

So, Here's The Thing Episode 124

Laylee Emadi

Welcome to so here's the thing, the podcast for small business owners, entrepreneurs and creative educators who are ready to take their business to the next level, through candid conversations, tactical approaches and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love. I'm your host Laylee Emadi, a coach for creatives and founder of the creative educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Friends Welcome back to the show. I am pumped because we have my good friend Ashlyn joining us today Ashlyn Carter we actually met years and years ago we're speaking at show it's conference lined up. For the party, that's where you can find us. Always headed to a party, but I'm pumped. Ashlyn is here to talk with us about establishing yourself as the authority in your field through copy. She's a conversion copywriter and marketing strategist. She specializes in wedding and creative industries. Obviously beyond that, she knows what's up because she traded fortune 500 clients in corporate marketing bringing in more than seven figures in her business now helping women write words that sell so they can work from a place of rest. Not hustle. Thanks for being here. Ashlyn. I

Laylee Emadi

love my goodness, it's such an honor Laylee, I'm excited to talk.

Laylee Emadi

I cannot wait. Okay, because I know this episode. I know. And I know this episode is gonna be so good. Ashlyn was a guest instructor in my first I think the first round of the creative educator academy that was in like 2019. And I know you don't hold back. So I'm thrilled because I just know you don't hold back. So a little bit about me, I feel like all our listeners are already going to know who you are. But it's about kind of your journey. And like, how you came to care about this topic in general.

Ashlyn Carter

I love what I do so much. I'm honored to get to do it. I definitely grew up like words are my thing. I knew I wanted to go into that capacity professionally, somehow. And yeah, I've shared my story in bits and bobs out there on the internet. But I adored corporate, you'll not find me being like a corporate basher. I loved it probably a little too much. And during that I ended up developing an eating disorder which put me into partial hospitalization, which put me into a place of being like, what do I want to even do with my life. And that's what I that's what pushes a lot of us like I wouldn't have jumped out of the nest otherwise, trust me would not have, like, I'm not a real risk taker, which is like funding because that's all entrepreneurship is. But I yeah, I started my business seven years ago. And it is such a delight. I have it one thing over the years, and I've actually been asked more to talk about it, I guess. Like I have two businesses, essentially, I do have an agency side of the business, which is my laboratory, that's where we test things. That's where we figure out what's going on. Like, we just had a huge big name client come off of her what she said was her best launch ever, which was such an honor. But even cooler is like that tells me like that's where I get the data to be like, frickin no webinars do still work. So like Hush your mouth when you're saying that they don't, because I'm sitting here looking at numbers saying the complete inverse of that. And like also that I love the agency in the lab, because that's my testing

ground. And then on the education side of things, I sell templates and seem to be all prompts and all sorts of tools and courses and resources because like you were saying, I there's just in this day and age, you have to be able to pitch yourself, you have to know your message. You have to do way too much writing to have to outsource every single time. And so is my hope, my prayer to be able to equip people to do that themselves.

Laylee Emadi

That's amazing. I feel like honestly, every time I hear you talk about what you do, it makes me feel like I need to like get my hands on some sort of like writing workbook by you and start practicing that craft because it is you're so right everything we do. Oh my gosh, yes. It's just it's a lot and especially for people who are like, writing avoidant for whatever.

Ashlyn Carter

Yeah, it's the same way. Like it's probably how I feel about like math and numbers you I can't I can't just ostrich and put my head in the sand. Like I have to have had to figure that out and like so I know what it feels like I guess it abhor something and then be like lol. This is like part of being a business owner. I can't. I can't like step around this.

Laylee Emadi

It's really it's, it's hard for this. And it's funny because even I talk to people all the time who are similar to what you said about like, you grew up and words were your thing. I loved writing I love to read, but like it's kind of the last thing I want to do in terms of like writing copy because yeah, there's like this brain block. So maybe we can but love to. But yeah, I love it. I can't believe you've been in business for seven years because I honestly feel like it's been longer.

