Twitter Thread by Matt Maiale

Matt Maiale
@maiale

I've rewritten 300+ websites for startups from pre-seed to unicorn.

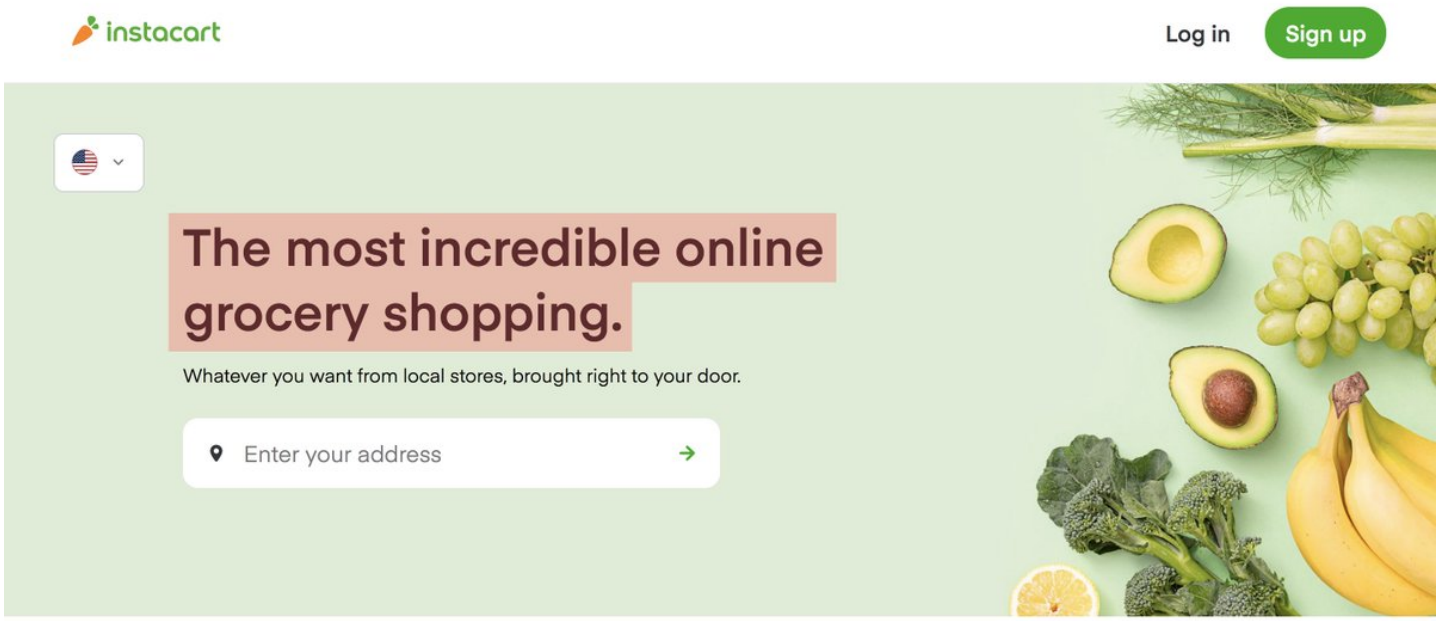
Here are my top learnings ■

Share the benefit, not the product.

Users don't care what you sell, they care about how they get value:

• Start with an action verb
• Make a bold claim
• Talk directly to your persona

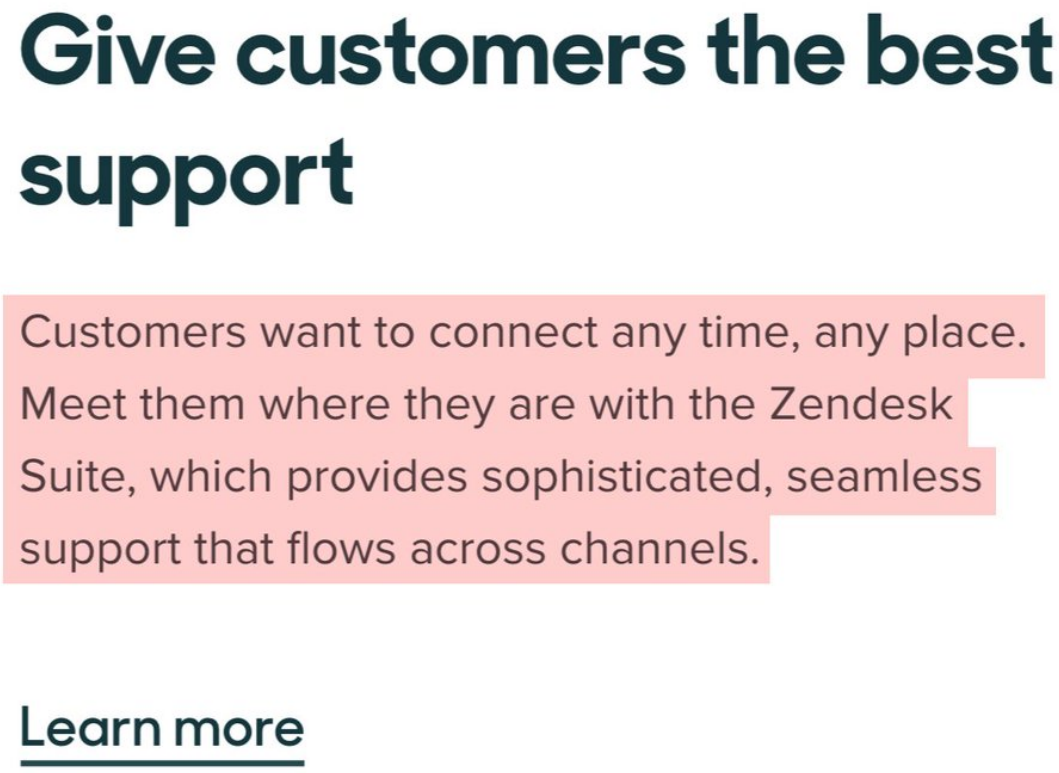
Hook the users so they NEED to read on.



