to be the Warren peace website over here. No, no, you're not gonna use a lot of words. So you're gonna have to really distill into what the messaging wants to be. I think that's all powerful.

26:02

Yeah, and I think that's the battle for people. But it's why we really, I actually teach this one page website according to kind of an A lot of actor you will know, like, like in romantic comedies, we call it the meat cue, like when the two romantic leads are going to meet. And I basically teach the one page website with this kind of meet cute method, about how do we basically put this together to like, have this hope that these two characters are going to meet for this next time I get us to the end of their date, the second date, hello. So that's really fun. We call it the hope it's like the meet cute hope method and the H o p, they all stand for something. And so if I can have people just really get clear on what those are, then they have something that's like, again, that internal kind of confidence boost for them. So much of that copy, you can take and repurpose. And what you said, Brian, which I totally agree with is that your website is always your own, it's your own thing. So no matter what, even as actors or like certain ways change or certain platforms, this is always like this tried and true thing that you can that you can send people to or in include and kind of your presence. Right,

27:11

right, right. Yeah. And that's where I do start to believe in as I say, like, get your toe, I always say like, Listen, if we need to work on your branding, your website could be a great place to be, but you better have your other stuff in line first, because that other stuff is where your agent is sending out where you're sending it like that's, that's got to be out there. So I say like, it's kind of in tandem, that you could do those two things. But what I love about it is because at the end of creating a website, there's something that you get to be like, and there it is, there's a there's a performative like an audience can come out, and there's something that feels really good about that piece of it, you can celebrate it. And I think sometimes when we're sending emails out into the world, that doesn't feel that kind of celebration, because like, you might get a reply from this person or that person or whatever, it doesn't feel that same kind of like it is in the world that people can see it. Yeah. And that's exciting. That's cool. So I wanted to go so one thing that you said that I think I can hear myself and some other creative people think about is the authenticity around, like, identify that voice and lean into that voice and into that type and sort of be like, Well, that doesn't feel authentic to me. I'm sure you have might have conversations that you've had about this or like be authentic, but that doesn't. How do I how do I make it really me? Is there any kind of guidance you can give us around that conversation someone might be having with themselves? Yeah, it's

28:18

it's not going like, still one of my favorite like writing mentors, Laura Laura Belgravia says like, the more you write, the more you write. So like, which is always makes me laugh, but it's so true. And it's just kind of like, it might not feel authentic At first, the way that a lot of things don't feel when it's newer to you. And so it's allowing yourself to wade through the discomfort and be

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

okay with that, which can be really like I find myself I have to constantly say that. And also, there is always something that's going to feel a little performative. When we are kind of showing up, it's kind of like, you know, for actors, like our headshots like us on our best day, you know, are supposed to look like us on our best day. And I think now you don't always show up that way in your writing. I definitely showed up myself, me on my worst day. I'm like, as transparent as I can be. But there's still an element of like, Okay, I'm Marisa, like, I have a little bit of my sass. You know, Beyonce talks about like putting like that Sasha Fierce jacket on before she goes out onto on stage. And I think that you have to there should it should feel a little bit of that performance aspect. And I actually really thrive off remembering that like if I'm in launch mode, and I have to do my webinars and stuff that's for if I'm in performance mode. And I know that that doesn't mean that it's any like, not authentic to who I am and the core promise of what I know people are going to get if they come inside, but that's me on my best day. That's like so I actually like the performance aspect of it. It's like what you see instead there's so many art forms and stand up comedy. And in so many things. It's like allowing it to a feel weird at first and wade through the the discomfort and also I think there is an outlet. Moments of performance to it.

30:01

Yeah. I mean, what is the image, I just got an image as you said, this is like, it's like if you were at a dinner party, and then all of a sudden, all eyes were on, you will tell that story around you, you're going to tell that story, you're not going to like, I'm looking to inbox, the email. If your name is at the top of it, I'm expecting a message from you. So I'm My eyes are on you. So you wouldn't you know, sleep through the way you told that story like that? Would not you would, we would, we wouldn't stay engaged. So I get that. And then I also like that this, you said that you grow, you're kind of growing into what becomes Can I will say that when I'm writing copy, I always feel like, Oh, shit, this is going to be outside my comfort zone. Because I'm trying to push myself from the last time I wrote an email each time it's a little bit like it's a little different kind of discomfort or discomfort, right? Do you ever have that like clicks and anxiety? Or you like weight

