



9 Ways to Write Higher-Converting Copy

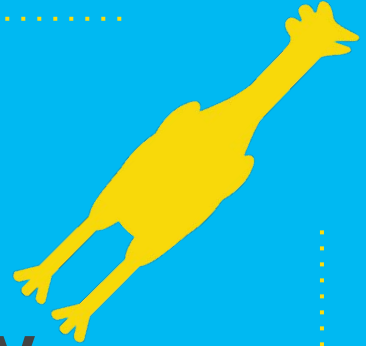
Without Sounding Sleazy

I'm gonna show you...



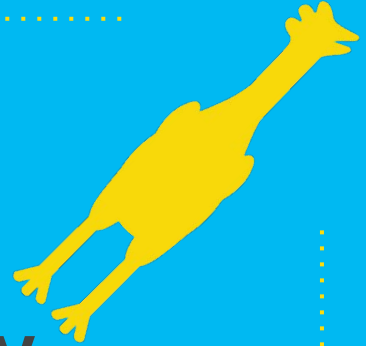
1. **4 MUSTS** of high-converting copy

I'm gonna show you...



1. **4 MUSTS** of high-converting copy
2. **3 EMAILS** to increase customer LTV

I'm gonna show you...



1. **4 MUSTS** of high-converting copy
2. **3 EMAILS** to increase customer LTV
3. **4 COMMON COPY MISTAKES** and how to avoid 'em



WHAT ABOUT MATH? NO, NOT IMPORTANT. ©



4 Musts of High-Converting Ecommerce Copy



1. Pull copy directly from customer research

- Mine your own **reviews** + competitor reviews
- Mine **support chat transcripts** + ask support people what they hear
- Send **surveys** (3 open-ended questions max)



You're looking for
patterns,
preferences,
+ phrases



Sticky/swipeable phrases are bolded.

Quote	Message
We slept on it for a week and my body has been transformed! I have noticed my lower back pain has diminished and my body has never felt so good.	Back/neck pain lessened
I actually dream now and they are happy dreams. I love the fact that the bed doesn't move when two people sleep on the bed.	No motion transfer
I didn't believe in ghost but now I do	Skeptics are convinced
I literally want to be buried on top of it!	



Great survey 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?



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

Manly Bands



THE JOURNEYMAN

★★★★★ 26 Reviews

Make a selection

SIZE

Select Your Size

QTY

—

1

+

MAKE A SELECTION

POPULAR ACCESSORIES



Manly Birch Box

\$19.00

THE DETAILS

“Grandpa, where did you get that dope ring, and can we have it?” - Your future heirs.

Meet The Journeyman: one of our favorite rings here at Manly Bands.

Manly Bands



THE COWBOY

★★★★★ 91 Reviews

\$185.00

Or 3 interest-free payments of \$62 with [Affirm](#). [Learn more](#)

RING SIZE

Select Your Size

QTY

— 1 +

MAKE A SELECTION

POPULAR ACCESSORIES



THE DETAILS

We can't legally tell you that John Wayne wore this ring (because it's not true and also he died before we started Manly Bands), but we're pretty sure he would have.

The Cowboy is a Stetson-hatted nod to the good ol' days — when all you needed was a reliable horse, a jug of whiskey, and the starry night sky as your blanket.

It's a little bit woody and a little bit dark. It's basically a Bon Iver song in ring form, so you can just wear it instead of having to learn to play guitar.

Smell that? It's the smoldering embers of your love. And it's beautiful.

Manly Bands



THE JOURNEYMAN

★★★★★ 26 Reviews

Make a selection

SIZE

Select Your Size

QTY

—

1

+

MAKE A SELECTION

POPULAR ACCESSORIES



Manly Birch Box

\$19.00



Add to Cart +196%

Purchases +20%

Manly Bands



THE COWBOY

★★★★★ 91 Reviews

\$185.00

Or 3 interest-free payments of \$62 with [Affirm](#). [Learn more](#)

RING SIZE

Select Your Size

QTY

— 1 +

MAKE A SELECTION

POPULAR ACCESSORIES



Manly Birch Box
\$22.00



Add to Cart +17%

Purchases +98%



3. Get emotional

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



STORY

Your Wild Side.

If you're feeling a bit summery in February and March it's okay. There are options.

