

MORE COPYWRITING EXAMPLES TO USE DURING THESE TIMES...

All the ways and rules for how you talk about your business has changed rapidly in the past 2 weeks.

As we are moving deeper into the COVID19 experience, folks are starting to find their new rhythm inside homeschooling, lockdowns, shelter-in-place, working from home. As a result their needs and challenges continue to evolve.

What is critical for entrepreneurs right now is that you continue to position your services as relevant for the new challenges your audiences are struggling with. Messaging and positioning your offer and services in a time of crisis is much different than messaging in a time of abundance.

One to two weeks ago your client's and audience's struggles were upheaval, figuring out how to homeschool, being confined 24/7 with their families with what seemed like no help, uncertainty of jobs and income, deep fear of the virus, navigating chaos as life threw them into totally uncharted territories.

While those fears are still lingering, your clients and audiences are experiencing a new wave of challenges and a changing perspective...

How do they deal with this "new normal" (even if it's temporary)? How can they do their best in this situation so their family is okay? What can they do to ensure some kind of financial certainty?

As a result, it's time to pivot your marketing messaging again slightly.

Below are phrases you can include to create marketing that is relevant and keeps your audiences engaged and keeps them coming to you as a trusted resource guiding them through all of this.

EVEN MORE, current as of last week, Copywriting examples to use when creating (or updating) emails, vidoes, FB Lives, newsletters and other content, to stay relevant to your audiences and their changing needs:

- Keep calm & keep ___{working}___ (of add in a verb specific to your niche)
- Pressing on in the midst of stress
- Most ___{entrepreneurs}___ (replace with an adjective to describe your niche) are overwhelmed trying to decide what to do next
- Strategies for managing stress - even the most assured people can freeze with anxiety in turbulent circumstances like these.
- Provide hope and practical tips that will help you and your ___{business}___ (replace with an adjective to describe your niche) get through this.
- Putting your best foot forward in these uncertain times

- These times also present many positive opportunities and it is okay to focus on opportunity during these times. In fact, it's important so you can use your services and business to help others in need.
- We need to realize that things have changed - forever
- Your success in ___{business}___ (replace with an adjective to describe your niche), and in life, depends almost entirely on the strength of your business.
- My hope is that many of you will be able to find peace of mind and feel confident about your choices right now. Facing something huge like this together is way more empowering than facing it alone.
- And the fact of the matter is, I take a stance on choosing love over fear, light over darkness, and by staying in the higher level of consciousness, it allows you to lead and lift those you need you (as well as lift *yourself*).
- How will you make it? Will you survive? It's natural for survival instincts to kick in in times like these. I want to encourage you to look past "survival." Rather than just survive, how can I help you THRIVE!?!
- We are in this together, you are not alone.
- Life on lockdown and how to navigate as a ___{entrepreneur}___
- We're all finding out what the new normal is and what it's going to be; it's all new, but it doesn't have to be all bad.
- How are we dealing with life on lockdown; find out what life can be like on lockdown for you.
- _____{niche adjective}_____ resilience
- _____{niche adjective}_____ in times of turmoil
- What you should and should not be doing to ensure _____{niche adjective}_____ wellbeing in the short, medium and long term.
- Choose to be a conscious creator of your new reality