30:47

on your life? No, no, no, I do. Sometimes it depends on what I'm talking about. Now, because I've really made it a goal of mine to be it's just not everybody is like this. So one of the things we talk about in this society is we come up with like, these different motifs and like themes that you can keep coming back to. But also part of that are what are things that are on your list that like you don't want to talk about, you know, like certain actors, like there's things they're not going to discuss in an interview. Right? So we always bring up an ad so funny how much acting comes up? And so I say like, what are the things that you know, you're not going to, you're not going to talk about so there's people like, I think it's important to know what you want to share and parts of you that you don't want to share. I kind of tend to fall. I'm a Leo number one. And you know, like I you know, I'm kind of an open book in that way. And so I am pretty, like transparent and

honest. And I will pretty much talk about like everything. And there are still some times when I'm like, Okay, well how much war Am I gonna kind of share and there have been certain emails, especially this year that I've clicked send, and I'm like, oh, boy, let's see what happens. But I think that usually those ones are really powerful. Or especially as I've really made a commitment over the last year on like my own, like social justice work, to say things that I know are gonna pull, like polarize the room, but I'm like, it needs it needs to be said. So I always kind of go back to my own skin in the game like, what am I doing this for? Like, what what is my scene partner was my reader. What am I trying to get from them to understand or changer in this moment? You know? And is this the way to go about and if it is I go Okay, then it's that it's it serves the bigger purpose.

32:28

This is what has to be said. And what I love that you're saying also isn't like, you're not like being salacious to be salacious. You know, just like throwing things out there to like, say incendiary things that people get stirred up, you're actually saying it because this is what needs to be sad, or like one of the things I kind of tapped into, you're saying is like, I've got my objective with my reader. And then me Marisa, the business has like this, you know, super objective around like what we're doing in the world? And how much do I get to let my reader in on that? As I'm going for this right. And I think I always talked to creatives about this as like, yes, we know, the most important thing you can tell me is you love to make movies, you love to make art you love to act doubt. We all like it's such a given or you wouldn't be doing as like, we'd like to quit say I get loved to do this. No one cares. So sorry, quit saying I'd love to do this. And I'd love to do that. Like, sorry, right? I wish it mattered. So what to me. So the trick of that is, it is not vulnerable to say that then. So I always have to push it a little further. So rather than I'd love to do this, I believe in doing this because I have a vision of I want to see this kind of art in the world, that makes just such a difference in the person on the receiving end. It's so much more interesting than them to see who you're trying to become as an artist than like, I'd love to be in your phone. Like I don't think anyone listening to podcasts would say that, but I'm just trying to like dumb it down for a second here so we can be really clear. So okay, this is going to be for Brian, I want you to can you just tell me like, what are like three or five or 2500 things that you do when you're the email like these are like either pet peeves are always is that you stick with whenever you're writing copy, like I like one of mine is like trying to get rid of imgs fine. Like one of mine is trying to I have done, or I did is I have done like the capacity. Yes. Right. Are there any other things that are you're always like, I always do this and I love to find it because or like yeah, a couple ones you can share with us.

34:13

I like to start each paragraph or each day each sentence with a different letter. So if you go through and you see I or this one time, this other time, our eyes just like we start to glaze over it.

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

So I really make it a point to make sure each of my sentence is a different letter. Because I just feel like it's gonna stop I

34:36

you're saying like when you're saying senses you're specifically meaning paragraphs, correct.

34:40

Yeah, I tried to write pretty okay, that's another one. I try to write pretty. Like if we're talking about an email. Yeah, I try to write pretty short, crisp paragraphs, which is different from everything that we were like taught about taught in school in English class. So we really have to throw that out. Like if I'm opening an email and it's like these giant paragraphs like I need a nap. I cannot I need a minute. So we want to actually have shorter crisper paragraphs. I'm not one of those people that needs to have like one sentence one. I'm not into that either. But I think there's a nice balance that we can have. And so each paragraph, I try to start with a new letter. I feel like that really stops the I. Another thing that I like to do is can I break any moment up in an email with bullet points instead of paragraph? So if I'm listing it in, a lot of this has actually come from I've pitched so many people for the copy chat. You know, I've had sick, we're coming up. We're recording on the sixth season, I've had over 100 people on the copy chat, and I've probably pitched a 200 to get that 100. I mean,

35:45

just so that my listeners know what the copy chat is, because it's such a cool event you call I mean, I it was an it felt like an event of the from the outside. Yeah, I'm going to an event. So can you tell everyone what that is, so that they can look forward to next year, and they can know what it is?