The beauty of a bold item like this in your closet is that it speaks very clearly when bored. It's tempestuous. Impatient. Blunt. It keeps getting you into trouble and forcing you to apologize for its behavior. In some ways it's like a petulant best friend or evil twin. But...

She did get you to the Carnaval des Carnavals in Seychelles in March.

And the Torquato Tasso in Buenos Aires for a little tango.

She even got you on the red-eye to Los Angeles for Lucha Vavoom.

All worth it.

Your Wild Side Skirt (No. 5299). Classic circle skirt in 100% cotton. Mid-calf length. French seam finishes. 4" waistband in a paisley and dot print. 4" fringe at bottom of waistband. Invisible zipper at wearer's left. Hook-and-eye above zipper. 11" border along sweep of skirt with paisley and dot print. Fully lined. Doesn't mind being the bad cop. Imported.



J. Peterman



[the story](#)

[the maker](#)

[details](#)

[shipping](#)



Made in Illinois

Not a Creature Was Stirring...

Once the children are nestled all snug in their beds, enjoy the comforting scent and crackling flame of this candle inspired by the beloved Holiday poem, "A Visit From St. Nicholas." Ariane Scholl and Andy Kenney's soy wax blend features essential oils of cinnamon, vanilla, and woody clove for a sugar plum-worthy scent and wood wicks that crackle lightly as they burn for a nestled-by-the-fire feel. They make a great companion to curling up with your favorite book before a long winter's nap. Made in Batavia, Illinois.



[get the details >>](#)

Uncommon Goods



Use harder-hitting words

Instead of _____, say _____:

- Great → *Phenomenal*
- Tasty → *Mouthwatering*
- Miss out → *Sacrifice*
- Find → *Discover*
- Take advantage of → *Grab*



Don't fake it

4. Pay attention to the details



- Shipping or delivery policies
- 404 pages
- Footer copy
- Photo captions
- Easter eggs

I call these... "copy-tunities" 🤪



SHIPPING & RETURNS

- **Real F***in Classy Shipping**— Snugged up in a velvet ring box & delivered insanely fast by rugged outdoorsman and/or USPS
- **30 Day No-Hassle Returns & One-Year Warranty** — Don't dig it, or need another size? Ain't no thing but a wedding ring. We got you.
- **Real F***in Classy Shipping** — Lovingly bundled in a velvet ring box & delivered insanely fast by nuclear drone and/or USPS
- **Real F***in Classy Shipping** — Snugged up in a velvet ring box & delivered insanely fast by thoroughbred racehorse and/or USPS

Manly Bands



THANK YOU!

YOUR ORDER NUMBER IS **5EF4NV46WW64**.

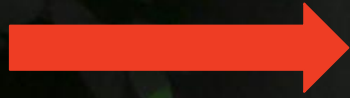
The estimated delivery date is **June 19, 2017 - June 26, 2017**.

Email us at help@harrys.com with any questions, suggestions,
or your favorite Gordon Lightfoot track.

Harry's



**still
alive!!!**





Hi Lianna,

Sorry to hear your password has gone missing! (It happens to the best of us.)

Here is a link to reset it: <https://www.warbyparker.com/account/reset-password/qycheyvqqaks-ins98kcrv1zokg10ejiubf5ep1eeai>

Thanks!

The Warby Parker team

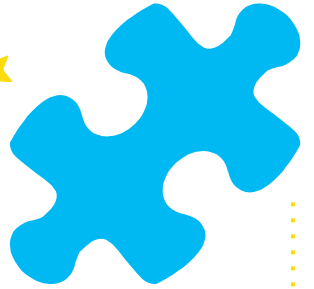
Warby Parker

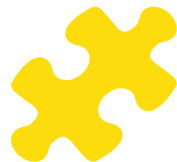


TL;DR — The 4 Copy Musts

- 1. Pull copy from customer research**
- 2. Lighten up!**
- 3. Get emotional**
- 4. Pay attention to the details**

**3 LTV-Growing
Emails That
Virtually No One
Is Sending**

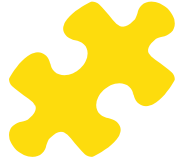




1. The preemptive objection-killer

- Send in between shipping & delivery
- Proactively addressing objections can reduce returns AND make customers feel like you're in their head

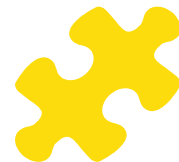
Outdoor Voices



Hey Valerie,

We wanted to send you a note about your [Springs Leggings](#). Some people think, “WOW, these are tight!” It’s true, they are. We designed them to be tight so that they sculpt and shape, and hug you in all the right ways without compromising flexibility. So... they should be tight, but not “I can’t breathe!” tight. If they are “ooh I can’t breathe” tight, reply to this email and we’ll help you out.

