9 Ways to Write

Higher-Converting Copy

Without Sounding Sleazy

Y'all really like dogs.

Choose the one you like better.

14 out of 15 people answered this question

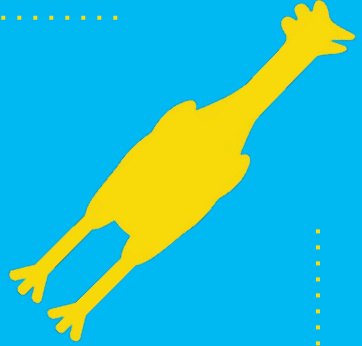|		
	100%	**14** responses
	0%	**0** responses

I'm gonna show you...

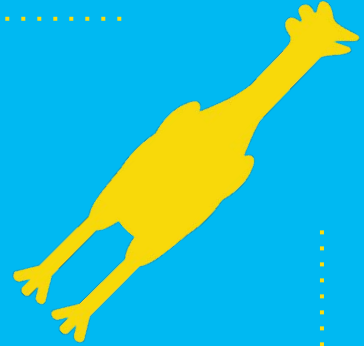1. **5 STEPS** to do *actually effective* customer research
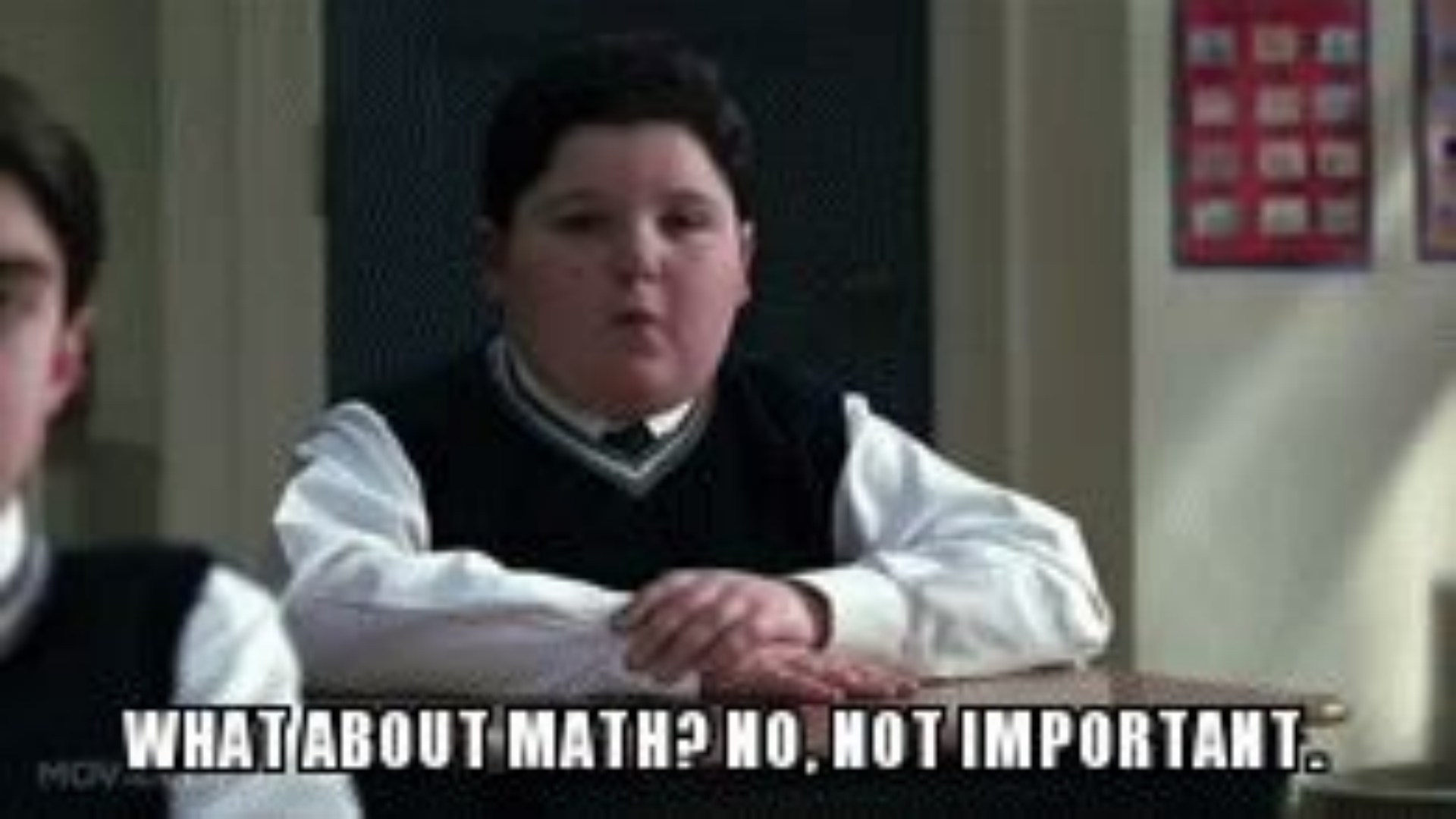
I'm gonna show you...

