



# Liz Theresa

Liz Theresa is a copywriter and web designer from the Boston area who helps entrepreneurs like you launch and build online businesses you love at [LizTheresa.com](http://LizTheresa.com). She's also the host of the very conversational and very improvised Liz on Biz podcast, home to amazing guests with entrepreneurial stories and (sometimes hard) lessons learned. You should subscribe to that, and join her Facebook Group (called [Internet Fame](#)) but most of all you should download her free copywriting training video so you can create your own website copy at [FreecopyVideo.com](http://FreecopyVideo.com).

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## Interview Topics

- How to Write Website Copy
- Copy Techniques to Get More Leads
- How to Write Sales Copy That Sells (Without the Cheese)
- The Un-Boring Way to Write Your About Page
- Website and Copy Mistakes That Are Costing You Clients
- 5 Ways to Make Your Website More Effective
- What to Do BEFORE You Build Your New Website

## Interview Questions

- ✓ What is copy?
- ✓ Does having good copy matter?
- ✓ What is more important: a hot lookin website or great copy?
- ✓ What makes copy good (and what makes bad)?
- ✓ What makes a website effective?
- ✓ How do you know if a web designer or developer is any good?
- ✓ What's the difference between a web

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