Ashlyn Carter

Really? Yeah. Oh, that's a big compliment. No, it's been seven. Sometimes I'm like, I think I can do it. I think I can make it to 10. And then other days, I'm like, selling tomorrow like, um, you know how, you know, the roller coaster that it all is, but I

Laylee Emadi

couldn't represent. Well, that's like such relatable content. This is I'm, I'm celebrating my 10th year in like this summer. So yeah, it's kind of crazy.

Ashlyn Carter

Honestly, I didn't know that. Congrats. It's showing you the what percentile of businesses ever.

Laylee Emadi

Look. I mean, I think it Yeah, it's kind of crazy. But the reason I think I say that it seems like longer than seven is because you very quickly, I feel established yourself as the authority. Like you, you kind of it's not even I don't think that you I mean, you did bridge a gap. But I think that there were other people out there trying to bridge that gap. But you did something really unique. And I think that you really like claimed that space. And I'd love to like, hear about what you think made that happen for you.

Ashlyn Carter

Yeah, I do think that happened. I it was strategic. There's a couple of things that I think contributed to that. So first of all, you hear sometimes, like when you don't see it, somebody doing, like, if you don't

have proof of product there, maybe you shouldn't go into that. And I agree with that a lot of times, but I knew while there wasn't a copywriter serving creatives that was like visible at all, like pretty much it didn't seem like nobody. I was like, I know I can break into that. I had to throw a lot of spaghetti at the wall to figure out how I had to say things for people you will go into, I would go into the rising tide society group, all these Facebook groups, we that I would say copy copywriting 100% of no one knew what I was talking about, like nobody, they didn't know that we're in now. It's like, everybody understands like what copy is. So you do like, I did a lot of education. One thing I always attribute is an art, if you would say this, but still some of our best leads. And our best referrals are referrals or grassroots. And so I think just being really good at what you do and thorough you just be amazed with service providers who don't turn things in on time, who don't follow through who don't. And so like, even by doing those little things, my name got shared quickly in bigger circles, which also helped like that was a huge win. And then I think a third thing I did I knew how to pitch myself because I came from a PR background. So I pitched a ton a podcast I and I had no qualms with Hearing no. Because I was I was like, that's part of PR game like you hear no, like, majority of the time. And so those Yeah, I think those are some things that helped early on in like true lately, fashion and just being like, honest and vulnerable. It has been hard over the past few years, as I've been like in and out of having kids and maternity leaves to like to see how can I I can't run at the pace that I used to. So like, How can I read the dividends of having an established name and brand but also like, I can't ghost complete, you know, like, Is that the kind of the place that I'm in now? It's like, okay, I'm not the only one anymore? And so like, what does that look like? What does make us different? Like we have to revisit that all over again, that kind of thing.

Laylee Emadi

Okay, there's so many things I want to like, talk about in that in that one rundown, so many things. One, I'll go backwards, because it's like fresh in my mind. But I love that you're like, we're not just going to like rest on our laurels like we're going to we have to like continue to move forward. And I think a lot of people see people in authority positions, people in positions of being well known in their industry, and they think like, if I can get there, then it's smooth sailing. And it's like easiest pie. And that's like, such an unrealistic expectation, right?

Ashlyn Carter

Well, I would say it's like, what do they say? It's like, even harder to stay in a number one spot like it's, it is very hard. So yeah, you have to and I think to what's interesting about being entrepreneurs, like then you start to realize, like, what is the lifestyle quotient of what I'm trying to do here? Like, what is my No, we both like Shanna? Like, what is my enough? What is like, what, how fast do I want to run before it like it's not worth the lifestyle for me like, you know, because that's part of the big I have a friend he's a financial a very, very large financial investment advisor. And he was saying and I hope people can take this like there are so many large businesses out there, huge businesses that don't turn a profit. And so like even right now, if you aren't profitable but included in your like if you're paying yourself a salary and you enjoy your job and your job allow your job as an entrepreneur allows you to create a freedom to do what you Want to work on your own time? Like that is a massive win that a ton of people are not afforded. And I think that like he mentioned that last week, and I was like, I completely forget that, like, yes, our goal is always to be profitable. But, like, the lifestyle factor of what we do is like, I remember my mom going her teaching job for years and just being like, hating it, or you could probably, you may have emotions. But um, I just, yeah, it I don't know, I would kind of went tangentially on that. But um, yeah,