1. **5 STEPS** to do *actually effective* customer research
2. **5 MUSTS** of high-converting copy

I'm gonna show you...

1. **5 STEPS** to do *actually effective* customer research
2. **5 MUSTS** of high-converting copy
3. **4 EMAILS** to improve activation + increase customer LTV

WHAT ABOUT MATH? NO, NOT IMPORTANT.

How to Do *Actually Effective* Customer Research

1. Look at what you already have

- Mine your own **reviews** + competitor reviews
- Mine **support chat transcripts** + ask your customer service people what they hear

You're looking for
patterns,
preferences,
+ phrases

Biggest thing keeping you from doing yoga?

- Getting my body on the mat/just getting started
- Finding/making time
- Being consistently motivated
- Doable poses for injured or older bodies

2. If anything is unclear, do more research!

- Conduct **customer interviews**
- Create a **website poll** with Hotjar
- Send **surveys** (3 open-ended questions max)

Great questions to ask

- What was going on in your life that led you to consider [PRODUCT]?

- How will [PRODUCT] make your life better?

- What would make [PRODUCT] irresistible to you?

- Who do you think [PRODUCT] is perfect for?

3. Create your copy structure

- Based on the patterns you're seeing, what messages should you prioritize?

Biggest thing keeping you from doing yoga?

- Getting my body on the mat/just getting started - IIIII III
- Finding/making time - IIIII IIIII IIIII IIIII IIIII IIIII II
- Being consistently motivated - IIIII IIII
- Doable poses for injured or older bodies - IIIII IIIII IIII

Biggest thing keeping you from doing yoga?

- Getting my body on the mat/just getting started - IIIII III
- Finding/making time - IIIII IIIII IIIII IIIII IIIII IIIII II
- Being consistently motivated - IIIII IIII
- Doable poses for injured or older bodies - IIIII IIIII IIII

* ding ding ding!! *

4. Write your bad first draft

- Write to ONE reader, not to a group
- Show them you understand their problems
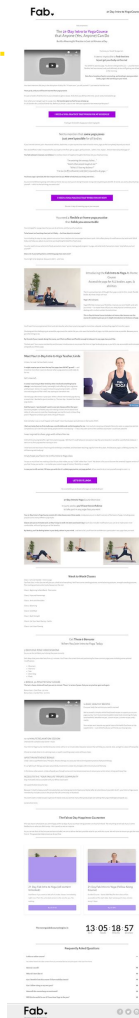- Better to be wordy at first, then edit down

Marcus Romer
@MarcusRomer

The Creative Process
1. This is awesome
2. This is tricky
3. This is shit
4. I am shit
5. This might be ok
6. This is awesome

it's a rite of passage!!

← seems impossible to find the time

← injured/older bodies can't do some poses

← need motivation + accountability

← yoga isn't just for skinny white girls
(that said, here's your teacher, a skinny white girl)

← more about the course, etc.

5. Fill holes with swipe copy

- Pull the verbatim phrases your users/customers actually use into your copy

It feels too complicated!! All those forms of yoga with special positions. If you do it wrong you'll hurt yourself. You need to be more "woke" to practice yoga (and yoga actually wakes you). You need all kinds of pads, cushions and workout gear. **Only slim buff people can practice yoga.** Consider the photo you're using, skinny blond women. How about some not so buff bods and people of color?!! Be gutsy and show EVERYONE can do yoga. Not just skinny athletic looking models.

I am the least flexible person so **some of the poses seem impossible** and **I don't feel like I am doing them right** because I'm so unflexible

Finding a **meaningful practice that I can do in 20 minutes**

The **21-Day Intro to Yoga Course** that Anyone (Yes, Anyone) Can Do

Build a Meaningful Practice in Just 20 Minutes a Day

There's a prevailing train of thought that yoga is only for thin, toned, flexible bodies. But that simply isn't true.

