



Sell to Women: How to Femme Up Bro Bullets

*Lorrie Morgan
Red Hot Copy*



Lorrie Morgan

- Founder of **Red Hot Copy**
- A-list copywriter with **22 years** experience
- Mentored under **Gary Halbert, John Carlton, Dan Kennedy**
- Created my own style of emotionally-connecting copy called **The She Factor**
- Named in the **top 100 greatest copywriters** of all time, past & present
- *Crazy about horses, competitive shooting, and the Western lifestyle*

Stats on Female Buyers

- Women are involved with **85% of the buying decisions** across most brands
- As of 2021, women control **\$31.8 trillion** in worldwide spending
- Women are the **sole source of income in 40% of American households**
- 94% of women between 15-35 spend at least **an hour a day online shopping**
- 85% of women will **stay loyal to a brand**

Thrive Like a Cave Dweller



Thrive Like a Cave Dweller



- Basic needs lead to “**greed**” and **gain** for survival
- **Social acceptance** improves your chances
- **Higher social status** leads to more security (and cooler things)
- Procreation is in our DNA so **sex & attractiveness** are baked right in
- Sense of **duty** and **reciprocity** to help the tribe thrive

Evolutionary Drives



Cave Dude

Fight competition for
status & survival

Provide food, shelter,
protection

Win choice of mate

Pass on genetics



Cave Dudette

Create community for
support & protection

Get along & bond with
tribe

Security

Raise healthy
offspring

Evolutionary Marketing Model

What Moves Us

Dude Drives

- ✓ Conquer
- ✓ Provide
- ✓ Sex

Dudette Drives

- ✓ Communication
- ✓ Connection
- ✓ Community

Evolutionary Marketing Model

Dude's Brain

- ✔ Uses only one side of the brain at a time
- ✔ Has 2½ times more brain space devoted to sex than women
- ✔ Has larger primitive areas of the brain that trigger fear and aggression

Evolutionary Marketing Model

Dudette's Brain

- ✓ Spends more time picturing things in her mind before making a decision
- ✓ Has 11% more neurons for language and hearing
- ✓ Has a larger hub for language and emotions (*speaks 20,000 words to his 7,000*)

Masculine vs. Feminine Copy



Masculine

Emotionally
aggressive language
(crush, smash,
defeat)

Gets to the point
faster

Mimics offline direct
response copy



Feminine

Emotionally
bonding language
(you go girl, psst,
goddess)

Build rapport first
(stories, social media)

Visual appeal matters

Masculine vs. Feminine Copy



Masculine

What's in it for me?

Stories work, but
facts & figures are
more impressive

Men generally look for
1 single solution



Feminine

What's in it for me
and mine?

Storytelling is critical

Women have more
criteria in making a
buying choice,
creating a research
cycle

Masculine vs. Feminine Copy



Masculine

More impulsive
buyers



Feminine

Risk averse

The Cavewoman Checklist

- Women are primarily interested in community, people, relationships - there is no winner...only a village
- Women base their opinions on personality whereas men base it on specifics
- Storytelling very powerful to women
- Numbers, facts, and figures aren't as important to women as they are to men
- Women just don't care about the mechanical details so spending a lot of time on the features of a product ain't gonna get her attention
- Women love to weigh in and give their opinions...*quizzes, contests, surveys, essays...they love it!*
- Give her tips she can use with no strings attached
- Know what her highest values are
- Women like to know your business is out to make a difference

Tips to Capture Her Voice

Listen to female-run podcasts, especially ones with more than one speaker:

- Ali Brown's Glambition, <https://open.spotify.com/show/6Hjeipc5SbsQbIZU3zJQVh?si=19b9dcfae7434bc2>
- Morbid (with an autopsy expert and hairstylist),
<https://open.spotify.com/show/1cpyLfDHP1cNnyOb478qrt?si=c4cb905d31bd45c7>
- Two T's In a Pod (2 housewives breaking down pop culture news),
<https://open.spotify.com/show/58gFsK8RCj9xKphewwwq20?si=dc304360374141e1>

Listen to female-run YouTube videos:

Jenn Scalia, <https://www.youtube.com/c/JennScalia>

Read women's magazines:

Cosmopolitan, <https://www.cosmopolitan.com/>

Read MODERN romance novels:

<https://www.readbrightly.com/contemporary-romance-novels/>

How Chris Haddad Writes Like A Woman



“Women are put in this really difficult position in our society at this point in time.

Particularly because women are told you must be the perfect mom, the perfect wife, the perfect business person.

And the number one thing I always think about when I'm writing to women is the ‘shame trigger’.

I am not good enough.

And to me, that is the fundamental thing that most women in American society particularly are kind of feeling.”