

COPYWRITING CHEATSHEET

COPYWRITING TIPS

1

Make it about them

Most people focus on what matters to them—their product and its features. Instead, what's in it for them?

What are the main problems you solve? How does their life change as a result?

2

Make it relatable

Relate your product to something that they already understand perfectly. It's a shortcut to comprehension.

Ask current customers how they explain your product to a friend. Find the analogies they use.

3

Cut the fluff

Remove words that don't add value. Hook their interest as succinctly as possible.

Remove adverbs, adjectives, filler words—it makes it punchier. Try restructuring the sentence entirely.

4

Use simple words

Don't use a \$10 word when a \$0.05 word will do. Pretend you're explaining it to a 10-year old or a grandparent.

This applies even if your audience is highly intelligent. Everyone appreciates it.

5

Be specific

Don't make them do the work. Spell it out for them and make it easy to picture what they're getting.

Do audience research to identify the specific things they care about most and highlight them.

6

Use active voice

Active voice results in shorter, sharper sentences. Making your copy easier to follow and finish.

Place emphasis on the subject. Use specific verbs to describe the primary action.

7

Tell a story

Stories make it relatable, interesting, and real. Don't make them do the work. Illustrate.

Provide just enough details so that readers can connect and feel emotionally invested in the story.

8

Make it punchy

Steal concepts from poetry. Use literary devices. Chop up sentences. Add rhyme and rhythm.

Don't focus on having impeccable grammar. Focus on making it fun and easy to understand.

9

Handle objections

Identify the most common objections that come to people's mind. And proactively handle them.

Ask your customers: "What's the thing that almost stopped you from buying?"

10

Be bold

No one identifies with wishy-washy statements. Take strong stances to find your tribe.

Some may be annoyed, but they're not your audience. Say what your audience wish they could say.

LITERARY DEVICES

1

Anaphora

The deliberate repetition of the first part of the sentence for emphasis.

The founder is stressed.

The founder is stressed, the founder is tried, the founder is resilient.

2

Antithesis

Contrasting ideas in parallel structure for emphasis or drama.

The founder is stressed.

The founder is stressed, yet the team is calm.

3

Tricolon

3 parallel words, phrases, or clauses. This enhances rhythm and emphasis.

The founder is stressed.

The founder is stressed, strained, stretched.

4

Paradox

A statement that contradicts itself but still seems to be true.

The founder is stressed.

The founder is a calm storm.

5

Irony

Using language that signifies the opposite, for humorous or emphasis.

The founder is stressed.

The founder is as relaxed as a skydiver without a parachute.

6

Catachresis

Purposefully using a word incorrectly for effect.

The founder is stressed.

The founder drinks from the well of stress.

7

Pleonasm

Use more words than necessary to convey meaning and emphasis.

The founder is stressed.

The founder is stressed, full of stress, a picture of stress.

8

Synecdoche

Part is made to represent the whole or vice versa.

The founder is stressed.

The founder has too many mouths to feed.

9

Paraprosdokian

The latter part causes the reader or listener to reinterpret the first part.

The founder is stressed.

The founder is stressed—an understatement equivalent to calling the ocean a puddle.

10

Allegory

Narrative that has a secondary meaning under the literal one.

The founder is stressed.

The founder, adrift in a sea of stress, battles the waves of work and the winds of deadlines.

8 POST TYPES

1

Actionable

Step-by-step breakdown of how to do something.

2

Observation

What is something you have observed about this topic?

3

X vs Y

Compare two situations with an interesting takeaway.

4

Present / Future

How things work today vs. how you think it will in the future.

5

Contrarian

Your spiky point of view. What do you believe differently?

6

Analytical

Teardown of a topic, company, person, content style, etc.

7

Motivation

Motivate your audience to want to achieve their goals.

8

Listicle

A list of things. People, books, TED talks, podcasts, etc.

COPYWRITING FRAMEWORKS

P.A.S.(P.)

Problem → Agitation → Solution → Proof

PAS is one of the most commonly used and referenced copywriting frameworks. You will probably see it everywhere.

➤ Problem

Identify a problem your audience has.

"Writing is f*cking hard."

➤ Agitation

Make the problem more intense and visceral

"Selling is even harder"

➤ Solution

Introduce your product/service as the solution

"These frameworks help create compelling copy that sells."

➤ Proof

Provide evidence & examples that prove your solution works

"Lit! Bobby increased conversion rates by 23% by switching his sales emails to follow these frameworks."

THE 4 P'S

Promise → Picture → Proof → Push

This one is all about making them picture their improved life and pushing them towards taking action to achieve it.

➤ Promise

Make a bold promise about what your product/service can do

"Lose 10 pounds in just 30 days with our proven fitness program."