Yoga is for everyone.

You know you "should" do yoga, but...

It seems impossible to **find the time to just get your body on the mat**

Your *repeatable* copy-creation process

1. Do customer research
2. Build your messaging structure
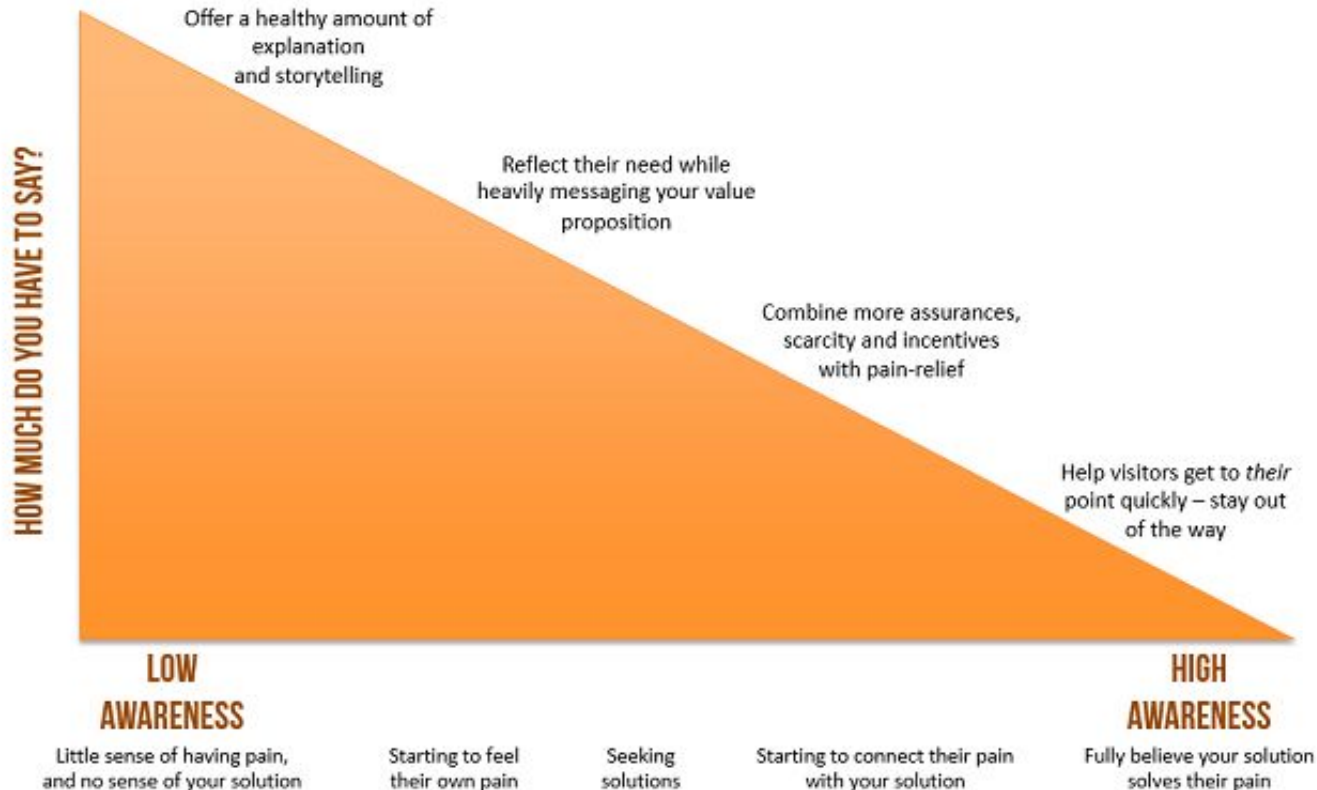3. Write your bad first draft
4. Fill in holes with swipe copy

5 Musts of High-Converting Copy

1. Consider the reader's stage of awareness

- **Unaware** — educate them a *lot*
- **Least Aware** — keep on educatin'
- **Solution-Aware** — intro your product + soft-sell
- **Product-Aware** — show why yours is better + sell a bit harder
- **Most Aware** — get 'em to buy! it's urgent!

HOW MUCH DO YOU HAVE TO SAY?

