

This is a public writing sample. Note that the client names and other identifying information below have been changed for confidentiality purposes. -Warren

October 13, 2024

The *Outstanding Experience* Brand and Website Copy Notes and Feedback

Please send edits and suggestions to warrengoldiewriting@gmail.com.

Deliverables included in this document:

1. Draft ideas, concepts and comments about the company brand and the corporate website copy.

Hi Richard,

Please see below for the branding and Marcom notes for Outstanding. Please keep in mind what's below is not polished copy but merely concepts and ideas.

All this is based on the resources you have shared with me. I think the suggested changes below will make the site much stronger and more effective. If you want me to go in and make them, I will get additional ideas and mention them along the way. You had said you wish to add additional sections. Those might come to mind as I work on the copy.

Note that I'm providing feedback below along with ideas for improvement.

Thank you,

Warren

Feedback

Logo

Consider adding a tagline to your Outstanding logo that tells some of the story—or at least sets expectations. For example, something along the line of “Excellence in Workshops.”

As for the Site structure, for me, the two-page structure works well, with the CTA at the bottom.

Call to Action

I think “Partner with Me” could be changed to move a little closer to the client’s desires. Perhaps something like “Make your organization better” or improve your team, etc.

Your photo down in the CTA is great. It has the right look and feel for the work.

Homepage

Headline and top-of-the-page copy

The headline should directly address your offering. The current one seems to indicate that your services are related to PowerPoints only. Consider ideas along the lines of “The Power of Emotional Intelligence” or “Workshops that Build Emotional Intelligence” or “Workshops that Create Breakthroughs.”

The first paragraph of copy has to really capture your offer, creating a foundation for the reader to then fully understand the rest of the site. Consider something like:

Experiential workshops to enlighten, uplift, and create positive change in your organization. Elevate your team through greater emotional intelligence. Workshops are held onsite at your location in one-day or two-day options, accommodating 1 to 100 attendees.

Also, emotional intelligence must be clearly defined up high or some people will be lost. This can be done directly or through a quote from a book or some other source.

Photo on the top right, the man with open arms

I like the concept, but I think you’d get more value out of it by using a regular business person rather than a 20-something-looking young man in very casual clothes.

The Harvard Quote

It’s adequate but it’s not that strong up here in this valuable real estate at the top of the page. I’d want it somewhere else on the site. Better up here to address the problem that many people have: What exactly is emotional intelligence? You could have a statement here that would present that, but in business terms for a business audience.

The Video

I agree that the lines about the capitol of Nebraska are catchy, but I think they can confuse at the outset. The opening has to knock one's socks off. Since this video is my first sighting of you, I'd recommend pulling those out of the lead. The piece, to me, is much stronger starting with the next lines, "So we want to learn to connect with people on an emotional level. And because emotions stick, that's what gets you called back." Those are great lines, illustrative of your work.

I have mixed feelings about the video. Due to a few parts that don't work that well, it's weakened and I think doesn't help your brand. My feeling is you can edit this to work better.

Alternatively, this could be a talking-head interview of you demonstrating passion about your workshop. If you remove the clients talking, you'll still have plenty of that on the site, especially in the written testimonials. Having that on the video is unnecessary at best, and overkill at worst.

The section just under the video

The current headline here is "Dynamic, Self-Aware & Empowered Employees Perform Better"

I like the intent and there's nothing wrong with it, but it could be brought to life a little more with copy that's a little more energetic. This is not a big fix.

Photo on the rooftop

Again, nothing is wrong with it, though as a potential customer, I'd want to see something close to what I will experience. I want to see a room where the workshop is happening. This could be the ideal spot to insert a group shot such as you have on the About Richard page, only larger. I want to feel the excitement and those kinds of shots. And if you are in the photo training, that's the best-case scenario, but it puts you directly in your role.

Section with the headline, "Knowledge Isn't Power, Welcome to the Experience Age!"