35:58

Yeah, so it's a summit, we do it twice a year. But it's like the coolest summit in the world. So it we really usually about 10 plus about 10 to 12 experts. And we're talking about how to craft coffee that attracts clients makes money and creates a massive movement online. And it's totally free to listen in. And we also raise money for charity as part of it as well. So to date, the coffee chat has raised a little over \$50,000 for charity, which is pretty incredible. And each interview is really to help you crack into a different piece of copying, be able to walk a bit walk away and make a little micro change, whether it's about sales page mistakes, or the anatomy of an email, or we'll talk about home pages one season, and when sometimes we have these little outside the copy box interviews too, which are a little bit more of like, copy and business together. So each season kind of has its own flavor. Can you give us a sneak peek? What's the next season? You know, it's gonna be Yeah, so this when we're recording this, it's July, but it's getting coming up in August. And we start off this season with the art of voice of customer

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

research, like how much research do you have to do? How do you grab the right language of your ideal clients. We're also talking about sales page mistakes and how to fix them. It's a really, really great one. We also have a whole day devoted to social media we do every season. And this one is probably my favorite one. So my pal Gwen lane is talking about how to put together like an imperfect reel. And it was actually the first time I was ever like I'll do a reel because I'm glad it's a really, really good. And we have a we're talking about another one of our days at one of our outside the box outside the coffee boxes, how do you actually create community? In your programs? Like we're all the focus is always on marketing. Right? But what about the copy that needs to happen once people are on the inside? To create community and and feel that they've that you've delivered on the results that you've promised? Yeah. We also have my pal Mike canino is on this season talking about like oral storytelling like, how do you really captivate people and like a TED talk or webinar. But it's not just like, Oh, this is what you need to say we really get into it actually great. Any actors would love it? Because all his stuff comes from acting, too. And it's like, how do you use the voice like full frontal storytelling, all this stuff? Great.

38:18

I love the end. But I'm saying and I want to make sure that listeners get that when we're talking about sales pages. And we're talking about the anatomy of email all the like finding your ideal customer and their language. This all applies to this just isn't the language that we use when we're filmmaker or a writer or an actor. What that means is when you're talking to a producer, what language should you use? When you're putting out a one sheet? What what should that look like? What are the things that that wants to include when I put together a press kit? So everything that you're saying applies? I remember listening to it laughs I think is earlier this year, last year, right? I guess maybe there was one earlier this year. Yep. And like folding laundry, and I was like I have to stop and open the computer and look at this and take a note like Why? Because it's because they're all they're all. Most of them are audio. Right? Are they all they're all audio? Yeah. It's kind of a podcast style. Yep. Which is so fun, because it's audio. Okay, so we were going back. So we got the first letters of a paragraph we got what was the other one that you said the

39:06

bullet points. And the reason I say this is because I pitched so many people for the coffee chat. And when I first started the coffee chat, nobody knew who the hell I was. I had 70 people on my email list most of was my mother, my best friend Katie and a few private clients that I had, nobody knew who the hell I was. So this pitch email was so important. So structuring it with what was my ask and putting that actually into bullet points what I needed from them, making it really clear so if there's anything that you're asking, or any way that you because a lot of times we scroll, and so I'm going to start with the bullet points section. So if there's something extra you want to make sure people understand or there's three tips or three points or doesn't have to be

three but whatever it is what and sometimes I like to make sure that that's in a bullet point because people don't miss that.

39:49

Got it beautiful. One of the things that I also hear you're saying and this is kind of inherent in the way that I talked to craves about reaching out is in this may sound diminishing but it's nice they talk to me like I'm a third grader. In your email, at some point, tell me what to do. And be really clear at some point or I'm not going to be able to take action because if I'm confused, it's going to be a no, like so I would say. And so I always talk about how we can sacrifice. I think I stole this from Dallas, one of my coaches, our coaches, being clever over clear, they don't sacrifice clarity for cleverness, like we have to still understand what is happening in the conversation, always.