Offer a healthy amount of explanation and storytelling

Reflect their need while heavily messaging your value proposition

Combine more assurances, scarcity and incentives with pain-relief

Help visitors get to *their* point quickly – stay out of the way

LOW AWARENESS
Little sense of having pain, and no sense of your solution

Starting to feel their own pain

Seeking solutions

Starting to connect their pain with your solution

HIGH AWARENESS
Fully believe your solution solves their pain

Copy Hackers

2. Lighten up!

- Aim to reduce anxiety + build trust
- Give your brand an unmistakable voice
- Joke about what you know — e.g. common problems, objections, feelings

Hey there!

It's me, Amy, again, and I'm back with some more sweet, sweet chronol knowledge. #sorrynotsorry

I hope by now you've **made your first board** and maybe even created your first cards. If so: HOORAY! If not: Never fear, I'm here to guide you! (And if you already have made a few, stick around, you'll probably learn something :)

Amy Hoy/Pep

Same 10-second format. Same daily cadence. Same love affair with animated gifs. Latest "must read" knowledge for early stage founders.

Welcome back to The Snack.

3. Get emotional

- Tell a story starring your reader — help them envision your product in their life
- Use harder-hitting adjectives + verbs

SOAPB■X

You did it!

One of your referrals made their first Soapbox video! And it's all because of you.

Thanks for being such a great Sudbud.

Soapbox by Wistia

You do business in multiple currencies, so you get it.

Transfers aren't just slow — banks charge hidden fees and inflate exchange rates. And for small businesses, those fees add up.

You send

5,000

🇺🇸 USD ⌄

Our fee

We only charge you a fair service fee that is taken from the money that you send us.

49.50 USD Our fee (included)

0.84780 Guaranteed rate (24 hours)

TransferWise

Use harder-hitting words

Instead of _____, say _____:

- Great —> *Phenomenal*
- Easy —> *Foolproof*
- Miss out —> *Sacrifice*
- Find —> *Discover*
- Take advantage of —> *Grab*

Don't fake it

4. Pay attention to the details

- Click-trigger copy
- Trial or upgrade policies
- 404 pages
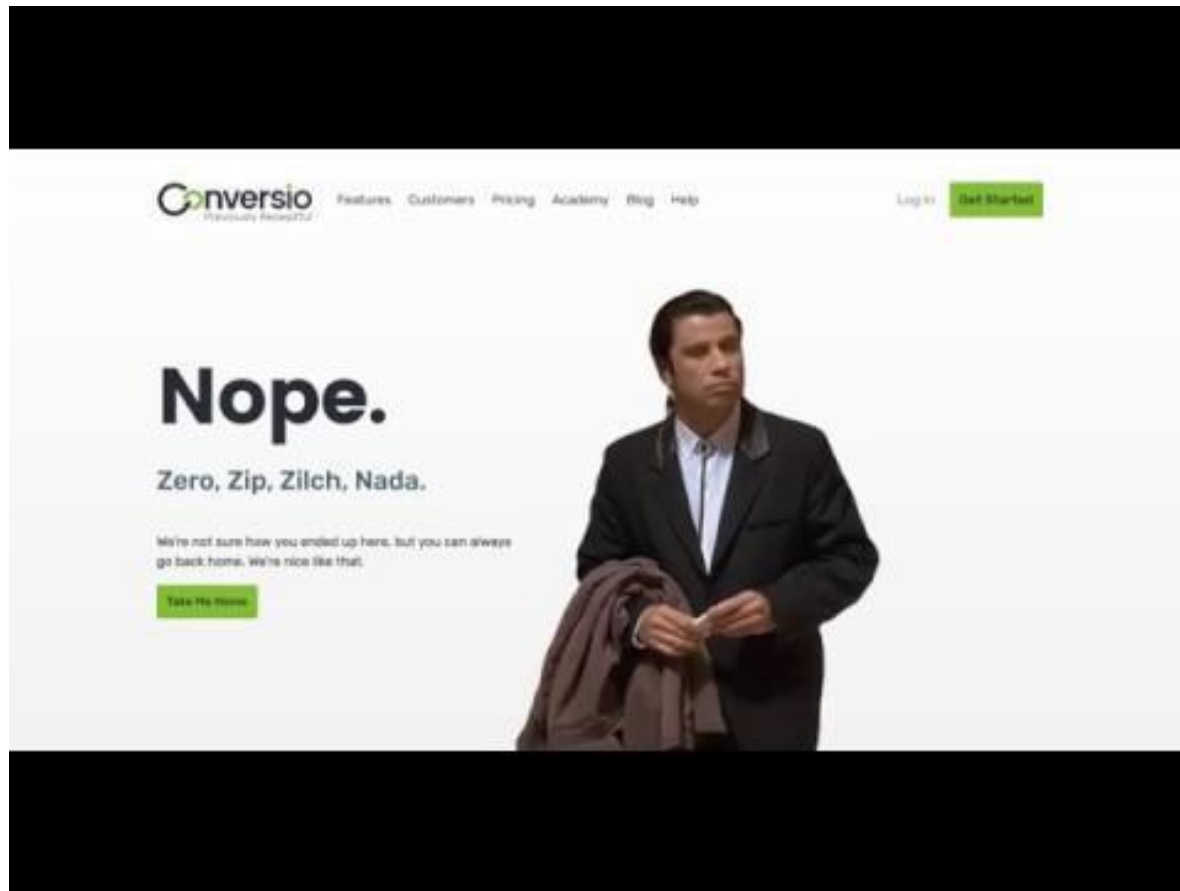- Photo captions
- Easter eggs