Laylee Emadi

no, I mean, I think that it is. And I literally felt like such an English teacher when I was like, rest on our laurels, I was like, have not pulled that phrase out in a long time. It's a good one. No, I totally agree. And I just love that you said that. And I think it's just something for people to have to think about. And I one thing I love to do on on this podcast and for our listeners is just to kind of give people a way to reframe the way that they think about entrepreneurship. And they think about leadership, a lot of our listeners are getting an education or scaling their education. And I just think it's worth talking about. So the other thing that you mentioned that I loved was that I love that you talked about pitching not being afraid of the nose. But I love that you mentioned and I talked about this in I think the last episode, I actually released one of my like, conference, recap episodes, I talked about how I pulled from my former life's experience. And I love that you said like, I knew how to do this, because of my experience and PR like, do you feel like you pulled a lot of what you did in entrepreneurship from your old life a

Ashlyn Carter

ton, like not only because I picked, that's when I started my business, I was like, What do I want? Do I want to do PR? Do I want to do messaging, like what part of corporate marketing was my favorite because I know I need to like, drill down a little bit more. So I can be referral so people do know what to come to me and an email marketing all this kind of stuff. So I was like, it was it was the direct response copy that I was most in love with. But I do I draw constantly on. Yeah, like I think acquiring business like or like new business like watching that team, what they did, watching the crisis communications team and then like learn during like 2020 Like how to navigate sticky situations and stuff. I feel like I draw from that all the time. I loved when you said that. Because I do think especially I see people who like are either in a very deviant path now from what they did. They're quick to like, kind of put down what they did in the past, or people that are like, moms or you know, like they haven't, I'm in them. Like there's so that's what I like how you you don't ever say like I was just a teacher. I feel like you that's my gosh, you guys have to problem solve and communicate. And like you'll have an EQ emotional quotient that's like so high because you had to home that.

Laylee Emadi

Yeah, yeah, it's funny. I have like teacher friends trying to get out of teaching. And they always tell me like, Oh, if I had any skills, I could do anything else. And I'm like, we've got so many skills. I love these at that. Okay, let's dive into a couple like tactical tangible things people can do, I guess. Do you have like a top three or top however many you want, however many number you want to share things that you think everyone should be doing? When they're like, establishing themselves to sell something to change their offers to establish their authority to prime to launch See what I did there. But

well done this. Well, then.

Laylee Emadi

Thank you so much. Do you have like, what are your top things people got to do there?

Ashlyn Carter

Yeah. When it comes to launching specifically, yeah, launch?

Laylee Emadi

I guess we can do why don't we do like a couple about launching and then a couple about like, establishing themselves as the authority on the thing they want to launch.

Ashlyn Carter

Okay, I love it. So one thing is like, constantly you need to address objections early on, if there's a reason that somebody like if there's an elephant in the room with your, with what you're putting out there with your offer, if there's gonna be a little question in the back of that person's head, you buddy better address it before they do because if you can say it better than them and get back to it, you'll you'll win their trust you'll win the dollar. So that's one thing that like that's what I talked about that inside you were joking that prime to lunch, I'm like really big on helping people understand like, you gotta grease that slide far in advance and start helping them overcome certain disbeliefs or sacred cows that they may hold in your content. Let's see some other things. I think that in our industry, I it's it's interesting because you feel like you're more I wonder what you would be do you feel like you're more of an emotional buyer or a rational like, like thinker?

