



**The Creative  
Writer**

# **101 TIPS TO IMPROVE YOUR COPYWRITING**

**The Secrets Of Writing That  
Compels And Sells Exposed**



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Compels And Sells Exposed**





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Want to get key ideas and takeaways about copywriting distilled into bitesize nuggets of wisdom?

In this eBook, you have the perfect combination of dictionary, manual and training course that will show you how to write in a way that compels and sells.

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Some so-called experts argue that you don't need to be a good writer to be a good copywriter. Wrong! While it's not the same as regular writing, copywriting still has some important writing rules that you ignore at your peril!

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This is an excellent summary of the essential knowledge that you need to have in order to be a successful copywriter. The previous section reviewed the 'writing' part of the word *copywriting*. This section looks at the 'copy' part.

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There are different 'schools of thought' when it comes to copywriting. Are there traditional strategies still around that are no longer relevant? Is Inbound Marketing now the 'King of Copy'? Find out in *Approaches to Copywriting*.

### Copywriting Techniques.....15

If you think of this eBook as a copywriting training course, this is the 'Advanced' level. You will definitely get the most out of this section if you read the other three first. These techniques are used by the world's most highly paid copywriters!



# The Creative Writer

Writing That Compels and Sells



## About The Author

My name is Murray Barnett and I love writing. I'm excited when I make people FEEL SOMETHING with what I write.

*I've had an affinity with writing ever since I can remember.*

The first time I started to believe that writing was something I was destined to do was when I was in high school. A poem I wrote was chosen to be included in my school magazine in my first year.

There have been many exciting moments since then – from winning prizes in essay competitions to having my rugby league book endorsed by famous players.

But nothing gives me more satisfaction than the smile on a client's face when they tell me about the success they've had because of my writing.

## Why Did I Write This eBook?

I looked around and I couldn't find any reference resource that outlined the key elements of copywriting in a clear, simple, easy to understand way. So, I decided to do something about it.

In this eBook, I'm happy to share with you what I've learned – about what to do and sometimes about what not to do – when it comes to copywriting.



### Basic Writing Skills

#### 1. Blank Page Syndrome

Every writer has experienced the frustration of sitting in front of a screen with an open blank document and the cursor flashing at you, like it's mocking you.

It's often hard to get started because you're worried about making mistakes. Try a timed session where you push yourself to continue writing for 5 minutes without stopping – and fix any mistakes later.

#### 2. Simplicity

The average reading ability of adults is around the upper primary school English level. So, it just doesn't make sense to fill your writing with flowery or unusual vocabulary.

If people can't understand what you're writing, you're wasting your time – and theirs. Remember the adage, KISS – Keep It Simple, Stupid when you're writing – and avoid unnecessary complexity.

#### 3. Clarity

To be clear with the point you want to make, it's important to stay on topic. The strength of your appeal dissipates when you go off on a tangent.

Write an outline before you start. Begin with your main idea and add supporting details. Then, as you're writing, regularly refer to this outline so that you don't get side tracked.

#### 4. Conciseness

Sprawling or rambling sentences are confusing because it makes it harder for the reader to understand the point you're trying to make.

If you overwhelm your audience by making them try to sift through unnecessary wordage, you'll lose them. Get to the point by avoiding filler and redundant vocabulary and reducing phrases to words when possible.

#### 5. Flow

Flow occurs when your readers can move easily from sentence to sentence and paragraph to paragraph. If they hesitate for any reason – boredom, confusion, disbelief – the flow is interrupted.



When constructing sentences and paragraphs, you will reduce the possibility of hesitation if there are logical connections between ideas. The reader needs to see elements of meaning being continued.

### 6. Grammar

Some modern writers argue that you should throw away the grammar book – that writing with perfect grammar is a stilted, traditional style which is now obsolete.

This is an overreaction – there are many grammar rules that should never be broken. Writing is fundamentally about the need to put words in a certain order to allow comprehension to occur.

### 7. Vocabulary Choice

English often has multiple words for the same idea. So how is it possible to choose the most suitable vocabulary?

While you may need to look at things like age and gender, a key consideration that is often overlooked is nuance.

For example, the noun 'scheme' has a negative connotation, whereas 'plan' has a neutral one – yet essentially, they're interchangeable.

### 8. Genre

There are many different genres of writing, all with varying scope and requirements. You need to adapt your content and style depending on the form of writing you're undertaking.

If you need to write in a genre you've never written in before, do an online search. Find acknowledged experts, examine their style, and then craft your writing accordingly.