Have a good one!
Team OV



You already know buying and grinding your own beans makes for a better cup of coffee.

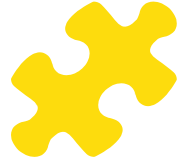
And you've probably tried a few different methods (French press, cafetiere, Aeropress, Chemex, even the dreaded Mr. Coffee... we forgive you for that last one). You even time each brew so it never steeps longer than it should.

But if you're not paying careful attention to one seemingly small factor, you *still* might accidentally destroy the flavor you're so painstakingly extracting from those bodacious beans.



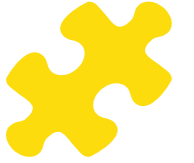
Welp, there go all the subtle caramel tones.

Good Life Coffee

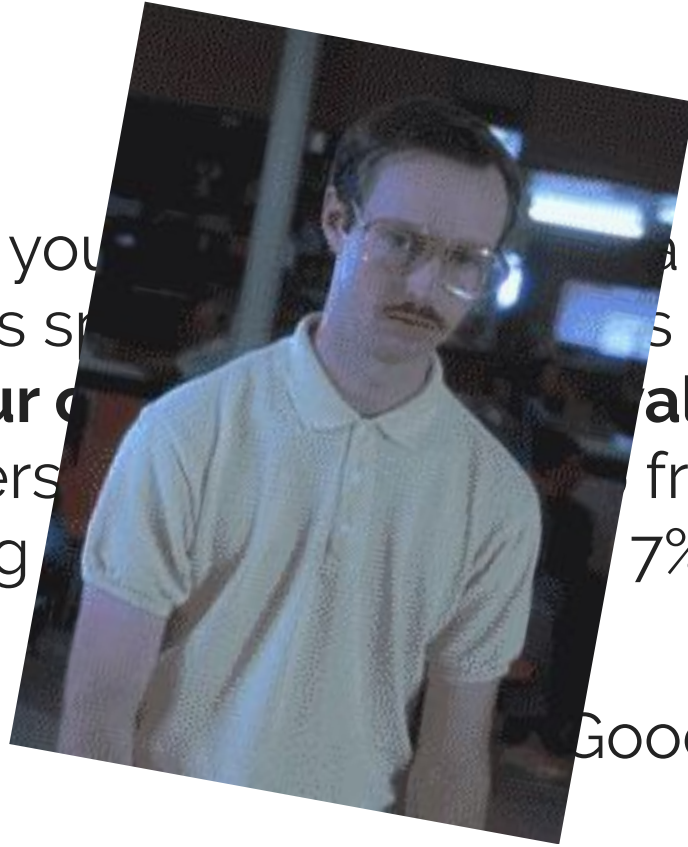


“The emails you wrote have done a stellar job, the numbers speak for themselves (I've just checked) **our customer lifetime value is up ~150%**, orders per customer is up from 2 to 3, the returning customer rate is up 7%.”

- Jawad Rahimi, Good Life Coffee



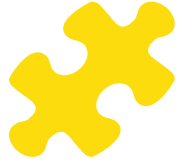
“The emails you
the numbers show
checked) **our** c
~**150%**, orders
the returning



a stellar job,
s (I've just
value is up
from 2 to 3,
7%.”

Good Life Coffee

2. The retiring product offer



- Send when a popular product is going away, even temporarily
- Include a backup product for late openers



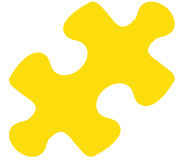
Shale Ribbon Stripe

RETIRING SOON

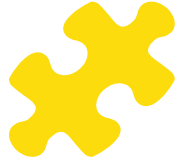


MISSED OUT ON
SHALE RIBBON STRIPE?

We recommend these.