Laylee Emadi

I think I'm more rational now. Yeah, as I started as an emotional buyer and it bit me in the butt like wait,

Ashlyn Carter

I can actually I think that might be my path too. Yeah, I'm now when I like it's I have to remind myself to sell with emotion and story and that kind of thing because I love the like data side of it so much, but But that said, in our industry, I think sometimes people, artists, creators, people that sell beauty or nice to have forget that you can also leverage data in, like, like proof and hard information in your sales argument, you can do that well, and you should do that, that like you sell like you like to be sold to. So if you can remember that there's people that buy in other ways that can totally strengthen what you do, I will say, there's Ashlyn rights.com/quiz, if you don't know how you like to sell, that can be helpful, because I think, and I do that all my teams, all Ashlynn emotions, and most you gotta hit it again, you gotta go get on Instagram, do the emotional story, again, about why you made this because you're hitting so hard on the data that like, that's going to be lost on people who don't care about that. So that's probably a second point. And then a third, I would say, we talk about AI. Yeah, okay, I there is just going to be so much noise out there that these tools are going to develop. And I know as we're recording this yesterday, a bunch of like business leaders, Elon Musk's, like head of Apple, all these people were saying, can we hit a six month pause on the AI development, so we can like see how this is going to impact society writ large, I think that we don't know where it's gonna land, what we do know is we think it's noisy now is going to be more so. And there's also the likelihood that a lot of things could sound the same. So what that tells us is, we've got to get even sharper at voice and sound there. And I have a YouTube video coming out with like, there's five superpowers that you have the AI does not have these, this whole, like they're coming for our jobs, maybe one day, but like, at least right now, you still have the edge. So you've got to lean into this. But I do think in my point with all this is you've got to be able to use tools, whether it's ai prompts, or copy templates to be able to spit out things fast, that is also personality packed because it is going to get noisier. So that's we're in the process of creating a membership and tools to be able to help people do that even faster. Because, yeah, we just it's going to be really interesting. I have a lot of thoughts on it, and ethics of it. But um, we do know that for sure is that it's going to create a lot of content. So like, buddy, let's get in there. Like let's play the game.

Laylee Emadi

Yeah, I mean, I'm really glad that you brought that up, actually, because I saw yesterday, one of like the larger course creation platforms, because I track all of them. Even though I use, I use the one I use, but like I track them all. And one of them yesterday was like, we now have all implemented and it will create an entire course outline for you. And I was like, as the teacher inside of me died a little bit. Like, you're going to just let people have like so what why? Why would I trust anybody? They don't if they don't actually have the knowledge and they're using AI is knowledge. Like

Ashlyn Carter

I was angry it for like, were you I feel like my first reaction was like, bitterness, frustration. It's still like, I still can lean towards that. But I think I've now that I've played in it enough. I'm like, let's not like that. To the untrained eye that might look like good copy. But like, it's, there's stuff missing in there. Like I know, like you would say the same fuel, a curriculum outline. And so that's what's interesting is it does, it does a bang up b league job, but and that's it, there's going to be a ton of be league noise. Like, you've got to get all of us that are in the creative economy. Like let's just like, Okay, let's play let's like, be even sharper at what we do and develop our skill set and use these things like, I don't ever I've talked about the analogy before, you know how I'm sure when electronic music came out the whole the whole music industry was like what not, you know, like, but now you look at a DJ that takes those tools and like you're sometimes at school at there's I can't remember the account, there's a tick tock account where there was like a DJ, and he would bash up two songs that you were like, Oh my gosh, that's so good. Like, oh, I can't believe me. But this songs together. That's his creative brilliance at work because he's applying something that like he he had the repertoire and the library in his head to know to do that. And so that's where I want us to be able as like artists to approach this, but it is. It is I mean, I'm a hurricane of emotion inside of that when it comes to AI most days.