### 9. Active Voice

In the active sentence below, the subject (I) acts. In the passive sentence, the subject (The apple) is acted upon.

Active: I ate the apple.

Passive: The apple was eaten by me.

It's better to concentrate on using the active voice in writing. Active sentences have more energy and directness. But don't discard the passive voice altogether.





### 10. Sentence Length

To keep your reader interested, you need to vary the length of your sentences (short or longer, not long). Having all short sentences sounds choppy and childish. Having all longer sentences makes your writing difficult to digest.

But don't just make arbitrary decisions. Use longer sentences to present details or a description. Use short sentences to keep your reader focused.

### 11. Discourse Markers

Discourse markers are the words you use to link ideas together to form complex or compound sentences. Good writers need to be very familiar with the more than 20 different categories of discourse markers and the vocabulary in each category.

Example category: cause and result

Example discourse marker: so

I studied hard. I passed the test > I studied hard, so I passed the test.

### 12. Emotive Words

The purpose of writing is to get your reader to respond in the way that you want them to. If you're looking for an emotional reaction to your writing, there are certain words you can use to make that happen.

A short emotive word list: confidential, banned, confessions, proven, revolutionary, deadline, free, bargain, guaranteed, authentic.

### 13. Providing Evidence

Writing will often begin with an assertion – you're making a claim that is an opinion rather than a fact. However, just because you're saying something doesn't mean people will automatically believe you.

To make a logical argument, you need to provide evidence to support your assertion.

Evidence can be: reasons, examples, expert opinion, a reliable news source, statistics.

### 14. Be Error Free

There's an old saying, 'You never get a second chance to make a first impression'.

Would you revisit a store if the products were on the wrong shelves? Would you go back to a hotel if the sheets in your room weren't washed? The answer is obvious!



Make a good first impression by checking your writing carefully to ensure it's mistake-free. Go through your piece at least twice.

### **15. Read It Out Loud**

Before you sign off on your final draft, try reading it out loud. It's amazing how different your writing can appear when you're hearing it as well as reading it.

You'll notice things that don't work – an ineffective argument, awkward phrasing, inappropriate word choices. You can even try reading to a friend to get a second opinion.

## Copywriting Fundamentals

### **16. Solve A Problem**

Your number one goal as a copywriter is to persuade your prospective buyer to purchase your product or service. The number one question any copywriter should ask themselves is, 'How am I going to do that in the most effective way?'

The answer is to show your prospective buyer that the product or service you're writing about solves a problem for them.

### **17. Build Relationships**

The key to creating a truly sustainable business is to focus on building relationships between you and your prospects. You can do this by showing them that their goals are the same as yours.

This has two key benefits. One is that you will get more long-term rather than one-off customers. The other is that you are more likely to get referrals.

### **18. Stories Sell**

Telling a story is a great way to make a connection with your prospects. Good stories are remembered and shared, and inspire people to action. Your stories should reveal things about yourself that will lead to people knowing, liking and trusting you.

Make sure you show yourself as a hero, not a victim. People want to see scars, not wounds.





### 19. Values and Beliefs

Our values and beliefs colour our perceptions. A good copywriter needs to know and understand what their target audience thinks is important and how they view themselves and their place in the world.

Values and beliefs determine our actions or inactions. Good copy validates reader values and beliefs, quickly building a high level of trust – thus creating a buying atmosphere.

### 20. Features Vs Benefits

A feature is 'batteries included'. A benefit is 'the product is ready to use as soon as you open it'.

Good copy should talk about both. But the most important thing is to show how a benefit can lead to a good result – my son is happy because he can play with his toy right away.

### 21. Authenticity Matters

Because consumer trust is hard to gain, honesty and integrity really matter. People want to see authenticity – and the way to infuse authenticity into writing is to show vulnerability and be consistent.

Don't be afraid to show your personality. Make your humanity visible. This is just as important as the product or service you're selling.

### 22. Show Your Vision

Don't forget that the customers you're writing to are all about WIIFM (What's in it for me?). So, your vision should be completely customer-centred.

Answer these questions: How are you going to solve their problems? What positive outcomes can they expect to get? How will their lives be better because of what you're selling?

### 23. Be An Authority

Establish yourself as an authority by showing your expertise. What makes you special in your marketplace? Tell how clients are eager to use your service or products.

Write about some of your triumphs and success stories. Focus on what you've learned and how these lessons can help your readers. This will put you in a position of power rather than need.