This headline is workable, but could be tweaked slightly to something stronger, like "Knowledge isn't power anymore, but *experience* is."

Consider moving the following paragraph up to the top of the page, since it's strong:

Exposed to 3,000 brands a day, we have become oversaturated with information. Ten minutes after your discussion ends, today's customer will forget 90% of what was communicated. What they will remember is how you made them feel. They want to experience your brand, authentically, through your front-line employees.

That hits at the heart of emotional impact/intelligence! That draws readers in by telling a story—one we can relate to.

The section headlined "We Change Mindsets to Change Outcomes"

These are the benefits and I think this is a great place for them. Consider changing the headline to “Benefits” or similar. The title doesn’t always have to be catchy. It can just be informational.

Since you’re speaking directly to a decision-maker (e.g., business owner, HR director, sales manager), this would be a place to hit hard with benefits, including increased sales and more productivity and the like. The copy in the boxes is now passive, so they could be made more active, which is livelier and engaging to read.

The part with “Over 2,000 people have completed it...”

This is good, though the line “Expect breakthroughs...” could be improved.

The 4 client testimonials

The photos are excellent here, and this is a place to not copy that might be considered immodest or over-the-top elsewhere. You can get away with it because “you” are not the one saying it. If you are close to any of these folks—or can enlist others—you could draft strong copy for them, for example that is not represented elsewhere on the site’s copy, such as:

“This was actually fun!” “I learned so much about myself...” “Richard is great – “He is so good at what he does!” “He really understands at a deep level”

“Discover our formula” section

Good page here, but could use some editing. *Emotional intelligence* must be defined.

Your quote “There is a mysterious process...”

This is a nice quote but could be stronger if cast about *them* more so than you. For example:

“There is a mysterious quality possessed by all people, a presence, a conviction and a connection with others. We all tap into it at our best moments. My calling is to help professionals discover this place and use it to help them achieve their goals.”

Note: The “More about Richard” link is broken.

About Richard page

Comments:

The copy in the upper right is really good. It tells an effective story in a small amount of space. Though I’d tweak it slightly. It’s great how personal it is and how it tells the story of your growth and transformation. Be sure to use a hyphen in “commission only.”

Your photo in the upper right is OK.

The degrees and certifications section is very strong. I almost want to suggest putting it at the top near the upper right. Perhaps, consider this.

The 'Outstanding Story' part

All this content from here to the bottom would fit nicely on a separate page—a third page on your site “About Outstanding.” It’s something to think about. It’s kind of floating in nowheresville at the bottom of About Richard. But if you don’t want to go through a redesign, it’s not a huge deal. It’s just that there’s important info in here that might be nice to have with a nav button at the top of the page. As I said on the phone, the third paragraph really creates a feel for the workshop.

Misc. notes:

- In the footer, consider changing the line to read: “Outstanding helps ~~small~~ businesses elevate the performance of their teams by making them more self-aware, dynamic, and influential.”
- Be sure to have the copy proofed to ensure that there’s a capital O in “Outstanding” throughout, since it currently appears both ways.

Recommended Action Items Going Forward:

- Engage a copywriter to make the above changes, improving existing copy and writing new copy (including headlines, subheads, etc.).
- Develop a tagline.
- Either edit the video somewhat or shoot another—perhaps a video interview of you speaking from the heart about your philosophy. If you want, I could recommend cuts to the existing video (including the time codes and comments).
- I could write emails for different purposes: cold lead, warm lead, colleague, friend, etc.
- Writing of articles and blogs. I could ghostwrite based on an interview.

Hopefully you’ve found value in the above info! Please reach out to me if you’d like additional help on the website or on those other projects. I could spec them out for you and present an estimate.

Many thanks for the opportunity to work with you. I think it’s great what you’re doing in helping people develop greater self-awareness. It’s been a pleasure to help out on this.

Best wishes,

Warren Goldie