Twitter Thread by Jeremy Moser

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Copywriting is a key marketing skill.

Here are 10 copywriting tips that will increase clicks and conversions on your website, ads, emails, and more:

Tip: Use timeframes

Real numbers are more compelling than generalizations like "fast" or "quickly."

Be specific and use direct timeframes to convey more value.

Example:



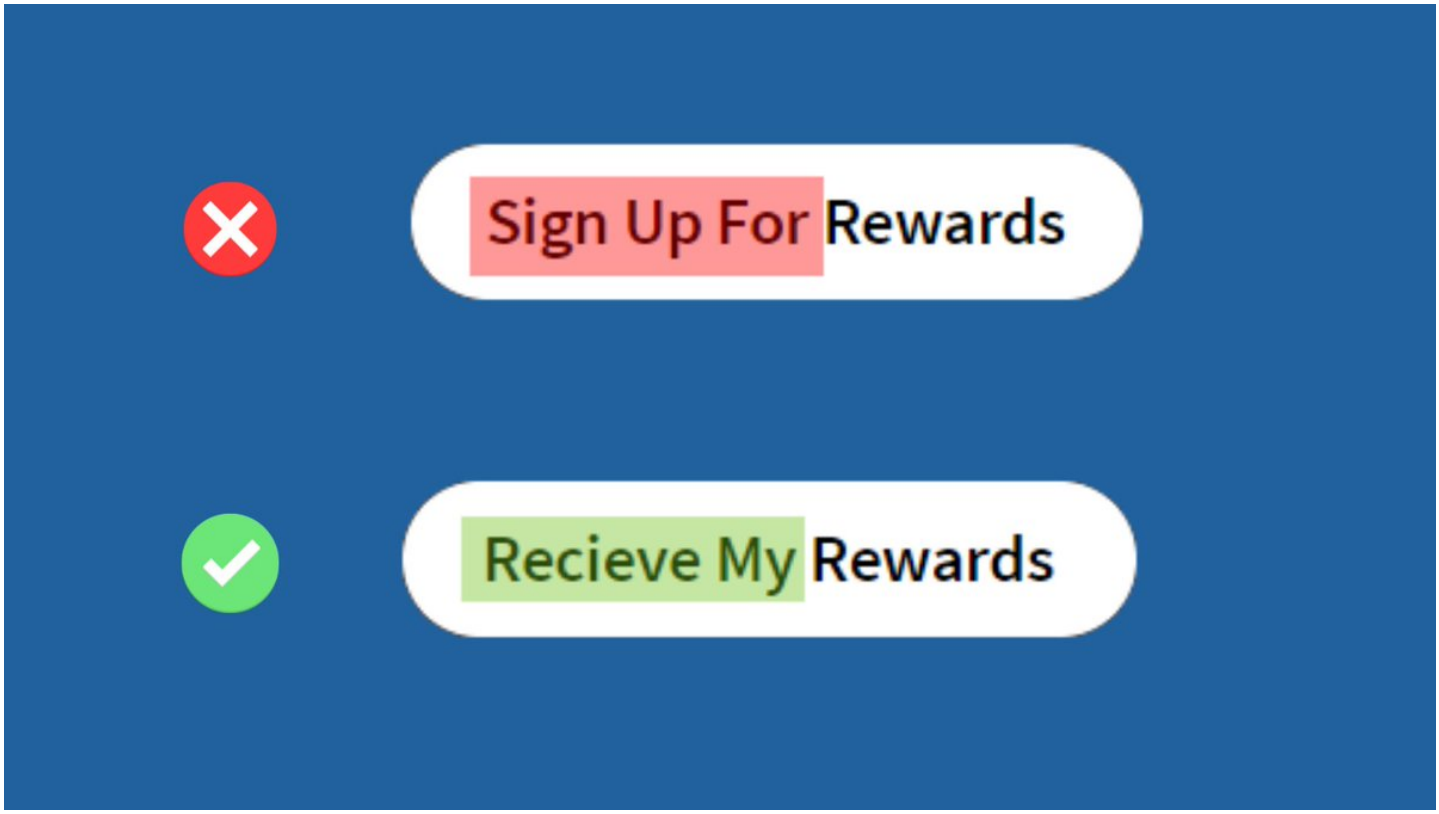
Tip: Remove friction words

Friction words are: sign up, submit, create account, book a call.