### 24. Conversational Tone

Imagine you're talking to a friend face-to-face. Your tone will be more authentic and intimate, and the reader will then be able to relate to you as an actual person.

Conversational English (writing to people as individuals, not as a group) is the language of copywriting. If you try writing to everyone, you end up writing to no one.

### 25. Make A Swipe File

A swipe file is a collection of high quality copywriting examples. Having a swipe file is beneficial because it gives you an opportunity to improve your writing technique through studying other writers.

It can also provide templates, which is especially handy when you have writer's block. Swiping isn't plagiarism. Don't copy other people's writing – learn from it, be inspired by it.

### 26. Research Rules

When you're conducting research before writing a piece, don't just find out about what your competitors are doing. Find out about the consumer – and show empathy for them.

Convince the reader that you understand what they want – what they think about, talk about, worry about. If you do this, the reader will feel a connection, feel that you care.

### 27. Unique Selling Point (USP)

A USP needs to make your product or service stand out from the crowd and also be something that's of value to your customers.

Whether it's something like overnight delivery (FedEx) or delivered in 30 minutes or it's free (Dominos), your USP is the reason why people do business with you rather than someone else.

### 28. Call To Action

You need to make it clear to your audience what you want them to do after they read your copy. Make a booking? Request an eBook? Provide their contact details?

Calls to action like these are one of the most important components of copy because then you can achieve the ABC of marketing – Always Be Closing.



### 29. Provide Value

When a prospect considers buying your product or service, they'll ask themselves this question, 'Is what I am going to receive worth what I have to give up in order to get it?' You need to persuade them that the answer is 'Yes!'

You can establish value through one or more of the following: best cost, best product, best service.

### 30. Using Your Subconscious

After you've finished your first draft, take a break. This will give your subconscious time to go over what you've done so far.

This incubation process allows your knowledge and experience to recombine thought elements in an optimum way.

Then when you come back to complete your piece, you'll be in a position to produce your best work.

## Approaches To Copywriting

### *Inbound Vs Outbound Marketing*

#### 31. The Difference Between Inbound And Outbound Marketing

Inbound marketing = earning peoples' interest.

Inbound marketing focuses on helping people find your brand when they are looking to buy. Potential customers choose to come to you. The consumer controls the interaction.

Outbound marketing = buying peoples' interest.

Outbound marketing is about trying to catch the consumer's attention in an unsolicited way. Businesses initiate contact with potential customers and control the interaction.

#### 32. Examples of Inbound Marketing

Inbound marketing targets potential customers through online platforms and includes the following types:





### Content Marketing:

- Web pages (Website, Landing Pages), Blogs, eBooks, Whitepapers

### Social Media:

- Social Networks: LinkedIn, Facebook, Twitter
- Media Sharing Networks: Youtube, Instagram, Snapchat

### Opt-in Emails (Customers don't receive an email until they sign up):

- Newsletters, Campaigns, Drip Emails, Triggered Emails

## 33. Examples of Outbound Marketing

Outbound marketing examples include both traditional and modern forms of advertising:

### Traditional:

- TV And Radio Commercials
- Scripts – includes dialogue and directions
- Print Advertisements – Flyers, Brochures, Catalogues, Newspaper and Magazine Advertisements

### Modern:

- Pay-per-click Advertising
- Internet advertisements based on long tail search words
- Unsolicited Emails (Spam) – Promotions, Special Offers, Discounts

## 34. The Upside of Inbound Marketing

The premise behind inbound marketing is that the modern savvy consumer is sick of being advertised at. Research shows people are paying less and less attention to outbound marketing.

Inbound marketing is consumer-friendly in that it is permission-based rather than interruption-based. The audience is smaller than for mass media, but because the audience is friendlier, the conversation rate is higher.

## 35. The Upside of Outbound Marketing

Outbound marketing gets faster results. You can increase brand awareness and generate leads more quickly. Inbound marketing relies on organic growth, and even the best strategy takes time to bear fruit.



Traditional outbound marketing can also give you opportunities to build stronger relationships through a combination of verbal (face-to-face interaction and phone calls) and written communication, rather than through copywriting alone.

### *Direct Response Marketing (DRM) Vs Content Marketing (CM)*

#### **36. DRM And CM Outcomes**

Direct Response Marketing (DRM) and Content Marketing (CM) are marketing approaches that aim for different primary outcomes.

The purpose of DRM is to elicit an immediate response. It includes a value proposition, a clear call to action and options for a response.