Turn your feature sections into narratives.

• Dig at your audience's problem
• Twist the knife at why the problem is bad
• Share your feature's solution

Make your feature sections both memorable AND relatable.



Give users a sense of FOMO (Fear Of Missing Out).

When pitching your product, make users feel like everyone else already knows about it.

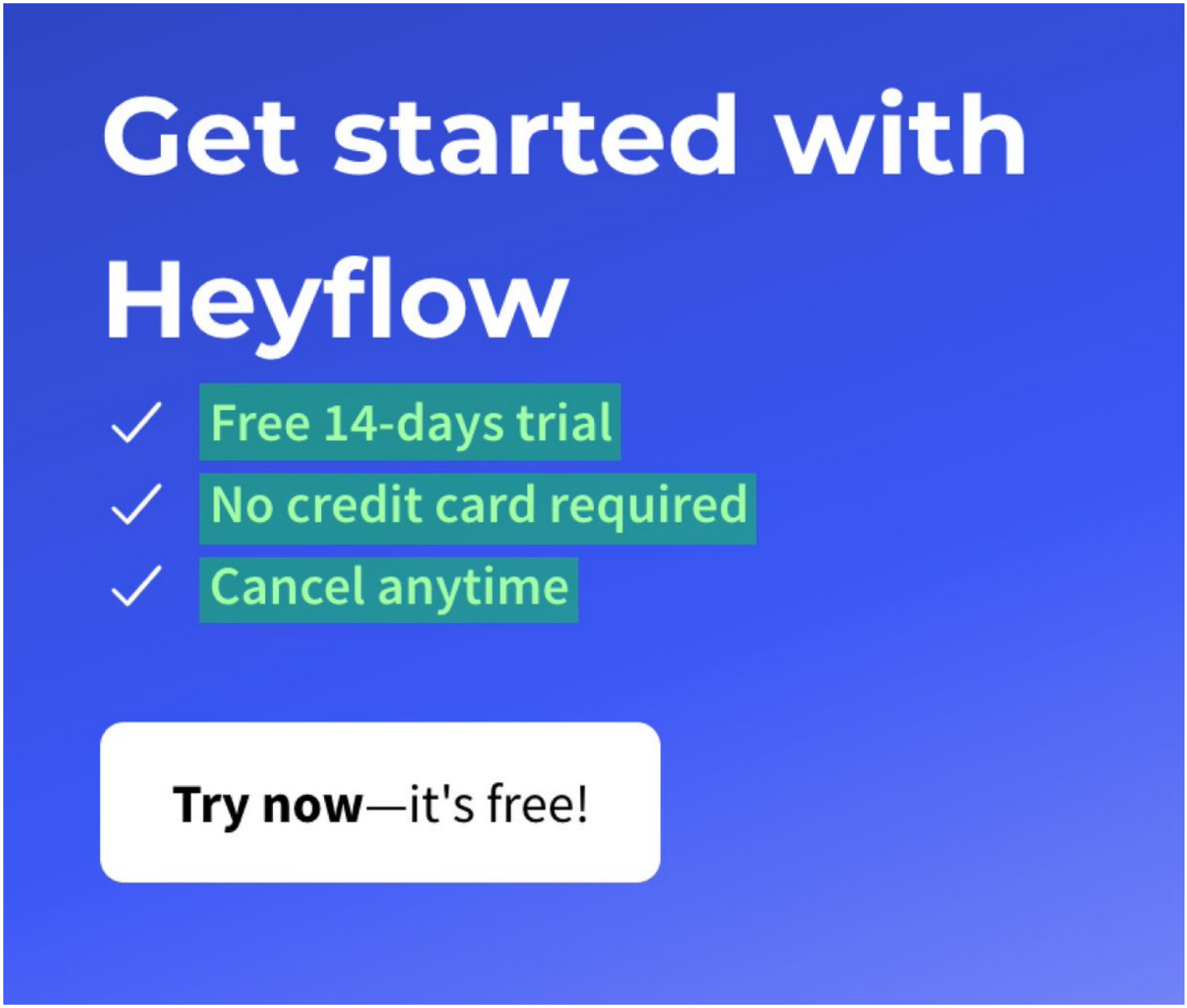
• "2,194 trials started"
• "25,000+ privacy community"