Laylee Emadi

Yeah, I definitely started out a little salty. Not gonna lie. But I did I started I did think about it. And I you know, for, at least in my perspective, as somebody who sells and somebody who buys education I would never buy from an educator who wasn't doing the thing they were talking about. Yes, yeah. do whatever it wants, but like, unless there's proof that that person knows what they're doing, I'm not buying. So

Ashlyn Carter

yeah, it's gonna make I think, and I think too, it'll come full circle eventually, where it like makes custom work even that much more valuable. So a lot of us that are creatives that you know your skill like you so about, can you okay, you're that much more valuable now? Yeah.

Laylee Emadi

Yeah, that's comforting. But I loved I loved all of the advice that you shared. I'm glad that we touched on that though, because it was. I mean, I think it's just, it's front of mind for everybody right now. And people are kind of panicking.

Ashlyn Carter

Yeah. Yeah. I agree. That's what I'm seeing too. It's either panic

Laylee Emadi

or like, oh, is this like, my easy way out? Is this my shortcut? And either way, we got to address that. I know

Ashlyn Carter

the way you and I feel about I'm just like, yeah, that can't.

Laylee Emadi

That's not gonna go well, for you.

Ashlyn Carter

Not gonna go. That's not a long term strategy. Like, you may. Yeah, yeah.

Laylee Emadi

Yeah. It's interesting times out there. It's wild. Okay, so what I guess are what are the biggest like mistakes that you see people make in their copy? Like day in and day out? People who are? Maybe they're not even in a launch season? Maybe they're in between? Like, what are their mistakes that they're making? How can they better better show up

Ashlyn Carter

copy blocks, like blocks of text in like, people just don't read online, like, like, I correct that a lot on websites I'm looking at, you have to write for the the eye in the ear just as much as you're writing for like the brain to understand whatever you're trying to say. So making the copy look like like talk. Those are things I say all the time, read your copy out loud, if you take a breath, there needs to be a line break or paragraph break, if you like, emphasize something, when you're talking through your copy that I need to see emphasis around that via bold, underline all caps, like help me understand what you're trying to say, vary the length of your sentences short, long, short, long, like, that's, I think a lot of people. I mean, we I mean, look at us, we tried to fill three page essays with like, as many words as we can on double space, like it, they did drill number in our head, and we carry I think some of that, the relics of it with us that we can read on the internet, it's so different. And it's changed to over the past, you know, five years. So that's one thing that I see all the time. Let me think of some other ones that are correct. All the time. Oh, on sales pages, sell the concept, like your offer is just the vehicle to get them there. What you need to be selling on an offer page on a services page on a sales page is the the intellectual thing, the transformation, like that's what you're selling on the page. And then it needs to be like, and that's exactly why I created XYZ. I wish it was funny. You joked about premier launch to be meta, I feel like premier launch is one of the best pages as a copywriter that I've written when it comes to selling the concept. And then saying like the product is how you get the concept. So if you need to see an action prime to watch.com is where you can see that, but that's what I've been, we just did that on some client stuff, too. I think going back and looking at my past work, that's something that I like in the first two years. I didn't understand that. And then over time in business, I've learned how to do that.

Laylee Emadi

Yeah, that's amazing. I feel like I think a lot of people have a hard time with getting from, like you said, overcoming objections, one, but also just kind of thinking through like, the journey versus like the product, like, Am I selling a product or my selling to what the people need? Like you said, like, and this is why you need? Yeah. So how do people like or how do people even go start to like, fix that mistake?