The purpose of CM is to build relationships. It focuses on creating relevant, useful content to attract and retain consumers.

#### **37. DRM – A Cautionary Tale**

A successful DRM copywriter needs to continuously come up with the BIG IDEA – and at the same time create urgency.

Problems arise when, in the pursuit of creating urgency around a BIG IDEA, you produce hyperbolic language – if it's seen as outlandish or 'clever', your copy will lack credibility and potential buyers won't trust it.

#### **38. How Is CM Connected To Inbound Marketing?**

There is some debate about how CM is connected to Inbound Marketing. Some argue that CM and Inbound Marketing are synonyms. This is incorrect.

Inbound Marketing is a complete methodology comprising a variety of diverse marketing tactics, of which CM is a subset – but a very important subset. It's THE major component – there is no inbound without content.

#### **39. Advantages Of DRM**

1. Trackability - you can get virtually instant access to results, and outcomes are precisely measurable. With this feedback, you can scientifically optimize the effectiveness of your advertising.
2. Higher immediate sales – in almost all the testing that's been done, ads that uses DRM tactics like a clear call to action outperform those that don't.



### 40. Advantages Of CM

1. Building your brand – the more quality content you put on your website, including blogs, the more likely it is customers will stick around. Greater familiarity with your brand leads to more trust and higher conversion rates.
2. Visibility on search engines – indexing more high-quality pages with Google will lead to better search rankings and more traffic.

### *Digital Vs Offline Copywriting*

#### 41. Is Offline Copywriting Still Relevant?

In a word, YES.

Look at TV advertising for example. All the channels still have all of their ad spaces completely filled. Successful travel agents rely on brochures when customers haven't made up their minds yet.

Many people still prefer to read in print – and will read a newspaper and magazine before they read something online.

#### 42. Digital Copywriting And SEO

To write powerful offline copy, you need to have one audience in mind – your potential buyer. But with SEO copywriting, you have a second audience – the search engine.

Initially, write only for human readers, and forget search engines. Then, when you're finished, add suitable long-tail key words, so long as doing so doesn't compromise your copy.

#### 43. Breaking The Rules

In traditional offline copywriting, communication requires a writer and a reader. The copywriter initiates the communication (active role) and the reader responds to it (passive role).

Copywriters writing for the digital world need to understand these rules don't apply. People that view text online aren't readers, they're users. And their role is an active one (using the internet as a tool), rather than a passive one.





### 44. The Experience

Reader Experience:

For people reading offline content, your focal point is engagement. Grab their attention in a way that makes them believe what you've written is worth reading. You also have to make sure that it actually is worth reading.

User Experience:

For people using digital content, quality is important – but so is ease of use. Your content needs to be searchable, accessible, clickable and scrollable.

### 45. Avoid Visual Intimidation

Both offline readers and digital users want to be able to easily consume and digest what they're looking at.

The number one cause of visual intimidation is large, dense blocks of text. No one has the time nor inclination to pore through something that is daunting.

Readers and users can avoid suffering content indigestion if you write paragraphs that are 2 or 3 lines in length.

## Copywriting Techniques

### *Writing To The Ideal Customer*

#### 46. Who Is The Ideal Customer?

The ideal customer is someone who finds exactly what they're looking for in the products or services the company you're writing for provides. They see value in what is being sold and are prepared to pay the asking price without quibbling.

Remember that the ideal customer doesn't necessarily have the same characteristics as existing customers.

#### 47. Create A Customer Avatar

An avatar is a fictitious character who embodies the ideal customer. This is the person you're writing to – the person you picture in your mind when you're writing.



To create an avatar, start with the following basic demographic questions:

1. How old are they?
2. Where do they live?
3. What do they do for a living?
4. What is their income?

### **48. Walk In Their Shoes**

Try to look at life from the ideal customer's point of view – through their eyes. What are their concerns, what issues do they need to have addressed, what keeps them awake at night?

Do some research and make some notes – once you have a clear idea of what their life is like, use that knowledge to write truly engaging copy.

### **49. Target Your Message**

Copywriting is not just about conveying a message – what you write needs to feel right to the people you're trying to reach.

Use the voice of the ideal customer by using the language, tone and style they use every day, the language in which they think. Your copy should look like it could have been written by one of your readers.

### **50. Where Can You Find Them?**

You need to know the right person and create the right message – but you also need to reach them through the right medium.

For example, there's no point in putting messages on social media if the ideal customer doesn't know the difference between Facebook and Instagram.