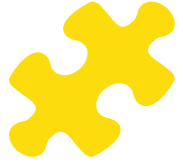


3. The personal return helper



- Send when an exchange is possible
- The personal touch can head off bad reviews

BOOM



Hi Lianna,

This is Liz from the Styling Team at Mott & Bow. I wanted to reach out personally regarding order #O161F33F.

I noticed you requested to return the Slim Boyfriend - Benson - Light Blue jean because the color wasn't what you expected. I want to help you find the perfect pair of jeans. Were you expecting a lighter or darker color? I ask because I want to help you get the right product in your hands.

Looking forward to your thoughts,

Liz
Styling Team
[Mott & Bow](#)

*** mic drop ***

Mott & Bow

Sample post-buy email flow



1. Receipt with cross-sell or upsell
2. Pre-empt objections OR educate (keep 'em entertained during shipping!)
3. Check in + ask for review
4. Offer coupon for next purchase
5. If consumable product, follow up when they're running low



Map dat overlap

- Make sure customers don't get too much email!
- Map overlapping flows (ex. welcome series, cart abandonment, winback)
- Don't forget to take one-off promotions + newsletters into account



TL;DR — Emails to send

1. The preemptive objection-killer
2. The retiring product offer
3. The personal return helper



4 Conversion-Killing Copy Mistakes + How to Avoid Them



1. Formatting issues

ahh no why



Since 1935

NEERINGS

Plumbing, Heating, Air Conditioning, & Electric

801.839.4849
435.214.3088

BBB A+

My Dad can fix that!

Since 1935 we have been taking care of customers all along the Wasatch Front. We are proud of our company and LOVE our customers.

"Neerings Plumbing Heating and Air, just give us a call, we'll be right there!"

\$149!

Drain & Sewer Check!

- Drain Line Camera Check
- Leak Detection
- Free Estimates*

*While supplies last, some restrictions apply. Expires Sept. 30, 2011. Limit one coupon per leak. Call for details.

Plumbing Services

Neerings Plumbing and Heating offers first-class plumbing services that extend beyond the reach of fixing a leaky toilet (although we do that too!). Neerings provides fast, friendly and reliable plumbing services for everything from routine leaks and drips, to more intensive plumbing problems like pipe, fixture and drain repair.

Technicians respond to calls WITHOUT A CHARGE

801.839.4849 435.214.3088

Contact Us

Comments? Questions? Ready for comfort?

Contact Us..
My Dad can fix that!™

We'd love to hear from you. Neerings values all of the feedback we get from our customers. Call us, or click on the **contact** button and we'll get back to you quickly!

801.839.4849
435.214.3088

Representatives are supported by

\$25!
Water Heater Cleaning and Safety Check

\$193!
Complete Anode Rod Replacement

\$100!

We offer the best plumbing services for your home or business including:

Drain Cleaning/Jetting

Get a **clogged-up or slow running drain?** You're not alone. Each year, more than one-in-five Americans find themselves with a blocked-up toilet, sink or tub. And each year, many of these same people try to solve these problems themselves. You can try using a plunger, but more often than not, that just makes the problem worse. You can try one of those store-bought chemical products to dissolve the blockage, but they can damage pipes, fixtures, clothing and skin.

Or you can call the drain cleaning experts at Neerings Plumbing and Heating and save yourself all that worry and aggravation! Calling Neering for your drain cleaning needs is a no-brainer, Neerings quality, reliability and commitment to service excellence is on a whole different level.

Neering's drain cleaning technicians can handle any kind of drain cleaning job. Our drain cleaning experts have the latest tools, technology and expertise to make sure that

Re-Pipe

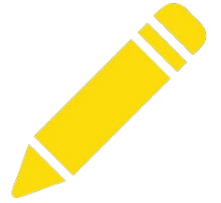
Re-piping is the process of removing or bypassing an existing system in a home, building, etc., whether it is a fresh water intake or a drainage system. Re-piping your older home will increase your comfort, convenience and peace of mind as well as the resale value of your home.