Each phrase produces friction by creating more perceived work.

Tell them what they'll get, not what they have to do.

Example:



Tip: One pain-point

"Hike like you mean it" isn't specific to a tangible pain-point

"Hike all day without blisters" highlights one specific pain-point that will be solved.

Example:

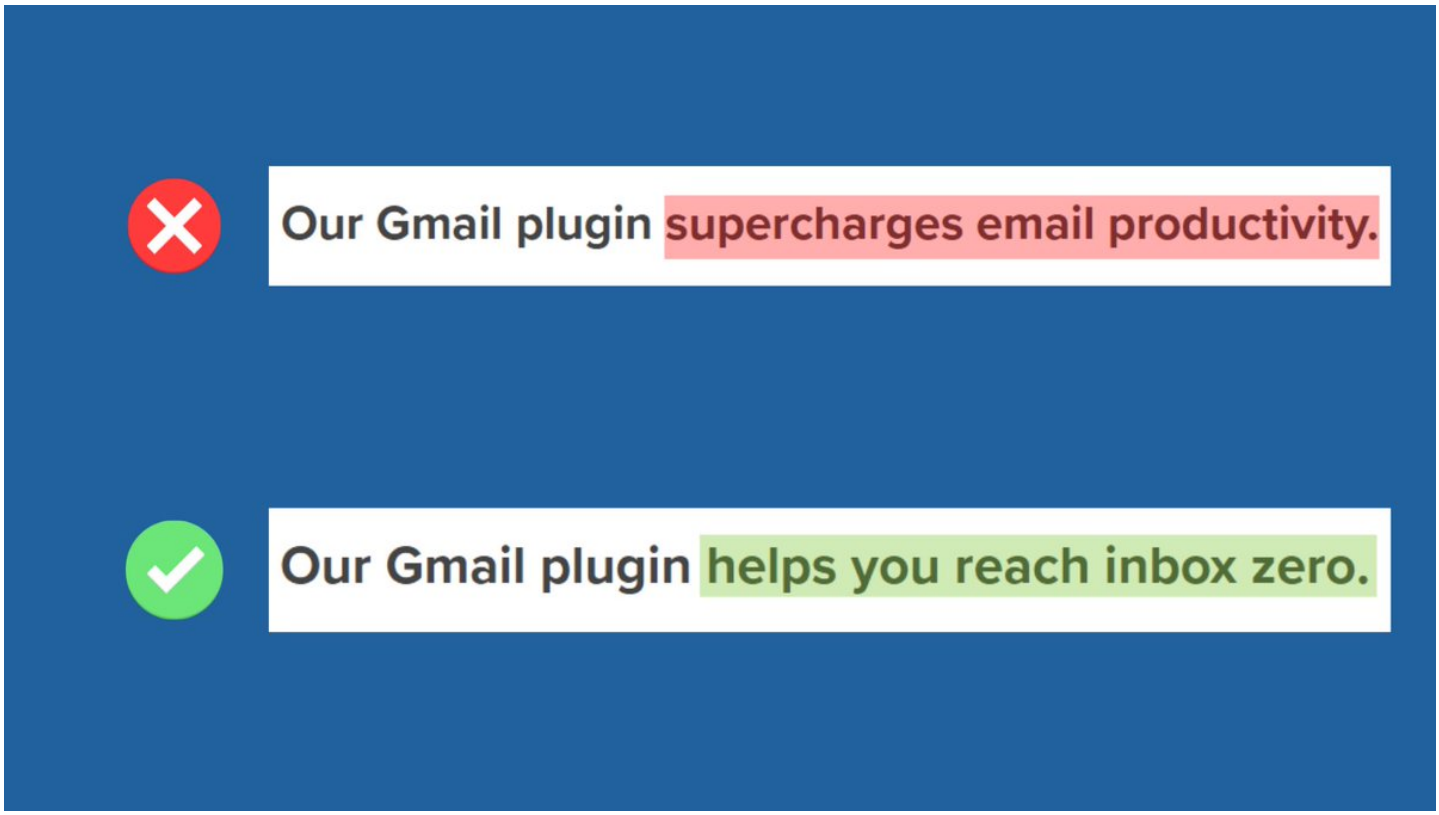


Tip: Replace buzzwords

"Supercharging" doesn't tell readers what your product actually helps them accomplish.