The most important initial question to ask is...

Does the ideal customer get their information primarily online or offline?

## *The Big Idea*

### **51. What's 'The Big Idea'?**

Before you start writing for a project or a campaign, you need to come up with an idea to write about. To be truly successful as a copywriter, the ideas you come up with need to be big ideas.

A BIG IDEA is one that's instantly attractive to consumers, leading to a high volume of sales.



### 52. Why's The Big Idea So Important?

For every 100 marketing campaigns that are designed in a particular industry, there might be only 1 with a truly big idea.

So, the one company in a hundred that has a big idea has a significant advantage over its competitors. It can cut through the noise to win consumer hearts and minds, while others find it hard to make themselves heard.

### 53. How To Create The Big Idea

To nail the big moneymaking idea – an idea that stimulates the mind, stirs emotions and provokes reactions – you need to create a synergy between your critical and creative thinking processes.

Critical thinking – look at what has worked in the past and cherry-pick the best ideas.

+

Creative thinking – use those ideas to inspire something new, by thinking 'outside the box'.

### 54. Characteristics Of The Big Idea

Big Ideas are evocative – they create a strong emotional connection with consumers.

Big Ideas are simple – they contain an internal logic, making them easy for consumers to understand.

Big Ideas are beneficial – the benefit's so appealing, the consumer is immediately drawn to them.

Big Ideas are intriguing – consumers remember them and want to talk about them with others.

### 55. Big Ideas In Action

You can have the best idea in the world – but a marketing campaign won't be effective if it isn't linked effectively to the brand.

The key indicator of a strong link is that you can extend the current boundaries of the brand, pushing them in a new direction (e.g. attracting new customers by using new mediums) without damaging the company in the process.





### *How To Create An Offer*

#### **56. Social Proof**

Consumers worry when it comes to buying. Am I making the right choice? How can I be sure?

A great way to alleviate this kind of worry when creating an offer is to provide social proof. Social proof is where people believe the actions of others reflect 'correct' behaviour.

So, when you can demonstrate consumer approval – a high number of positive reviews and 5 star ratings – sales will increase.

#### **57. Bonus Vs Discount**

There are two tried and true methods to attract customers – offer what you have for a lower price or offer more for the same price.

The problem with discounts is that customers may then expect you to always sell at that price. So, offering a bonus often makes more sense. The best kind of bonus makes them buy just to get the bonus.

#### **58. Guarantee**

Guarantees are all about removing, or at least reducing risk. Perceived risk causes hesitation and hesitation kills sales. But if you go with the old 30 day money back guarantee, consumers will just yawn.

Offering 'Double your money back' or a 'Lifetime guarantee' may lead you to getting ripped off by a few people. But the customer loyalty you gain will more than make up for that in the long term.

#### **59. Urgency**

People often procrastinate. How many times have you heard someone say 'I'll think about it' when it comes to making a purchase?

Urgency is a powerful procrastination exterminator – and it will dramatically increase conversion rates. The easiest way to get someone to act quickly is to have a 'limited time offer.'

This can be related to an upcoming price increase, stock availability or a free bonus.



### 60. Scarcity

A limited quantity of a quality product increases its perceived value in the marketplace.

You can demonstrate scarcity either by saying a low number are left or by the total number that you're selling (if that number is relatively low – e.g. limited edition).

But beware of creating false scarcity – if people think you're trying to trick them, it can really hurt your brand.

### *The Slippery Slope*

#### 61. What's A Slippery Slope?

Imagine sliding down a water slide at a theme park. One smooth, direct, continuous movement from top to bottom with no interruptions or hesitations.

A Slippery Slope, in a copywriting context, has the same outcome. The reader's eyes 'slide' smoothly down the page from beginning to end in one continuous movement. The movement is so fluid, there's no opportunity or inclination to stop.

#### 62. How To Construct A Slope

Your copy material shouldn't include any 'materials' that compromise fluidity of movement.

CORRECT materials:

Clearly linked sentences and paragraphs

Using headings, sub-headings, indents, bullet points, numbered lists, bold print and italics – variety in your layout makes for easier reading

INCORRECT materials:

Using jargon or unusual or complicated words

Writing paragraphs more than 3 lines in length

#### 63. Making The Slope Slippery 1 – Make Them Say 'Yes'

Create a 'Yes Environment' for your preferred prospects. Place questions and answers throughout your piece that will get them to nod their heads in agreement.