Whole home re-piping is a serious project. Neerings offers full service solutions that include leak detection plus repair or re-piping. Our **specialists** provide a complete and thorough diagnosis to insure accurate resolution.

please stop

Neerings

screaming intensifies



UNLIMITED TIME ONLY
**ALL CLEARANCE
75-80% OFF**
ABSOLUTELY NO RESTRICTIONS

YOUR UNIFORM PLACE

GIVE THEIR SCHOOL OUTFITS A HEAD-TO-TOE REFRESH

LOCKDOWN

ALL UNIFORM POLOS 50% OFF

LOCKDOWN

CANON 50% OFF
BROWN CANON 50% OFF
LEMONS 50% OFF
BUNNIES 50% OFF

LOCKDOWN

LEMONS 50% OFF
PIPER PERFORMERS 50% OFF
MAMA 50% OFF
MAMA 50% OFF

ALL BASIC DENIM
\$19.99
5 UP

ALL SHORT SLEEVE 4 1/2" GRAPHIC TEES \$4.99

BE MY VALENTINE

NEW ARRIVALS ARE HERE!

ALL DRESSES 50% OFF
ALL ACTIVEWEAR 50% OFF
ALL GENTS 50% OFF

SHOP ST. PATRICK'S DAY

FROM THE HOUSE OF JANUARY IN 2019
BRAND NAME & GIFT CARD
GIFT CARD EVENT
5 OFF CASH
10 OFF CASH
20 OFF CASH

notes of kindness
THANK YOU FOR YOUR KINDNESS

5 OFF CASH
10 OFF CASH
20 OFF CASH

FOR YOUR PLACE

WIDE CLOSET: BULKY CLOTHES & MORE

Antique carpets inspired our rug's artful floral pattern, which seems to fade in and out of the hand-knotted pile. A low shear and open knots enhance its vintage sensibility, yet the color palette lends an updated perspective. Its timeless look and soft feel are nearly indistinguishable from wool, yet the high-performance rug is made of finely spun yarns that resist stains, spills and moisture. Suitable for indoor and outdoor use, including dining areas, the rug is easy to clean and care for. Our rugs are artisan crafted and no two are alike. Given their handwoven nature, slight variations in shading and size are inherent to the design. Imported. 100% ultrafine spun PET.





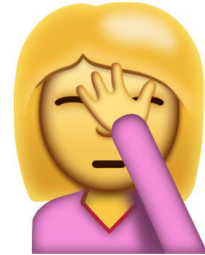
How to fix a wall of text

- Use bullets for a series of items (and put the most important info in the first + last bullets)
- Break paragraphs after 2 sentences
- Separate out features or materials

- **Warm Fabric:** Professional water repellent coated, fuzzy lining and durable fabric with 2400 polyester fibre which guarantees the best heat retention. Relaxed-fit style with quick-dry material.
- **Waterproof:** Water-repellent rain jacket can work under over 10000mm pressure head. Keep your body always dry and comfortable when you are outside, also can fights bad rainy or misty weather.
- **Windproof:** 1) Adjustable cuffs, stretchable glove with thumb hole help seal in warmth. 2) Inside windproof snap powder skirt, internal drawcord hem, detachable and adjustable storm hood help to keep wind out. 3) Wear resisting soft shell is highly wind resistant.
- **Multi Pockets:** 2 zippered hand pockets, 1 zippered chest pocket (passport or cards stowed), 1 internal pocket, 1 internal secure media pocket. An earphone line fastening and supporting fixture available inside the jacket.
- **Size notes:** Jacket offers a standard fit. Please choose by US size.
- **Best use:** Downhill Skiing, Snowboarding, Snowsports and other winter outdoor sports.

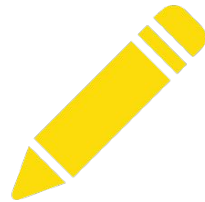


**this is not what i
meant by “use
bullets”**





2. Using the manufacturer's copy



Product description

Star Night Lamp, let you encounter the starry sky every day.

Kids with Star Night Lamp, will Wander around a free and happy world, and enter into fantastic dreamlands. Take them into the space of the universe and let them feel relaxed before going to bed!

Designs for every occasion! Create an instant atmosphere for parties and entertaining Transform any area from ordinary to extraordinary. Your kids will immensely like it.

It will make your house unique and super cool compared to your neighbour.

EXCLUSIVE FEATURES

Colourful LED bulbs: Yellow, Red, Green, Blue and White

Power by 4 x AAA battery (Not Included) or night light USB cable.