I call these… "copy-tunities" 😎

Start My 14-Day Free Trial

Or See What Else Bluetick Can Do

Start My 14-Day Free Trial

Give Bluetick a try for 2 weeks. You'll like it.

If you don't like it, hey, it was free.

Bluetick.io

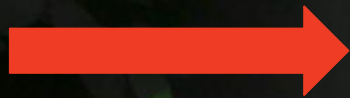*Conversio*

THANK YOU!

YOUR ORDER NUMBER IS 5EF4NV46WW64.

The estimated delivery date is **June 19, 2017 - June 26, 2017**.
Email us at help@harrys.com with any questions, suggestions,
or your favorite Gordon Lightfoot track.

Harry's

still
alive!!!

5. Edit mercilessly

- Remove anything that's not doing its job
- Editing can include ADDING copy, too!

Edit in an inverted pyramid

STRUCTURE

PARAGRAPHS

SENTENCES

WORDS

EDITING STEP 1: Swap, cut, and add sections

- Read through + make a **reverse outline** to see what you *actually* wrote
- Then get **cut-and-paste-happy**

REVERSE OUTLINE
(WORKS GREAT ON LONG COPY + CONTENT!)

1. AMAZING SOLUTION!!!
   - LEAST IMPORTANT BENEFIT
   - SORTA IMPORTANT BENEFIT
   - NOT REALLY RELEVANT BENEFIT

2. YOU HAVE A PROBLEM
   - WE UNDERSTAND, BECAUSE...
   - HERE'S WHAT IT FEELS LIKE

3. BOY IS YOUR PROBLEM BAD
   - HERE'S WHAT WILL HAPPEN
     IF YOU DON'T FIX IT

REVERSE OUTLINE
(WORKS GREAT ON LONG COPY + CONTENT!)

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EDITING STEP 2: Check for transitions + add placeholders

- Read the copy out loud
- Anywhere you skip from one point to the next, add a [TRANSITION] placeholder
- Supplement claims with testimonials

Ohhhhhhhh

I get it

EDITING STEP 3: Make it easy on the eyes

- Subheaders should be **skimmable**
- **Add line breaks** + bullet points wherever possible
- **Selectively bold** important points

Case studies are another popular and effective method of increasing credibility for B2B businesses. Showcasing your expertise and how you helped some client will drive other similar clients having the same issue to contact you. A case study must show how solving a real problem provided tangible results and improved the situation of the client to be effective. Testimonials and case studies go hand in hand. Case study backed by a testimonial will establish your credibility without much place for doubt. If a reputable customer confirms your expertise and shows how you helped them, other visitors that belong to the same group will undoubtedly be swayed to trust you and enlist your services or buy your product.

If you are linked with a reputable educational or government institution, show it off. This kind of relation will convince visitors that you are at the forefront of advances in the field and if a prominent university or important government agency trust you, why shouldn't they? The same is applicable to links with influential figures from your fields (well known scientists or business practitioners from your field) - show them off, it won't hurt you.

To show the visitors they can trust you with their sensitive data, such as credit card numbers or their address, include security indicators and seals that guarantee the data will be safe. Use 256-bit encryption, inform them about the security of your channels, identify the trust mark your target audience holds in high regard and use it. In short, reassure your customers they do not need to worry about the security of their data. This can be hard in the age of widely publicized information about incidents of hackers stealing customer personal data from service providers or reputable websites, but make an effort.

