

Twitter Thread by [Alex Garcia](#) ■



Alex Garcia ■

[@alexgarcia_atx](#)



Copywriting is a superpower.

Learn it and you can sell just about anything.

Use these 7 threads to master copywriting in the next 5 min ■

1. How to Write like an Amazonian

<https://t.co/MRnAuByD1W>

Curious about how a company with a \$1.6+ trillion market-cap writes persuasive copy?

Use these 7 tips to write like an Amazonian \U0001f9f5 [pic.twitter.com/tKLXyUCVb](https://t.co/tKLXyUCVb)

— Alex Garcia \U0001f50d ([@alexgarcia_atx](#)) [April 11, 2021](#)

2. 13 ways Apple Persuades Readers With Their Copywriting

<https://t.co/YgXs4yR2mh>

Curious how a company with a \$2+ trillion market-cap writes persuasive copy?

Here are 13 ways Apple persuades readers with its copywriting \U0001f9f5

— Alex Garcia \U0001f50d ([@alexgarcia_atx](#)) [April 26, 2021](#)

3. Master Business Writing

<https://t.co/HYjXUX2qkk>

Want to master business writing?

You should.

Top business ppl like Jeff Bezos, Warren Buffett, and Sherly Sandberg have mastered the art of business writing.

One Bezos shareholder letter and you'll notice it.

It can be taught.

Give me 5 min \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 16, 2021

4. 8 Timeless Copywriting Tips From David Ogilvy

<https://t.co/aj2Tfp64eb>

50 Marketing Threads That Will Teach You More Than Any Marketing Class \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) May 9, 2021

5. 7 Tips To Instantly Make You a Better Writer

<https://t.co/sHxueBBVJN>

For business, copywriting is vital.

Learn how to write copy, and you can sell water to a fish.

So, I compiled my favorite writing tips from Mark Twain to Amazon.

Use these 7 tips to win at business writing \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) May 4, 2021

6. 30 Copywriting Tips to Convert Readers Into Customers

<https://t.co/jZ7iP7Vflt>

I studied hundreds of top copywriting examples with @heyblake.

Use these 30 copywriting tips to convert readers into customers \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) May 14, 2021

7. 13 Tips and Examples to Craft a Perfect Headline

<https://t.co/dG1G1y7vgC>

80% of readers only scan headlines.

This makes headlines a magnet for eyeballs.

Here are 13 tips and examples to craft a perfect headline \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) May 25, 2021

Follow me @alexgarcia_atx for more threads about:

- email marketing
- paid marketing
- viral marketing
- copywriting
- audience building

or...

Join the 8100+ marketers who receive my weekly newsletter by clicking here ■■

<https://t.co/yci9t399mp>



Bonus: Here's how to use it all to write viral Twitter content

<https://t.co/noB8FudFFD>

Twitter threads are the new blogs.

Over the last 5 weeks, I've 32x my Twitter following posting a thread a day.

These 15 learnings will help your threads go viral \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) May 6, 2021