If you make it easy for preferred prospects to agree with you throughout your piece, you've made the slope slippery. They're more likely to read to the end – and be ready to buy.

### **64. Making The Slope Slippery 2 – Build Curiosity**

When you write something out of the ordinary or unexpected, readers will be eager to keep reading. Their need to quench their desire for more information – to find out the how and why – makes the slope slippery.

At the beginning of your piece, write like you're painting a picture of a partly opened door – you're inviting the reader in and they'll want to see what's behind the door.

### **65. Making The Slope Slippery 3 – Place Information Strategically**

Ensure maximum slipperiness for your slope by creating an effective framework of ideas.

Your ideas should be placed strategically in order to produce a powerful flow of information so persuasive, you create the optimum compelling argument.

As the reader's eye travels down the page, they become more and more engrossed due to the cogency of your copy.

## *Headlines (And Subject Lines)*

### **66. Why Are Headlines So Important?**

Your headline (or subject line in an email) is the most critical component of your copy. Why? Because if you don't capture the attention of your reader with your headline, nothing else will get read.

On average, only 20 or 30% will continue reading after the headline. To ensure maximum readership, your headline needs to persuade people that investing their time to read the rest of your copy is worthwhile.

### **67. Headline Category 1 – Question Headline**

Asking a question allows you to initiate a conversation with your reader in their mind. But you need to ask the right question.

First of all, it needs to be on a topic that is relevant and of concern. Second, the reader should respond by thinking 'Yes', or at least 'I'm not sure, but I want to know more.'





Example: Are You Paying Too Much For Your Home Insurance?

### **68. Headline Category 2 – ‘How To’ Headline**

We’re all looking for ways to improve our lives.

When writing a ‘How To’ headline, you show how your reader’s lives will improve by reading your copy – but it’s important to focus on the final result (the real motivator) rather than the process (which can be intimidating).

Example: How To Stop Smoking For Good – Or Your Money Back

### **69. Headline Category 3 – News Headline**

People have always been interested in the latest news – it’s basic human nature.

This interest has grown exponentially due to social media – many people have a constant need to know what’s happening because they’re afraid of missing out on something.

The information you provide doesn’t need to be newly created – it only needs to be news to your readers.

Example: World Renowned Influencer (type name) Talks About Her New Venture

### **70. Headline Category 4 – Testimonial Headline**

Writing a testimonial in the first person with quotation marks is way to instantly offer social proof that will quickly build trust with your reader.

You’re demonstrating that a third party has already had success. You’re also capitalising on the fact that people are interested in what other people say.

Example: ‘My new website so much faster and conversions have more than doubled’ – (type name and suburb/company)

## *Dealing With Objections To Buying*

### **71. I Don’t Have Enough Money**

Let’s say you need to write copy for a service that costs \$949 per year. That amount will look a lot less intimidating if you break down the cost like this...

Subscribe to our service for just \$2.60 per day.



If you can show value – you can get the service for less than the price of a cup of coffee per day – you erase the money excuse.

### **72. I Don't Clearly Understand What You're Selling**

A common mistake that copywriters make is to assume that consumers have knowledge and understanding when that's not the case.

What may be clear to you, through your research and familiarity with a product or service, won't necessarily be clear to the reader.

Confused consumers take no action. Ensure the information you provide is clear and easy to digest.

### **73. I Have To Check With Someone**

When making a purchase, a consumer may have to justify their decision with a spouse or a boss. Sometimes they actually have to give a good reason, or they might just feel compelled to have one.

In either case, there's a fear factor – a worry that they will be confronted and criticised if they can't justify the purchase. You have to give them ammunition to fight off a potential attack.

### **74. I Don't Believe I Can Do It**

A person can believe that you're telling the truth and that others can do it, but lack belief in their own ability to do it.

For example, if you're selling a gym membership, prospects may worry about finding the time or having the necessary discipline to work out regularly.

You need to motivate them by emphasising the benefits – in this case, better health and higher self-esteem.

### **75. I'm Using The Competition's Product Or Service**

There are many consumers out there that believe in brand loyalty – but you can get people to swap allegiances if you know the right strategies.

One strategy is to surpass what the competition offers, like a lower price or a longer guarantee. Another is to focus on providing things they can't or won't do – for example, additional bonuses for no extra cost or free shipping.