Show off your clients

Displaying a client list or logo bar is another way to showcase the appeal of your product to your target customers. This method can be especially useful to B2B sites. **If you show that reputable companies use the solution you provide, it will signify that you can be trusted.**

Case studies are another popular and effective method of increasing credibility for websites. While B2B businesses do this on regular basis, applying case studies to B2C environment often takes the form of testimonials. The companies that can best leverage case studies are for example financial services.

Personal financial services firm Biechele-Roys Advisors uses case studies to showcase their expertise. Their idea is to attract similar individuals and show how their service can be beneficial to them. To be effective, a case study must show how solving a real problem provided tangible results and improved the client's situation.

Testimonials and case studies go hand in hand. A case study backed by a testimonial will establish your credibility without much room for doubt. If a reputable customer confirms your expertise and shows how you helped them, other visitors that belong to the same group will undoubtedly be swayed to trust you and enlist your services or buy your product.

EDITING STEP 4: Kill cliches + nonsense phrases
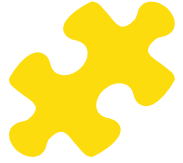
- You can recognize these because they sound fine at first read… but upon reflection 🤔 **they don't actually mean anything**

WELCOME Lianna

We're excited to share our unparalleled experiences and exclusive offers.

WELCOME Lianna

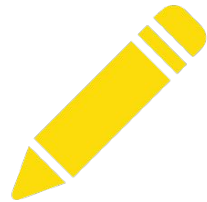We're excited to share our unparalleled experiences a ffers.

Thanks for signing up, Lianna. We're glad you're here.

You just joined a design community 5 million strong.

JUMP IN AND GET STARTED

- Three's company: Chris Sheldrick and his friends divided the world into 3 x 3 meter squares, winning multiple awards, and kickstarting their business. But why? **Find your three words.**

- Friend of a friend: Refer visitors to WooCommerce.com and earn 20% of what they spend. Sound good? **Join our Affiliate Program.**

- Hold on, back up a second: Thanks to modern plugins, it's now fast and easy to make backups of your store and its data, and restore them if the need arises. **Get your store backed up for any situation.**

WooCommerce

Sneaky copy clichés to cut

- "Quick and easy"
- "[VERB] like never before"
- "You'll love how..."
- "Makes ____ a breeze"
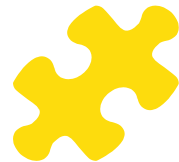- "[ADJECTIVE], yet [ADJECTIVE]"
- "Word. Word. Word."

TL;DR — The 5 Copy Musts

1. **Consider stage of awareness**

2. **Lighten up!**

3. **Get emotional**
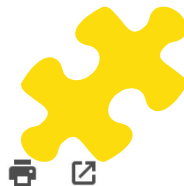
4. **Pay attention to the details**

5. **Edit mercilessly**

4 LTV-Growing Emails That Virtually No One Is Sending
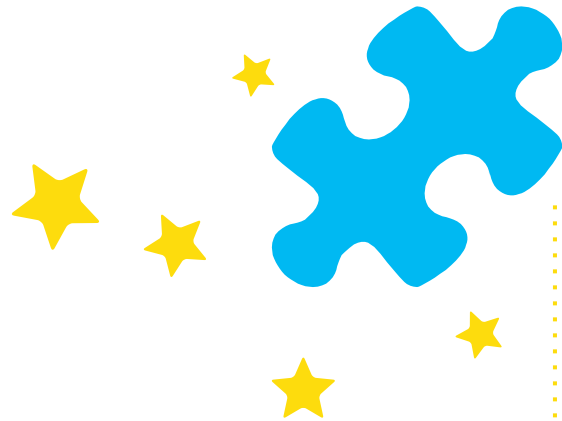
1. The personal onboarder

- Send after account is created, but before activation
- Send as plain-text email and ask for replies

Hey Lianna! How's everything going? Inbox ✕   Swipe File/SaaS ✕

Aaron from Thinkific ‹   › Unsubscribe   Fri, Jul 6, 2018, 3:34 PM   ☆   ↩   ⋮

to me ▾

Hey Lianna,

I saw you've been working on creating your first courses in Thinkific (so awesome!) and I wanted to take a minute to reach out directly.