40:25

And so when I was first pitching the coffee chat, I was I would literally have a bar, I was like, What is this? And I would explain, you know, that tell me if you agree that when people start talking about themselves, or writing copy, you can feel this way, this way. So I want to bring together a group of people to do a BNC. Around copy, right? Love it. Love it. so clear. Yeah. So click and do some more, give me some more your love tricks? Well, you said having a very whatever the email, whatever you're writing, having a clear call to action, if there's something you want someone to do, so when I was pitching people for the coffee chat, I wasn't leaving it up to them to go, please respond back at your earliest convenience. No, I was saying like, I actually put my link in there for them to go ahead and schedule the the call to like, have the conversation but to be very specific about what I wanted them to do. And so if even if it's just you're wanting to get engagement on a social post, or whatever it is really thinking of these like, little micro things that people can do. So is it you know, asking a very specific question, what's the number one way you've, you know, dealt with this, pop it into the comments or give me you know, a favorite emoji, like making it easy for people to respond, I think is really important. And not just kind of leaving it up to let me know what you think about this.

41:45

Yeah. Yeah. And I will say one of the places that I find and maybe we have a great conversation for us to have as creatives are often challenged by how do I have the come? How do I ask, I don't know if there's a call to action, because I know this person isn't going to go to coffee with me. But I want them to know that I exist. And I want them to know that. Like, I'd love to work with them one day. So I always don't know how to end my email How to say like, and this is the place where I always have to wrestle with them a little bit. Yeah, you have found that is that I don't want to say because it's different. It's like what you said it's engagement, maybe less than call to

action. Right? Is there anything that you have ever advise someone on in the past that you felt like really worked?

42:20

To? Good question, I feel like, I always go back and ask myself, what's something that I would respond to? What's something that I would take time to hit reply to. And sometimes I like to look at what we've mentioned in. So this kind of actually goes with something else, which is always having. So when I was pitching people for the copy chap, I would start off talking about them and not about me and who I was, nobody cared about me. It was like what was in it for them. So I was very specific, and why I reached out to them, and down to quoting them, like if I had heard them on a podcast, I would go back and find what I heard. And I would like to quote them in there. I wasn't just saying, I'm a huge fan of yours. And I'd love to feature you on the coffee chat,

43:05

which FYI, everyone hear what you just said, because that's exactly what I don't want any of your emails ever to say. I'm a huge fan of yours. And I'd love to come into an audition. I'm a huge fan of your show. And a lot of you are I'm a huge fan of this festival and I'd love to be thumbs down. It is just like anyone in the world can say that it doesn't feel specific. Yeah. Okay, great. Good job.

43:23

And with social media, it's, uh, you can find things out about people, you can go. So I would always say, you know, hey, Brian, I'm such a fan of yours. I'd love to feature you on the coffee chat. Here's why I've been listening to Brian brakes character I loved if it was, you know, pretend I'm not me. I loved your episode with Risa Corcoran. I loved how you were talking about how, you know, emails can't start off generic, they have to be specific, like I would quote you. And I'd say this is why I know you'd be such a fantastic guest on the copy chat. Then I go into those bullet points. So sometimes if I've done my job of actually being specific with them, and I do this again, so and I never miss an opportunity to have a PS. And then either

44:03

I'm like other, like people will just read your PS sometimes people you gotta use that you got to use that PSM.

44:11

So sometimes if I'm when I'm when I was pitching people for the coffee chat, and the PS, I will use that to specifically call out like a human to human thing. So I might say, and now my personality is a little kind of like sassy, funny. So I might be like, hey, Brian, this is you know, we don't know each other. But listen, I think you have the greatest teeth on earth. And if you're on

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

the coffee chat, it's gonna be audio. But maybe we can take a picture so everyone can see it might be something like that, right? Or I might go to your Instagram and see something that we have in common. And I might mention that. So I've said to people before, oh my gosh, you know whether or not you can be on the coffee chat. I think your dog is so cute. And I might say something specific. Yeah. And so I find that if I do that, even if my ask well, not in the coffee chat, but in other times where my call to action may not be as clear I'm not asking them to go to lunch or whatever they need. reply back to it and start the conversation because I've kind of given a shit. And they've seen that this isn't I've that this isn't like a generic thing. I took the time to find this out. And so even if people have said no to the copy chat in the past, they always respond back to me.

45:17

Awesome. Awesome. Yeah. I love that. I love that. And I love that. I also love that about it is it gives a wondering for you, when you don't hear back from anyone when it comes to the coffee chat. And now that it's been around for a while, and like some people know about it, if you'd never hear back from any do you make anything of that?