➤ Picture

Help them visualize their new, improved life

"Imagine fitting into that old pair of jeans sitting in your closet—and feeling like your old, confident self again."

➤ Proof

Back up your promise with testimonials/data

"Sarah, a mother of two rambunctious boys, lost 12 pounds in 30 days and says, 'This program has given me my confidence back!'"

➤ Push

Give them a reason to take action now.

"Sign up now and start your journey to a healthier, happier you."

A.I.D.A.

Attention → Interest → Desire → Action

This differs from PAS and BAB by having a clear call to action to finish it off—and you're not really focusing on a problem.

➤ Attention

Hook attention with a bold headline, an intriguing question, or a unique fact

"Traditional laundry detergents harm the environment."

➤ Interest

Add fuel to the fire. Build interest with a story

"Our eco-friendly laundry detergent is designed to provide excellent cleaning results while protecting our planet."

➤ Desire

Amplify desire. Paint a vivid picture of life after using your product/service

"Imagine having fresh, clean clothes, knowing that you're also doing your part to keep our air fresh."

➤ Action

Drive to action with a clear & compelling CTA

"Make the switch today and join us in protecting our environment."

B.A.B.

Before → After → Bridge

One of the simpler ones—paint the story of where they are, where they could be, and how they can get there.

➤ Before

Show your reader's current (bad) situation

"Constantly overwhelmed managing multiple client projects and never-ending tasks?"

➤ After

Show how amazing their life could be

"Imagine smoothly handling all your projects, and having a clear view of your tasks for each day, boosting your productivity significantly."

➤ Bridge

Explain how your product bridges them "before" to "after"

"Our productivity app will take you from overwhelmed to organized. Try it today and experience the difference."

P.R.U.N.E.

Point → Reason → Unveil → Nail → Exit

A lesser-known one. The use of an analogy makes it rather unique.

➤ Point

Make your point in the first sentence

"Get around the city effortlessly with our affordable bike-sharing service."

➤ Reason

Back it up with a reason

"Why rely on crowded public transport or expensive taxis when you can breeze through the city on a bike, avoiding traffic and saving money?"

➤ Unveil

Present the proof or evidence

"Our average customer cuts their commute by 7 minutes and saves \$152 per year."

➤ Nail

Use an analogy to drive your point home

"It's like having your own bike, but without the hassle of maintenance or the worry of theft. Simply pick up a bike when you need it and drop it off when you're done."

➤ Exit

Close with a call to action

"Ready to make your city travels easier and more fun? Download our app today and take your first ride!"

P.A.S.T.O.R.

Problem → Amplify → Solution → Testimony → Offer → Response

This also works for multi-email sales campaigns. Each email can focus on each one of these letters.

➤ Problem

Call out a problem that they're facing

"Frustrated with your slow and unreliable internet connection?"

➤ Amplify

Emphasize the consequences if the problem is not solved

"In today's work-from-home era, a slow connection can prevent you from doing your best work—and make a bad first impression with clients."

➤ Solution

Solution → Provide your solution to the problem

"Our high-speed internet service offers a reliable and blazing-fast connection—you'll never have a laggy video call."

➤ Testimony

Showcase testimonials and case studies to prove that your solution works

"Don't just take my word for it. One of our customers said, 'Switching to this service has changed my life. I used to spend 20% of every call repeating things due to my choppy connection.'"

➤ Offer

Detail what exactly they will get when they purchase the product/service

"Subscribe to our high-speed internet service today and receive free installation."

➤ Response

Call to action—make it clear what they need to do to take the next step

"Call us or visit our website to subscribe and say goodbye to slow internet."

@NealOGrady

12 HOOKS

Credibility

Leverage your (or others') credibility to show that **you're worth reading**.

Fear

Get people's hearts going so they feel **compelled to keep reading**.

"I hope I'm not doing it wrong."

Inspiration

Inspire people—make them **realize it's possible, and want to take action**.

"How can I get that?"

Curiosity

Make them curious—show them that if they keep reading, they'll get a **sweet dopamine rush**.

"Then what?"

Counter-narrative

Go against the grain.

"Wait, what? That's the opposite of what I thought was true!"

Counter-intuitive

Help people see something **in a different light**.

"Oh, I never thought of it that way"

Eloquence

Tap into an unvoiced concern, frustration, or opinion.

"Finally, someone said it!"

Faces

Put simply: we're hardwired to notice and like people's faces. Especially when they're **displaying strong emotions**.

Value

Promise educational value. Something they can **apply to their job or life**.

Surprise

Specifically, surprising **facts**.

You get a nice spike of dopamine as a reward.

"Oh, that's cool!"

Celebration

People love to celebrate wins and show their support.

"I'm so happy for you!"

Identity

You're **signaling who your post is for**, so those people know it's relevant to them.

"Hey, that's me!"