I'm always interested in hearing more about your goals for your online courses, so we can figure out how to best support you in reaching them.

If you have a minute to let me know where you're at, or if anything's getting in your way, I'd love to help you out. Any topic is on the table — from idea generation to course promotion, or something in between :)
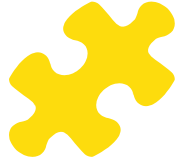
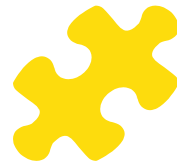Looking forward to hearing from you!

- Aaron from Thinkific

P.S. If everything's awesome, we'd love to have you share your wins in our Facebook Group! Our other course creators are always quick to celebrate each other.

Thinkific

2. The preemptive segmenter

- Send near the beginning of onboarding
- Get buy-in early
- Tailor following emails to their needs or job role

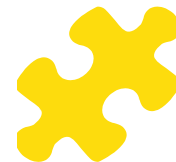I wanna make sure I'm sending you relevant stuff that you love.

Could you take 2 seconds to click the link that makes more sense to you below?

I'm a freelance or in-house copywriter

I'm a business owner or founder

You'll receive a delightful visual treat for your effort. (Hint: it's fluffy.)

Punchline Copy

SECRET CAT

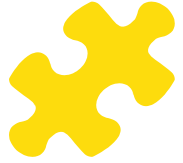Wow, how did you manage to find this page? Good looking out.

For your time and effort, here is a cat. **And not just any cat.**

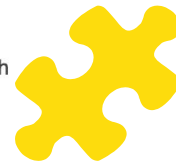**Meet Space Ghost**, unofficial Punchline mascot and official keeper of Lianna's heart.

3. The real person case study

- Send during onboarding to reinforce your value
- Tell the story of a real user or customer: from pain/problem —> discovering you —> ultimate happiness/world domination

Just look at these posts from our private Slack group for Partnership Accelerator students. Even as people start hearing "yes" from potential partners, you can STILL see hints of surprise and disbelief that they made it happen.

Like Kati, who was worried she'd never get that first "yes":

Kati Kiefer 9:55 PM
Oh my goodness I GOT A YES!!! I was honestly starting to think that I was gonna be the one exception to the YES-Club and I was starting to worry. It came in because of my "bump" email! It was also the White Glove one you guys gave me (which is funny that she wasn't already on my D50 since I've followed her for the past 6 months!). I'm so excited I can barely contain my excitement!!! Thanks @Bryan Harris and @Matt Zavadil . Your formula DOES work!! If I can get a yes... seriously... anyone can get one!

And Donald, who thought he didn't have much of a chance to land a "swing for the fences" kind of partnership:

Donald Brandon Ash 5:58 AM
信じられない！！
This accelerator is bananas!
I got my 2nd "yes" today, BUT it's definitely more of a "swing for the fences" partner from my D50.

I just said "screw it" and pitched anyway. Now they want to jump on a call. All your fault, @Bryan Harris!! LOL

Kinda freakin' out a little bit, but in a good way. This is too cool. Check it out: (edited)

And Jill, who got a partner to promote her for free to a Facebook page with over a million followers AND send his email list two emails about her product:

Jill Stevens 5:00 PM
Holly Sh*t! Can I say sh*t? Sorry. But seriously... sent a pitch week 1. Super long. @Bryan Harris and @Matt Zavadil would probably kill half of it with editing but here's the good thing

- I didn't change one word nor add one single thing to the follow up email sent on Monday!

This guy didn't email me back HE JUST CALLED ME.

Boom!

1. Sending a few thousand people to start to a FB Page as soon as I have link over to him. He has over 1M followers. Ah yeah, one MILLION!

Boom! Again.

2. He's going to email his list about my program. Two emails. I write them for him - as though he is introducing me to his list... forgot to ask size of list he's sending it to as by that time I was bouncing up and down doing a happy dance.
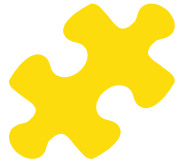
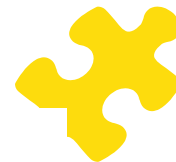OMG. I am a HUGE fan of the follow up! (edited)

😂 6 👍 2 😍 1 😍 2

10 replies   Last reply 3 days ago

Bryan Harris/Agent

4. The exclusive upgrade invite

- Send to regular or longtime users
- Reward loyalty + spark excitement with a sneak peek at upcoming features or new product launches
- ... and make existing users feel like VIPs!

loom

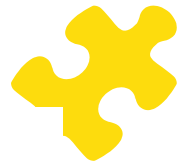Hi Lianna,

Loom Pro is here and you can try it out first!