Show users how easy it is to get started by handling objections.

• "Join our Beta. It's free."
• "No credit card required"
• "Cancel anytime"

Give users no excuse to NOT click through.

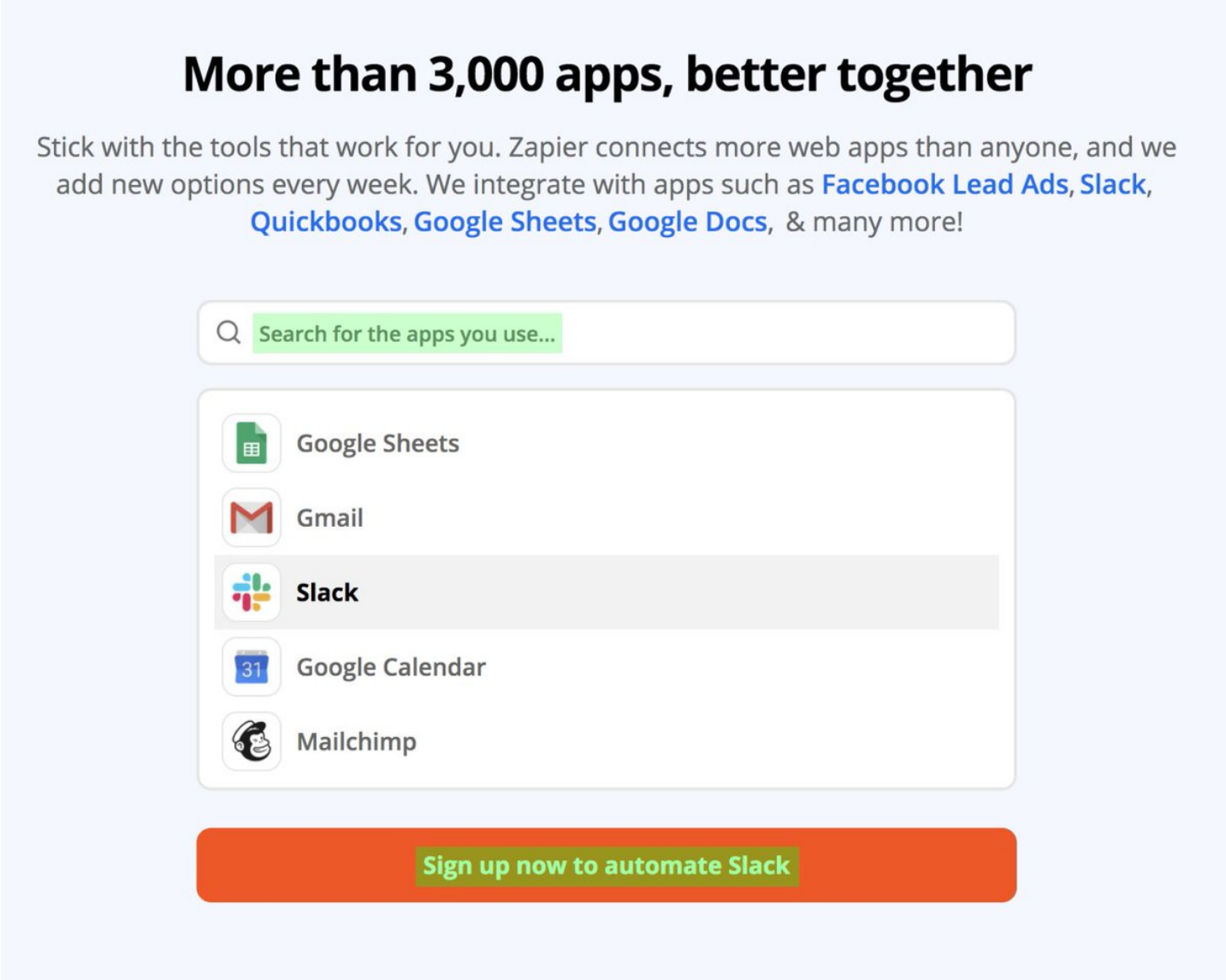


Motivate users to take the next steps.