Ideal for decorating wedding, birthday, parties, home, bedroom, children rooms.

As romantic night lamp and decoration light, it is a gift full of sincere.

Star Night Lamp, let you encounter the starry sky every day.

Kids with Star Night Lamp, will Wander around a free and happy world, a bed!



nlands.

WOW

As romantic night lamp and decoration light, it is a gift full of sincere.

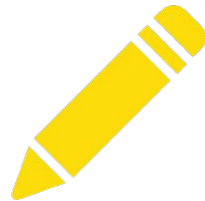


The stars are in your room

Turn off the light, I feel like a universe



WOW



STARS WHEREVER YOU ARE

The stars, twinkling in the firmament, are sublime. They remind us how small our existence is with how far separated in space and time they are from us. When we visit national parks, for instance, and can bask in the heavens from horizon to horizon, it makes us reconsider our place in the universe. In a good way.

Unfortunately, we can't all enjoy the stars where we are. You might not have a view of the night sky from your dorm/apartment or your view might be impeded by light pollution or maybe you live in a subterranean city like Ember or Fraggles Rock. We don't know why you can't see the stars when you want to, but we're going to fix that with this lamp. See, the Constellation Lamp brings constellations (and asterisms) to your desktop or your bedside table. Familiar formations glow through the perforated shade, allowing you to see the stars whenever you desire.

Product Specifications

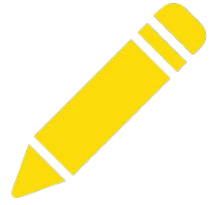
- Constellation Lamp
- A ThinkGeek / GameStop exclusive
- Desk / table lamp lets you enjoy the stars any time
- Comes with 6W LED bulb Pull-chain on base
- Power cord with in-line on/off switch and 2-blade Type A polarized plug
- Materials: Fabric shade lined with clear vinyl, brushed metal base Imported
- Dimensions: 5" diameter base, 7 1/4" diameter shade, 16 1/4" tall, 60" power cord
- Weight: 1 lb.
- Input: 120V 60Hz AC only

STARS WHEREVER YOU ARE



The stars, twinkling in the firmament, are sublime. They remind us how small our existence is with how far separated in space and time they are from us. When we visit national parks, for instance, and can bask in the heavens from horizon to horizon, it makes us reconsider our place in the universe. In a good way.