Show off and be a boss with stunning HD recordings, CTA buttons, Custom Branding, Video Thumbnails, and more! 🔥
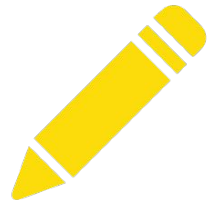
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RECAP >

TL;DR — Emails to send

1. The personal onboarder
2. The preemptive segmenter
3. The real person case study
4. The exclusive upgrade invite

Sample onboarding email flow

1. Welcome email with ONE next step
2. Personal onboarder from the founder
3. Reminder of concrete value you provide (real person case study)

4 - ???. [Segmented activation emails/next steps]

5. Exclusive upgrade or launch invite

BONUS SECTION!!!!

Bet you didn't see this one coming

it's been 84 years...

3 Conversion-Killing Copy Mistakes + How to Avoid Them

1. Me-centric copy

Hi Lianna,

I'm ___ - founder of a little Toronto company on a mission to give freelancers back some of their own time. We call ourselves !___ .

Being a freelancer myself, I have always found it hard to manage feedback and copy changes on websites, so we solved that problem.

[Here is a demo video](#)
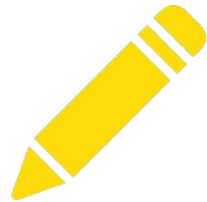
Lianna, would you use this?

Hi Lianna,

I'm A   - founder of a little Toronto company on a mission to give freelancers back some of their own time. We call ourselves !   .

Being a freelancer myself, I have always found it hard to manage feedback and copy changes on websites, so we solved that problem.

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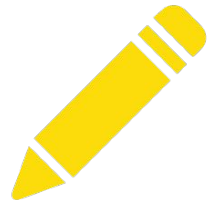
Here is a demo video

Lianna, would you use this?

WOW

How to fix me-centric copy

- Go through and flip sentences into "you" voice (AKA second person)

- Ex. "Our product lets you get contracts signed faster" becomes "Get your contracts signed faster"

2. Writing like a robot

Hi Alli,

Take a peek into our musings, momentum, and March updates.
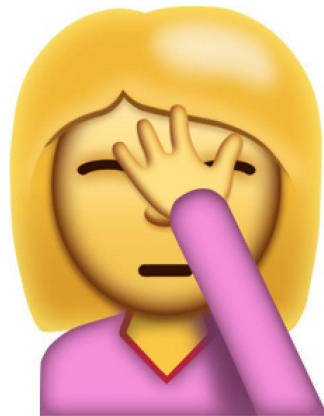
Take a look inside ▓▓▓▓

Cheers,
Team ▓▓▓▓

Hi Alli,

Take a peek into our musings, momentum, and March updates.

Take a look inside ▢

Cheers,
Team ▢

Sneaky "write human" tip

- Dictate copy into your Voice Recording app as if you're talking to a pal

- Better yet, record a Zoom conversation with a target user to explain your product

- Use Rev.com to get transcripts

3. Sentences trying to do too much

To ask important health questions irrespective of any economic drivers and to develop effective protocols that improve metabolism for those that wish to make themselves impervious to metabolic diseases such as cancer, diabetes, cardiovascular and Alzheimer's disease.

Sneaky copy tip

- Give every sentence one job
- (Its job is to get readers to the next sentence)

👍👍👍👍

Hi Lianna,

Today, we bring you the highly-requested Templates Library. It's a resource that hosts pre-designed customer journey templates to help you hit the ground running. Whether you need to generate leads, onboard new customers or send an email newsletter, we have a template for you.

Autopilot

👍👍👍👍

Hi Lianna,

1

2

Today, we bring you the highly-requested Templates Library. It's a resource that hosts pre-designed customer journey templates to help you hit the ground running.

3

Whether you need to generate leads, onboard new customers or send an email newsletter, we have a template for you.

Autopilot

TL;DR — 3 big copy mistakes

1. Me-centric copy
2. Writing like a robot
3. Sentences doing too much

3CAP >

TL;DR

- Pull directly from research

- Get emotional + personal

- Capitalize on details + "copy-tunities"

- Kill cliches + overworked sentences

- Lighten up a little!

Thanks!

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