

Nikki Elledge Brown's

A COURSE ABOUT COPY™

FREE VIDEO TRAINING

Video #1
The Simplest Way to
Attract Plenty of
Dream Clients

The Simplest Way to Attract

Plenty of Dream Clients

(Without Feeling Like a

Manipulative Cheeseball)

STEP 1: Know Your Value.

- Time to identify your zone of genius!
- What (specifically) do you feel confident + qualified to offer?
- Important (since this *is* a business): Will people PAY you for that?

STEP 2: Know who needs it MOST.

- Hint: It's not *everybody*.
- Who would pay you in exchange for this value?
- Of those, who would you really LOVE to work with?

STEP 3: Communicate it in a smart, authentic way.

- Smart + authentic = SUPER-powerful combination
- *Smart* meaning *thoughtful, purposeful intentional*
- Ask yourself, "Does it make sense?"



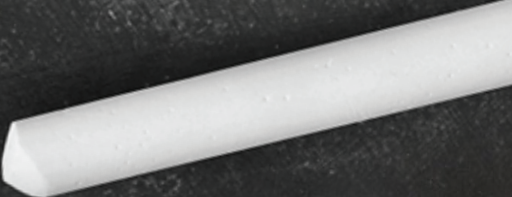
- *Authentic* meaning like YOU, the very best of who you really are
- Aim to sync your online personality with your in-person(ality)

Key Takeaways

- You absolutely DON'T have to feel salesy, stuffy, or awkward when you write about yourself or your business. (I can help!)
- Even when you “get it,” great writing takes work.
- It's not easy, buuuut it's about to get a lot easier ;) Watch for me in your inbox in the days to come!

Not signed up for the whole series? Visit acourseaboutcopy.com to fix that.

Like what you've seen so far?



[Click here](#) to invite your buddies join our “not feeling like a manipulative cheeseball” club.

The more, the merrier!

In case we haven't (officially) met yet...

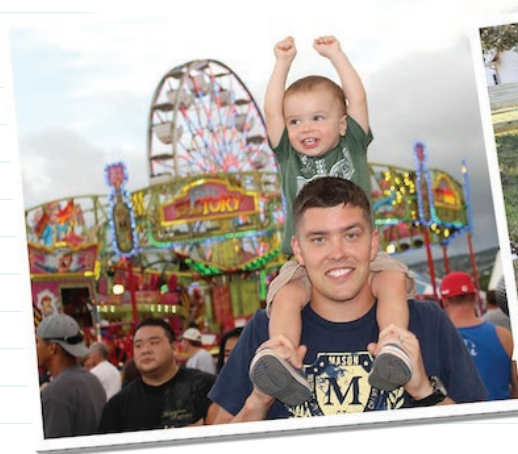
Hi :) I'm Nikki (Elledge Brown) - AKA The Communication Stylist™ + creator of A Course About Copy™.

I'm a Texas girl, born and raised, now living in beautiful Hawaii.

I'm also a proud military wife and toddler mom with a special knack for (and a couple of degrees in) communication.

I spent seven years as a part-time college professor and three fabulous years serving as a park ranger at Pearl Harbor (and the USS Arizona Memorial) before launching my own business in April 2013.

Less than 18 months later, that business has generated multiple six figures of revenue, over 6,000 (lovely) subscribers, and more valuable lessons than I have time to share in (most) weekly blog posts.



AND THAT'S WHY I CREATED A COURSE ABOUT COPY™.



It's like my thesis project. (Or a really fun dissertation.)

I've taken everything I've learned through 10 years of formal communication studies + 18 WILD and crazy months in this world of online business and streamlined it into EIGHT lessons that you could watch in one afternoon if you wanted to.

Like this workbook, ACAC isn't about ME talking. It's about YOU writing. I'll give you a little why, a LOT of how, and send you on your way.

And the methods + recipes I share in ACAC aren't trendy. They're timeless, sensical ways to communicate with an audience you care about, and because of that - they will NEVER go out of style.

When you've got a clear HOW behind each page, this whole "write your site" thing can be simple. Even fun.

Stick with me, and I'll do my best to help you see that :)

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#endlegalstuff

Now back to that homework we talked about.... ;)



