



RED HOT COPY

Lorrie Morgan-Ferrero

“If Creating Copy that Sells to 85% of the Buying Market Baffles You, You Are Not Alone...”

It used to be that masculine, testosterone driven marketing worked like gangbusters to sell, sell, sell. No more. **That’s because it’s the WOMEN who make 85% of the buying decisions...across almost EVERY BRAND!**

Women want to be treated differently! In fact they demand it or they simply go play in someone else’s sandbox.

Regardless of your gender, there are subtle, but CRITICAL differences between how men and women make their buying decisions...differences that can mean losing or gaining massively more sales.

Lorrie Morgan-Ferrero of Red Hot Copy covers how strategies have changed when it comes to marketing ...and one big one is writing copy that speaks to women and doesn’t turn them off.

In her presentations, Lorrie will cover...

- ✓ Major mistakes men AND women make when writing copy to sell to women
- ✓ How to recognize the 8 qualities of masculine versus feminine copy
- ✓ Case studies of copy that’s been updated and modernized to sell to both genders
- ✓ Master the copy on your website and promotions now for more sales tomorrow!

“I’d like to credit Lorrie with helping me earn \$7,674 in 72 hours. And tens of thousands of dollars since then using copywriting techniques she taught me. You know how sometimes you learn something you didn’t even know you needed to know? That’s what learning copywriting from Lorrie is like. I work with independent professionals and entrepreneurs everyday and I’d say the single biggest reason their incomes aren’t higher is bad copy.”

Michael Port, Author “Book Yourself Solid”

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For more information, visit www.RedHotCopy.com.

Lorrie Morgan-Ferrero of Red Hot Copy is an industry trailblazer in the world of copywriting. Her background as a journalist and an actress prepared her for the level of wordsmithing and psychology necessary to persuade in print. She takes established copywriting formulas and adds her own spice to the mix for proven increases in conversions.

Lorrie Morgan-Ferrero founded **Red Hot Copy** (www.redhotcopy.com) in 1999 in an effort to work anywhere, raise her family, and still make a good living. Her background in journalism and acting prepared her for the competitive AND creative nature of copywriting.

Lorrie’s words have sold products and services in a variety of industries including the female market, publishing, real estate, day trading, professional speaking, the seminar business, hypnosis, health & fitness, nutritional supplements, biz op, entrepreneurial services and more. This “fiery redhead” knows what it takes to build rapport for long-lasting relationships. And more importantly, she knows how to SELL with copy!

She is a frequent guest speaker (both on stage and in teleseminars).