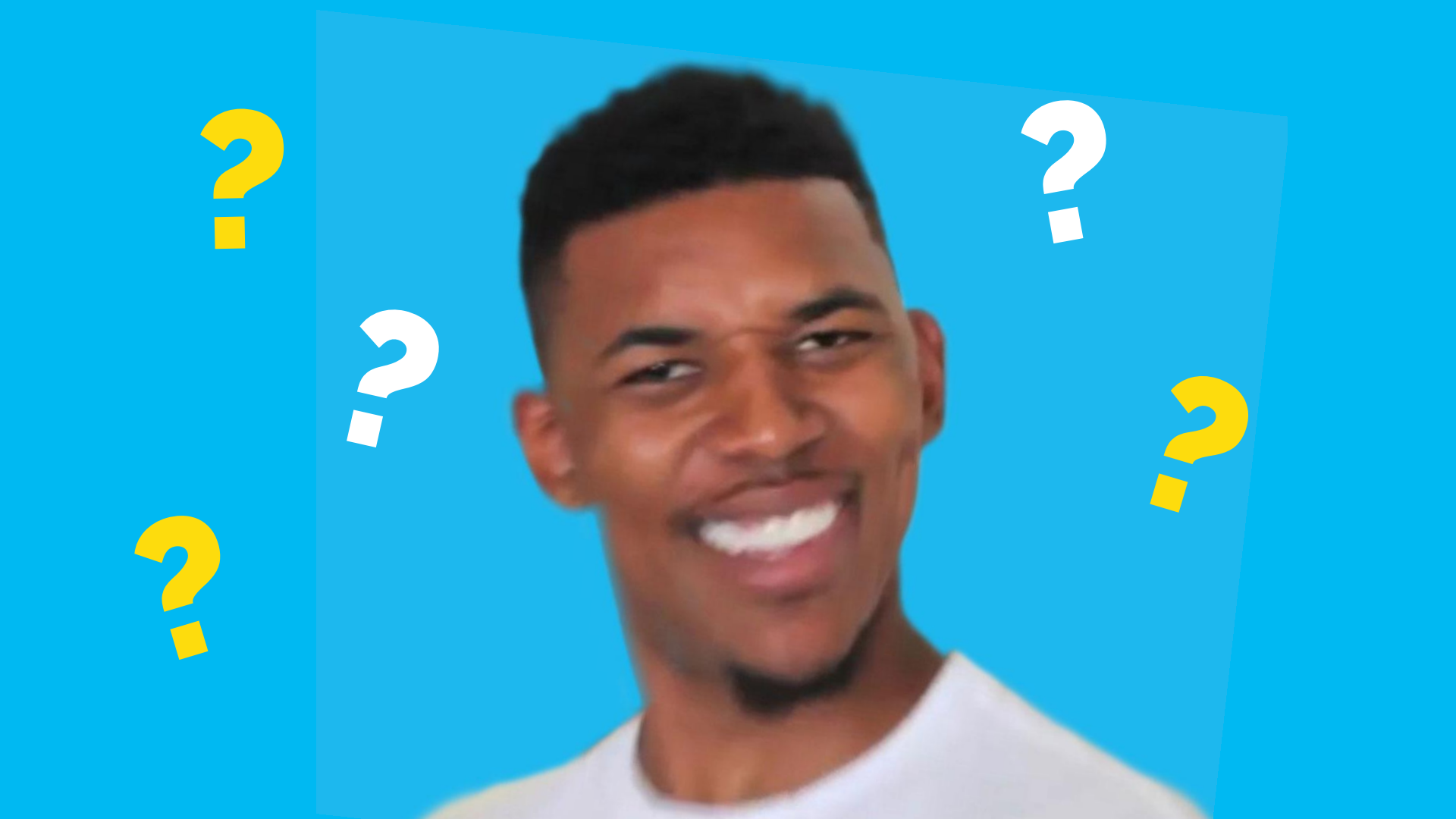
Unfortunately, we can't all enjoy the stars where we are. You might not have a view of the night sky from your dorm/apartment or your view might be impeded by light pollution or maybe you live in a subterranean city like Ember or Fraggie Rock. We don't know why you can't see the stars when you want to, but we're going to fix that with this lamp. See, the Constellation Lamp brings constellations (and asterisms) to your desktop or your bedside table. Familiar formations glow through the perforated shade, allowing you to see the stars whenever you desire.



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.



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?

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Butt Tech.
No sheering.
Quick drying.

Meet your booty's new best friend. And, like a best friend would, they'll never leave you exposed when you're doing the Downward Dog.

[LEARN MORE](#) →



Girlfriend

Delivered to your door

Well, to your front door. To your
bathroom would be creepy.

[Order now](#)



Who Gives a Crap





4. CLICHEEEEEES

+ nonsense phrases

God, the clichés



WELCOME Lianna

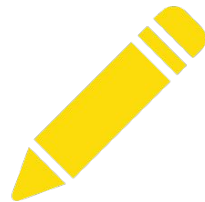
We're excited to share our unparalleled experiences and exclusive offers.



WELCOME Lianna

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





Valued Customer, come back

Inbox ×

Swipe File/Bad Swipe File ×



Overstock.com <sale@email.overstock.com> [Unsubscribe](#)

to me ▼



The Ultimate Showpiece

Bring home a piece of history with the iconic Cooper chair. Preserving the fluid lines and rich wood elements we know and love from the heyday of Mid-century modern design, this chair is a work of art that you can more than admire. Prepare to unwind in style.



[VIEW PHOTO GALLERY >](#)

[CREATE YOURS >](#)