Be specific about the value users get by clicking forward:

• "Get started" → "Sign up now to automate Slack"
• "Join us" → "Start learning"

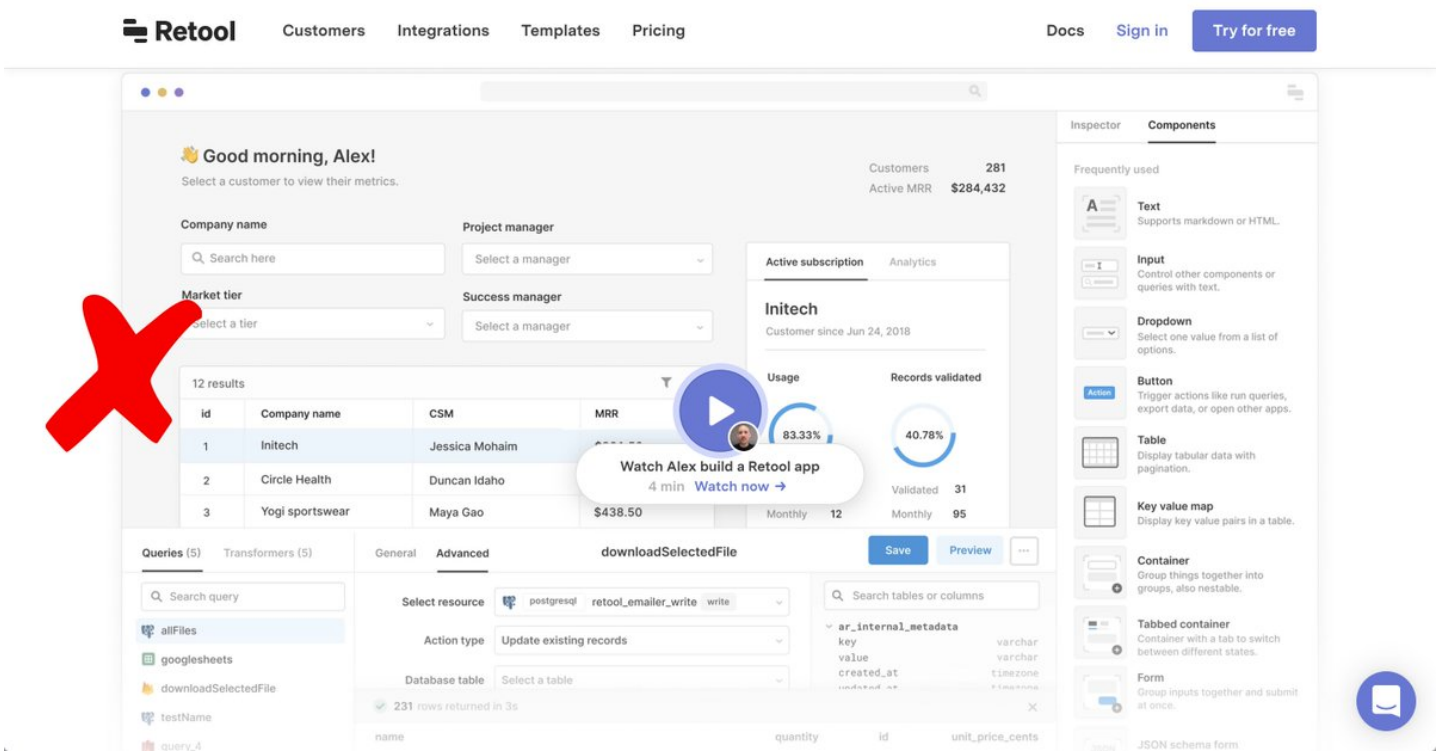
Reassure users they're on the right path.



Keep your visuals simple.

Bad: @Retool's demo is overwhelming with text and visuals

Good: @HelloSign instead uses blurred text so users only focus on the features that matter.



Bonus: Reply to the first tweet in this thread with your startup's website.

I'll reply back with a video teardown.

Thanks for reading!

Feel free to follow me @maiale for more tweets around marketing, community, and growth.

Thanks to everyone who sent their landing page so far!

I'll be replying/DMing teardowns to everyone over the next week :)

Wow, I didn't expect this many responses■■■ That's it for landing page teardowns!

I'll do my best to reply/DM everyone who responded before now throughout this week :)

If you want copywriting inspiration, here are some of my favorites:
• https://t.co/WWtARXKLGT
• https://t.co/8rjKYrOYl0
• https://t.co/pXzeSyP9tU
• https://t.co/AFg2a9gAwV
• https://t.co/Re5uCbSih3

What are some other great examples?