Ashlyn Carter

Yeah, I never start writing at the top, I always start writing at the offer of anything I'm writing about, even in an email to for at least when it comes to web copy and landing page copy. You're making a menu of

how people could it basically they're looking at a book and looking at all the chapters thinking like which ones do I want to read. So don't, don't focus so much. And this is a mistake that I've made to before because I will think of somebody maybe through the customer journey as if they read every single email. And as if they're scrolling through the sales page that people don't read, like, you do need to think about that with that lens. But you also need to think of somebody's just jutting into the middle or coming in the middle are they going to be able to go to what they want find it and get their the information that they need. So if you can craft sales pages like that, so that's why like yeah, I start at the at the offer down like I write what I know what I know to be true, like the offer the details, what's inside, all that kind of stuff. And then I'm gonna go back up and then I start writing more to the emotional side of things and the rational side of things. The voice stuff I add in at the end because that's, that's I want everything to be like I want easter eggs in my copy. I want stuff to be funny to read. And so I usually sometimes I'll add that in as I'm writing I don't edit while I write usually ever Yeah, at all things get through, if you saw my first drafts of anything, they're horrible. And I know most people that we think are good writers, that's the case they, they're just good editors. We're just really good editors, what are our stuff? And so, but I think because that first draft is so yuck for all of us, it's so hard to graduate sometimes from it and keep going, because you have to, like, push through that and that's I've talked about it in so many YouTube's video, I have a myriad of clocks and timers, because I hate writing the first draft too. I hate that feeling of like, I suck, I should quit. I would rather go take a nap with my dog. I hate that. But if I can get through if I can set the clock for 30 minutes, and just push and get something out there. That's where I think like AI to to talk about that. If that can be helpful for you to get a terrible spit rough draft outline to look at because you just hate the white. You know, like the blinking cursor in the blank page. Then do that for yourself a bone but like if you can push through that first little bit. A lot of the good stuff comes on the other side.

Laylee Emadi

Oh my gosh, I feel like I really need to hear that I struggle so much with like the start of things because I Hate it. Hate it. I'm like a recovering perfectionist over here. Yeah, no hard to put pen to paper.

Ashlyn Carter

Yes.

Laylee Emadi

Are you a journaler I'm not.

Ashlyn Carter

I am but like my, if anybody ever finds my job, I have I've journaled since I was 10. I need to like set up some kind of kill switch. So when I die, they're destroyed because they are awful as far as like, like, sometimes I've read them and I'm like, Oh my gosh, did anybody ever like was like a little sweet little darlin think she's a writer LOL, because I'm not. It's not good. I mean, and I, when I have an email that I need to draft in my business, I will find a million things to do first like I have to Ashlyn proof my time constantly because I, I will find anything that needs to be organized into it. And so I say that because I want other people to know that is not as you're very, you're par for the course if you're putting off writing, because it's just, it's not fun. You really think like the time hack thing. Set the clock, do a parade it what is it called a Pomodoro, Sprint, and like get the first stuff out there and then it becomes fun.

Laylee Emadi

Yeah. All right, we'll see. I'm like, oh, we'll try it. I do have my little timer. So maybe we need to work on that. Get a little artists ways situation going on. Cameron? Oh, my gosh, classic. Okay, um, and I feel like we could talk forever. But we're getting to our signature question here. unpopular opinions. I got an error on popular opinion, although we talked about several topics. So I feel like you could choose an unpopular opinion on anything that

Ashlyn Carter

we talked about me a topic and I'll give you an unpopular let's

Laylee Emadi

go with your unpopular opinion on people using like their copy to establish themselves as authority figures.

Ashlyn Carter

You don't need to hire that out at first.