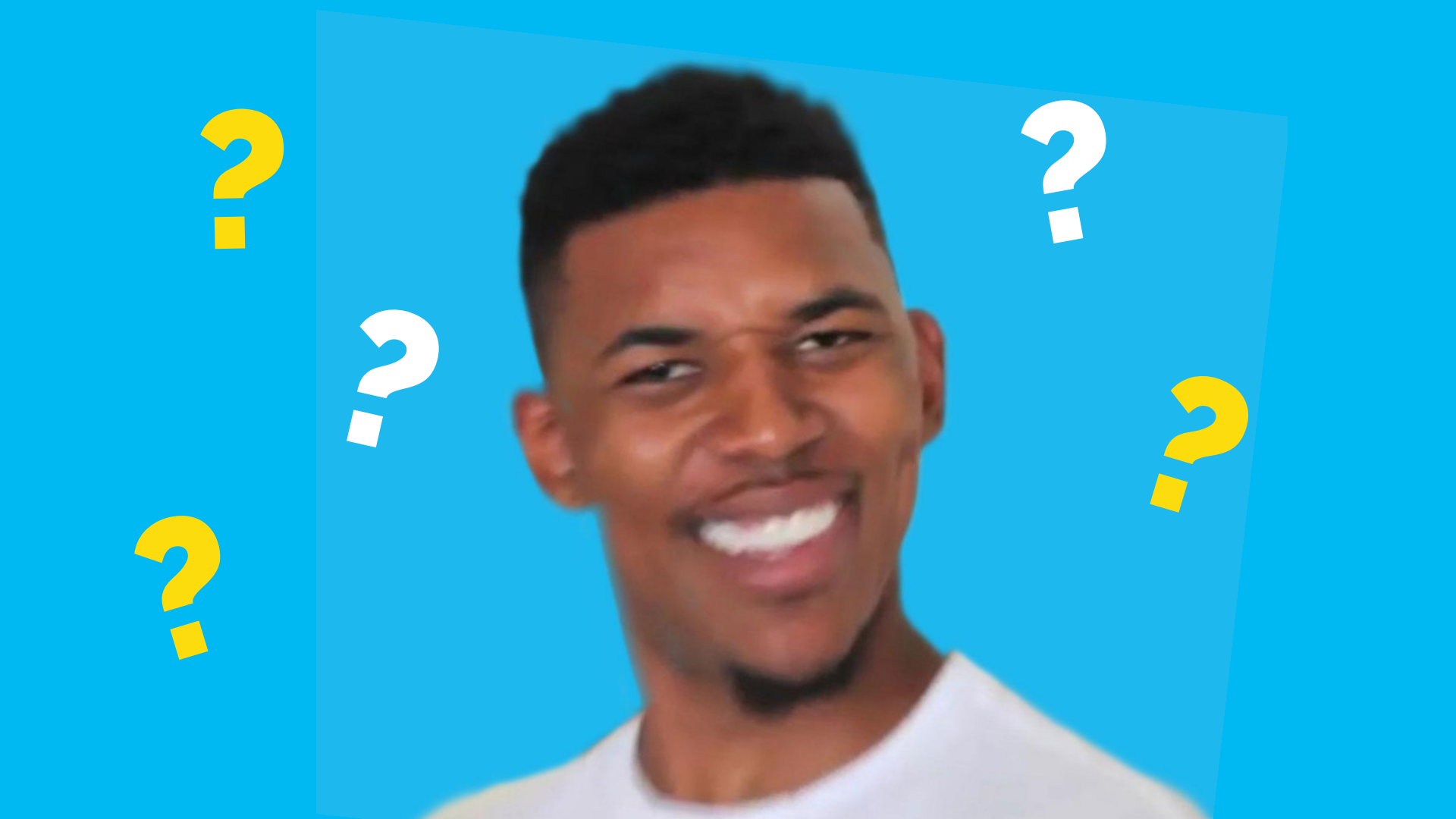
Do you dream in
chocolate?

Then discover LINDOR
and enjoy a moment
that is yours: When
you break LINDOR's
delicate chocolate
shell, the irresistibly
smooth filling starts
to melt, gently caressing
all your senses and taking
you to a place where
chocolate dreams
come true.



LINDOR,
created by
Lindt's Master
Chocolatiers.
Passion and





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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 — 4 big copy mistakes

1. Formatting issues
2. Using the manufacturer's copy
3. Sentences doing too much
4. Clichéeeeeees!! + nonsense phrases

RECAP >





TL;DR

- Pull directly from research
- Get emotional + personal
- Capitalize on details + “copy-tunities”
- Kill cliches + overworked sentences
- Lighten up a little!

Thanks!

I'm Lianna Patch,

a big dork who writes copy for SaaS and ecommerce.

Find me at **@punchlinecopy** + *right in front of your face right now*

More fun stuff

punchlinecopy.com/stl-2019