### *Copywriting Formulas*

#### **76. Problem, Agitate, Solve (PAS)**

**Problem:** Accurately identify a problem your audience faces – something that is causing them anxiety.

**Agitate:** Stir up the problem – paint a picture of all the pain that is caused by this problem.

**Solve:** Reveal the solution – the answer that your audience needs and has been searching for.

PAS works because people want to avoid pain and will take action to see it gone.

#### **77. Attention, Interest, Desire, Action (AIDA)**

**Attention:** Grab your reader's eye – make them take notice and want to continue reading.

**Interest:** Keep your reader engaged by giving information that is witty, entertaining, memorable.

**Desire:** Build desire through an accumulation of persuasive information.

**Action:** If you've created enough interest and desire, you're in a position to close the sale.

AIDA is excellent for Direct Response Marketing, where you want the reader to do something specific immediately.

#### **78. Problem, Amplify, Story + Solution, Transformation + Testimony, Offer, Response (PASTOR)**

**Problem:** Focus on a problem that your audience needs solving.

**Amplify:** Magnify the problem.

**Story + Solution:** Tell a story that shows how the problem can be solved.

**Transformation + Testimony:** Add social proof that reinforces the transformation in your story – how the solution will change your readers' lives for the better.

**Offer:** Make an offer.

**Response:** Request a response.





The PASTOR formula uses the power of stories to engage people on an emotional level and move them to action.

### **79. Picture, Promise, Prove, Push (PPPP)**

**Picture:** Paint a vivid picture – get the reader to imagine themselves enjoying a benefit or desirable outcome.

**Promise:** Make a promise that the benefit or outcome is assured with the purchase of your product or service.

**Prove:** Back up the information you've provided so far with supporting proof.

**Push:** Give a compelling reason to act now.

PPPP focuses on education > understanding > acceptance > action.

### **80. Your Own Formula**

Following a mainstream copywriting formula pedantically can cause serious problems.

Copywriting fundamentals like authenticity, persuasiveness and clarity should never be sacrificed for the sake of meeting all of your favourite formula's 'requirements.'

Sometimes, the best formula to follow is one that you create yourself for a specific situation - a hybrid of ideas that you can take from a variety of sources.

## *Emotional Triggers*

### **81. Joy**

When you're selling something that's highly desirable, like a Ferrari or a Rolex watch, logic is not a factor. The prospect could easily buy something else at a fraction of the price.

In order to persuade them to buy something they don't need, you need to tap into the joyful feelings of excitement, well-being and success that they will have just thinking about the prospect of ownership.

### **82. Trust**

Every seller wants people to be confident about the integrity of their product or service and their business practices. A lack of trust is one of the main objections prospects have when making a purchasing decision.



Two great ways of gaining trust are using inbound marketing (trust is built because it is permission-based rather than interruption-based) and social proof (people trust other consumers more than they trust marketers).

### 83. Anger

Everyone feels angry about something or somebody. Everyone at some time in their lives feels doubted, not taken seriously or left out. No one likes to feel like a second-class citizen.

You can assuage anger by giving people a feeling of redemption – by buying from you, they can say, 'Hey, look at me now' to anyone who's disrespected them in the past.

### 84. Fear

The biggest fear that exists in the modern consumer's mind is the dreaded FOMO – Fear of Missing Out. No one wants to feel excluded from what's going on in their world.

Make sure your customers avoid FOMO. Let them be the first to know by giving them the inside story, or by telling them that they have a limited time to act.

### 85. Surprise

Be like Marlon Brando by offering them a deal so surprising, they can't refuse – but do it in a way that delights and impresses your prospects.

Providing free shipping for a heavy or large object is something people just won't expect – but will be very happy about. Promote a discount or bonus so amazing, they'll buy and then tell everyone they know.

## *Themes That Work*

### 86. The Common Enemy

Find out who or what your prospect is mad at. It could be things like large corporations, big banks or celebrity culture.

You target that entity, letting your reader know you agree with them, that you're on their side.

Now you're the good guy. The reader will trust you because they see you as a friend, a fellow brother or sister in arms fighting against injustice.



### 87. It's Not Your Fault

People don't like to take personal responsibility. When something goes wrong, they look to blame someone or something else for their problems.

Let's say a person has financial difficulties. First, you write in a way that will bond with the prospect by finding a scapegoat to blame for their problem – rich people, credit card companies, casinos...

And then they will be open to buying the solution you're offering.

### 88. Future Pacing

You show your prospect how great life is going to be once they buy your product or service.

You communicate in a way that they will visualise the change – to the point where they'll actually start to experience it.