Laylee Emadi

Everybody wants to hire it out. Everybody wants

Ashlyn Carter

to hand good copy cannot be microwaved. Sometimes I see people that are like, you know, like, done for you in a week done for you in an hour, like copy. And like it's a sad, I'm like, they're the mount. That's why if you can push yourself to do and this is why I needed to be the business owner. There's so much that goes into like, Have you ever worked with a designer before? And they're like, What are your core values? What are your what's your mission? What's your like, they're gonna ask for things that like a copywriter can help you develop those, but like, it's some of that has to come out of your head, like some of it, you've got to like process and figure that out. So that's one portion. And then they're like, the longer I'm in business, the more I hire, the more I grow it as a team. You know, the thing that I miss the most is being in the weeds and listening to customers and clients. And so I get there as much as I can. And that's a skill set that I think unless I've gone through so much, I call it client and customer voice hacking, data mining, Voice of Customer Data Mining, that, like that skill of just dwelling and soaking and marinating in that so you can spit it back out in your copy and talk to them. Those two things. Outsource Pixy dust can't really fix. So if you can, like push yourself to at least for the first round until you've got again, like proof of product like didn't hire out a copywriter. either. If you're if you've got some stuff to work with there, or once you've the spaghetti has stuck to the wall. People want it great hire a copywriter like that. Let's move in now so we can start to figure out how can we reinvent these conversions and play with it and yeah, that's my hot take.

Laylee Emadi

I love that I actually I talked about a lot how in everything I didn't want to do in my business. So those were the things that I forced myself to do at least once. So that lately well just because that way, I'm like, when I get someone in here, I can say like, I did this. Right, here's what went wrong, you know, you fix it.

Ashlyn Carter

Okay, have you? Here's, like, spicy question. Have you ever had I have not done that and then handed something off? And then I've been like, able, I don't think they're really doing stuff that I need them to

do? Or like, are they actually working on what? Like, I have those emotions. And it's when I know enough to be dangerous that I don't have that feeling. That's so interesting. You mentioned that.

Laylee Emadi

Yeah, I made that mistake once. And it was it wasn't that it wasn't like the same type of feeling of like, are they working on it? I knew they were but it was like, I've regretted outsourcing something before trying it myself. And it was videoing the first part of my first course, I got a videographer. And if you're a videographer, listening, like no shade, you guys are amazing. I would definitely hire someone now. But the first part of my first course was going to have to get re recorded like three or four times. I mean, I Yeah, stimuli update my content. So it didn't really make sense. And I sunk a lot of money into it. And it just like, wasn't the right move. Yeah. And then I didn't know how to like, go back and make changes without bringing that person back over and over again. So then it just became a money pit. So yeah. Yeah, I'm all about doing it first by yourself. And then and then

Ashlyn Carter

No, and I'll be messy. No, it won't be great knowing I'm not an expert video, at least to give me some kind of vocabulary to where I can talk to an expert and be like, not a complete idiot.

Laylee Emadi

Yeah. Yeah. Which is like the worst feeling. Oh, yes. Oh, my gosh, okay. Well, this was incredible. Thank you so much for coming on the show for sharing your expertise. What's like the best place for people to find you? What are you working on? Like, tell us all things?

Ashlyn Carter

I love it. Ashlynn writes, that calms my website, I always say, don't if you need a template, or or figure or stuck writing something before you buy anything reach out, because I probably have a freebie on it at this point. Ashlynn s Carter is my instagram handle. And I love it. And what we're working on right now is I've never launched a true membership. And so we're trying like I said, I really want to equip people to be able to write direct response, personality packed copy and do it fast. And so we've been building a membership so we can help people do that. And about four hours a month, make them master copywriters have their own business.

Laylee Emadi

That's incredible. I feel like that's such a good fit for you because you are like the content queen. I feel like you're constantly giving so much for free. And so and it's still there, but like for people to have access to be able to figure things out with you. That's amazing. Yeah,

Ashlyn Carter

I'm excited. Okay, all right. Y'all

Laylee Emadi

go follow Ashlyn looking at everything highly 10 out of 10 recommend the best things Ashlynn says that's great. All right. I'll see you on the next episode. For show notes and resources mentioned on today's episode head to so here's the thing podcast.com. This show is brought to you by the creative educator Academy, where we teach creative entrepreneurs how to teach, because I believe that industries thrive when experts can share their knowledge. Well, if you're enjoying the podcast, I'd love

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