

# Color Edits

- 1. Turn your “ass-kissing” statements into selling statements you’ll use on your website.
  - 1.1. Finish writing your last page and wait one day.
- 2. Read through your document to re-orient yourself to what you’ve written and notice major changes that need to happen.
  - ☛ If you have to think twice about something, **use orange text to tell yourself to go back and re-word it.**
  - ☛ If something confuses the thought flow, **mark it in red because you might want to delete it.**
  - ☛ If you find yourself thinking “Wait... what?”—you’ve probably left something out. Figure out what it is & **type in instructions to write it later in blue.**
- 3. Ask yourself if you enjoyed the flow of what you wrote.
  - ☛ If not, *put the parts that don’t flow well in italics.*
- 4. Read through the piece again, taking note of how/where things could flow better.
  - ☛ Keep in mind that you need a strong start, an emotional build-up, a resolving moment, and a powerful conclusion.
  - ☛ **If some restructuring needs done to make these elements stronger, type out what needs to be done in purple text.**
  - ☛ **You might also notice the need for some more blue edits, so add them in as needed.**
- 5. Wait at least one more day after the color edits are made.

- 6. Go back into the document, and make all edits according to your colored instructions.
- 7. Repeat steps 1-6 one more time. (Especially if this is your first big copywriting project.)
- Power tip: Read OUT LOUD. (Or at least in a whisper... just enough to hear yourself.)
- Another power tip: Don't let perfection bog you down. You've got powerful, effective formulas for each page, AND you did a ton of work in Module I that *will* emotionally connect your audience to you. Trust the process, and you can perfect and tweak as your business develops.
  - The point of color edits is not to get caught up in perfectionism, but to simply make sure what you've written makes sense and flows logically. If you've got that, you're good to go.