First acknowledge where they are right now. Then take them to a particular point in the future where they are utilising or applying what they're getting.

### 89. Using An Analogy

Using an analogy is very effective when you're writing about a product or service that is difficult to explain because it's very complicated or it's something people haven't seen before.

You create a visual image in their minds of how two things are alike by pointing out shared characteristics.

But make sure that the connection you're trying to make isn't forced – otherwise it's the classic case of trying to fit a square peg in a round hole.

### 90. I Understand You

People want to believe that their values and beliefs are valid. If your copywriting demonstrates that you share values and beliefs with your reader, this validation allows you to build a strong rapport with them – and they feel understood.

When you're saying 'I understand you', and the reader believes you, they feel appreciated and recognised. As they read more of your content and feel like they're getting to know you, they can then like and trust you.





### *Bucket Brigade*

#### **91. Ask A Question**

Copywriters use the term bucket brigade for transitional words and phrases that keep the audience reading. One great way to keep them reading is to spark their curiosity by asking a question – because they'll want to find out the answer.

Examples:

Want to know more about ...?  
Have you ever wondered why ...?  
Wouldn't it be great if ...?  
Are you sick and tired of ...?  
Does this sound familiar?

#### **92. Showing Empathy**

This should be read in conjunction with Tip 90. You show that you understand your reader's situation, that you can feel their pain, frustration or anxiety.

Examples:

We've all been frustrated by ...  
I know the feeling.  
We've all been there.  
Deep down you know it's true.  
I know what you're thinking.

#### **93. Stop And Think**

Varying the pace of your content is a good way to keep your readers' attention. If you get them to pause for thought, you keep them in suspense momentarily, wanting to find out more.

Examples:

Imagine for a moment ...  
Think about this.  
Look at it this way.  
Now consider this.  
But wait a minute.

#### **94. Making An Important Point**

At certain stages in your content, you want to emphasise something that you don't want the readers to miss – with a one-line paragraph. This is also a way to break up the text, making it easier to digest.



Examples:

Here's the thing.

But here's the problem.

My point is this.

It all comes down to this.

Here's the bottom line.

### 95. Offering A Solution

One of the keys to writing good copy is to offer a solution to a problem. Ensure that your audience continues reading by showing them you have the answer they are looking for.

Examples:

Here's the secret.

So what's the answer?

Let me explain.

Fact is, ....

The good news is ...

### *Impact Words*

### 96. High Impact

#### *Free*

There is no word in the copywriter's arsenal more powerful than the word 'free.' Even multi-millionaires are interested in getting free stuff.

#### *You*

You need to make your copywriting all about your prospect. So, using the pronoun 'you' keeps your writing reader-centric.

#### *Because*

Using the word 'because' gives people a reason to do something. And if that reason is compelling, they are more likely to act.

### 97. New

There is a percentage of the population that always wants to have the newest and the latest version of something.

People wait in line for hours to buy a new product, even when the price you pay for the extra benefits you receive is not logically justifiable. Having the optimum in bells and whistles is reason enough.



Examples:  
Break through  
Announcing  
Introducing  
Unique  
Welcome

### 98. Saving

Everyone on the planet is interested in saving money by finding a bargain. Ultimate customer happiness comes from believing you didn't pay full price.

You can attract customers with a variety of common marketing tactics which include: buy one, get one free; all you can eat offer; supersize offer; and the never-ending sale.

Examples:  
Bargain  
Bonus  
Discount  
Reduced  
Cheap

### 99. Urgency

Creating urgency is all about making people worried or anxious that they'll miss a great opportunity if they don't act quickly.

But for this strategy to work, you need to convey value, build credibility, and most importantly, provide your readers with a compelling reason to buy now.

Examples:  
Now  
Hurry  
Quick  
Only  
Fast

### 100. Exclusivity

Many customers get excited with the idea that they have bought something rare that the 'ordinary person' doesn't have – because the item would be seen as having more value or prestige than a common example.





It could be one of a limited edition (for example, only 10 in existence) or even one-of-a-kind – the ultimate in exclusivity.

Examples:

Exclusive

Limited

Secret

Special

Forbidden

### *Be A Student*

#### **101. Read, Read, Read**

Even the world's best copywriters read what other copywriters have to say. There are always ways to improve, more things you can learn.

Over time, you can hone and polish your skills by reading books by the experts, including Dan Kennedy, Gary Halbert, John Carlton and Gary Bencivenga.

It's also good to look at a variety of blogs, check out social media posts and review different landing pages.