45:32

I used to Yeah, definitely. But now I'm like, I have my follow up. So if like, if I reached out to you, Ryan, you didn't respond. So I know, I have a clock in the spreadsheet. And then I follow up in the given timeframe. And I'd be like, hey, Brian, popping back to the top of your inbox to check in on this. As I said, I know this audience would be obsessed with you. And I would just kind of you know, I'm repeat putting the link one, you know, in here, look forward. You know, I would love to have you on the coffee chat. I'm crossing my fingers. It's a yes. Go. Got it. Then I'll send one more if I don't hear from you. Yeah. And I'll be like, as I haven't heard from you, Brian, I'll take it as the copy chat is not a good fit for you right now. And that, you know, if that's the case, I'll be gone from your inbox, but still stalking your perfect teeth.

46:17

Right. And so I think I stole this from Dallas as well. This is dead to me email. Do you call that the dead to me email?

46:23

Oh, my gosh, that's right. Doesn't Dallas do like a whole other subject line? Like she it's like a whole different email, right.

46:28

So I said, it depends on the persona and be very careful around this. But this is a great process. If you're really trying to connect with someone that you're like, we've just got an email number

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

one, email number two trying to pop into the top of your inbox. And I think that an email number three can be like, I'm going to make the assumption that this is not for you right now. Kind of like what you said, Marisa, if I got that wrong, certainly reply, if certainly you can reply. But no matter what I wish, you know, there's a fan over here. And I'm looking to stay in touch with that to say, I'm just a small world, I'm looking forward to staying in touch in some way or another. And oftentimes that dead to me, like I'm not talking to you anymore, either. is the one that gets a response. Totally as that person is like, I've been meaning to respond. I've been meaning respond. I just And oftentimes, I actually feel like I don't know if you feel this way ever, Marisa, because our emails are so thoughtfully constructed, I often find that sometimes people feel like they need to respond to as thoughtfully

47:17

Oh, yeah, I'm that way. So people respond so much to my emails, like my community. And I still have emails today. like I always do them like kind of on a Friday, just I like to get my inbox back to zero. It's just swiping one time it had like 1000s in one day, I was like, never again. So now I've just gone to the other side. But I have a few that are sitting in my inbox, because my readers have responded so thoughtfully back that I was like, gosh, I got to take some time and really respond back to this. So that other email can really be helpful for people to just get them to whatever that response. We want

47:51

to do it just have enough time to respond. Yes, right. Right. Yes. Recently, this conversation has been so exciting and helpful for me to hear kind of these kind of things that have really helped the way that I think about copywriting and I know that tons of people are gonna want to stay in touch with you. We will link to that in the show notes. But is there anything you can tell them that where they can find you online?

48:09

Yeah, I think the best place is to come on over to the copy chat if you're on Facebook to come on over to the copy chat Facebook group. So that's my content lab. This is where all my ideas like start and experiments. You two people even give a shit about this. Let's find out. And so that's inside the coffee chat Facebook group. I go live in there. Every week I answer questions about coffee. It's a great way to learn more about the coffee chat. I bring in guests in there a lot. And it's a really awesome community. So that's a great place. And also I love Instagram. So I'm at m Tony t o and I like Toni Braxton at on Instagram and you can DM me I love when people DM me and I will respond back to you. Even if you write something super thoughtfully. I'll take some time and then I'll respond back to you super thoughtfully.

Use Your Words (to Get into the Right Inboxes) with Copywriting Queen Marisa Corcoran - Transcript

48:54

So sweet. And so Jess and Risa. I'm also going to link to if it's okay with you that incredible subject and subject lines freebie that you have that people just love. Is that all right with you?

49:04

Oh my gosh, of course, because we didn't, we were talking about the different things through kind of the email lens. And I think what happens sometimes for people is they'll write like the best email, and then no one reads it. And that's the sub. That's where it comes to subject line if we don't hit people, because our inboxes are so crowded. And so that's why I created the 50 plus scroll stopping subject lines. And there's three formulas in there. And you can kind of swipe any of them and then I connect them back to certain emails so you can see examples of how they connect, and start swiping them for yourself and using them. There's

49:35

incredible resources, and tons of people. So I just really appreciate that. And hopefully we'll all be tuned into the coffee chat because I love it you've got lined up. So I just want to thank you so much for not just for coming on the podcast, but just for your enthusiasm for language and creative people and creativity. Because putting yourself out there can be hard and finding the language that you can feel comfortable with using is a journey that isn't just about editing pieces of words on a screen or words on a piece of paper. It is about something and I just so respect that you understand that and that you hold the space for that as well as like, yeah, don't don't start every sentence with the letter T, like that both of those things can be hand in hand when they talk to you so, so much for your time today.

50:13

Thanks for having me, Brian. It's been so much fun. You have to come back! Anytime!