"Helps you reach inbox zero" does.

Example:

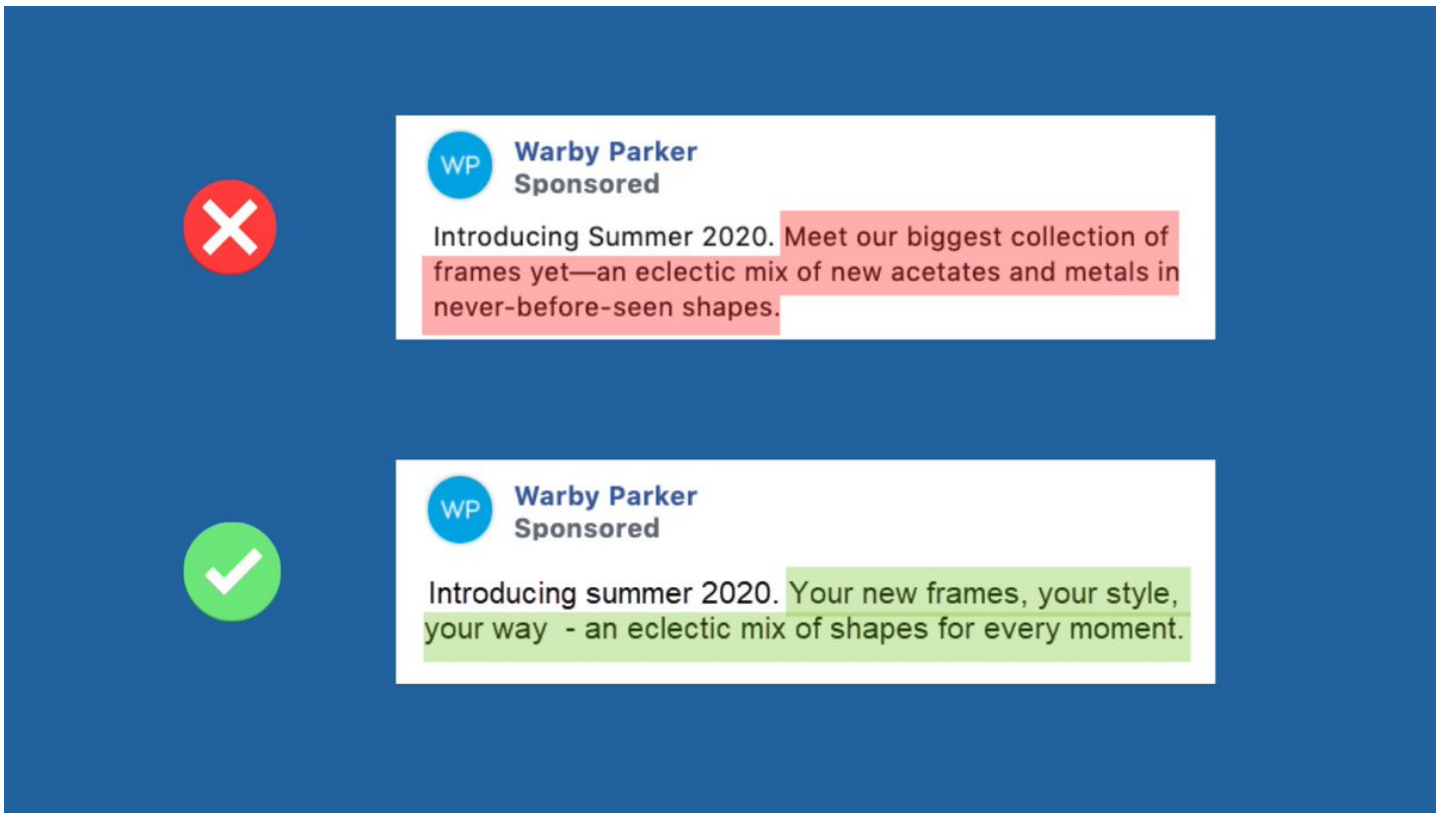


Tip: It's about THEM, not YOU

Don't boast about what you've done. Tell users how their life will be improved by your product.

Use "You" variations frequently.

Example:

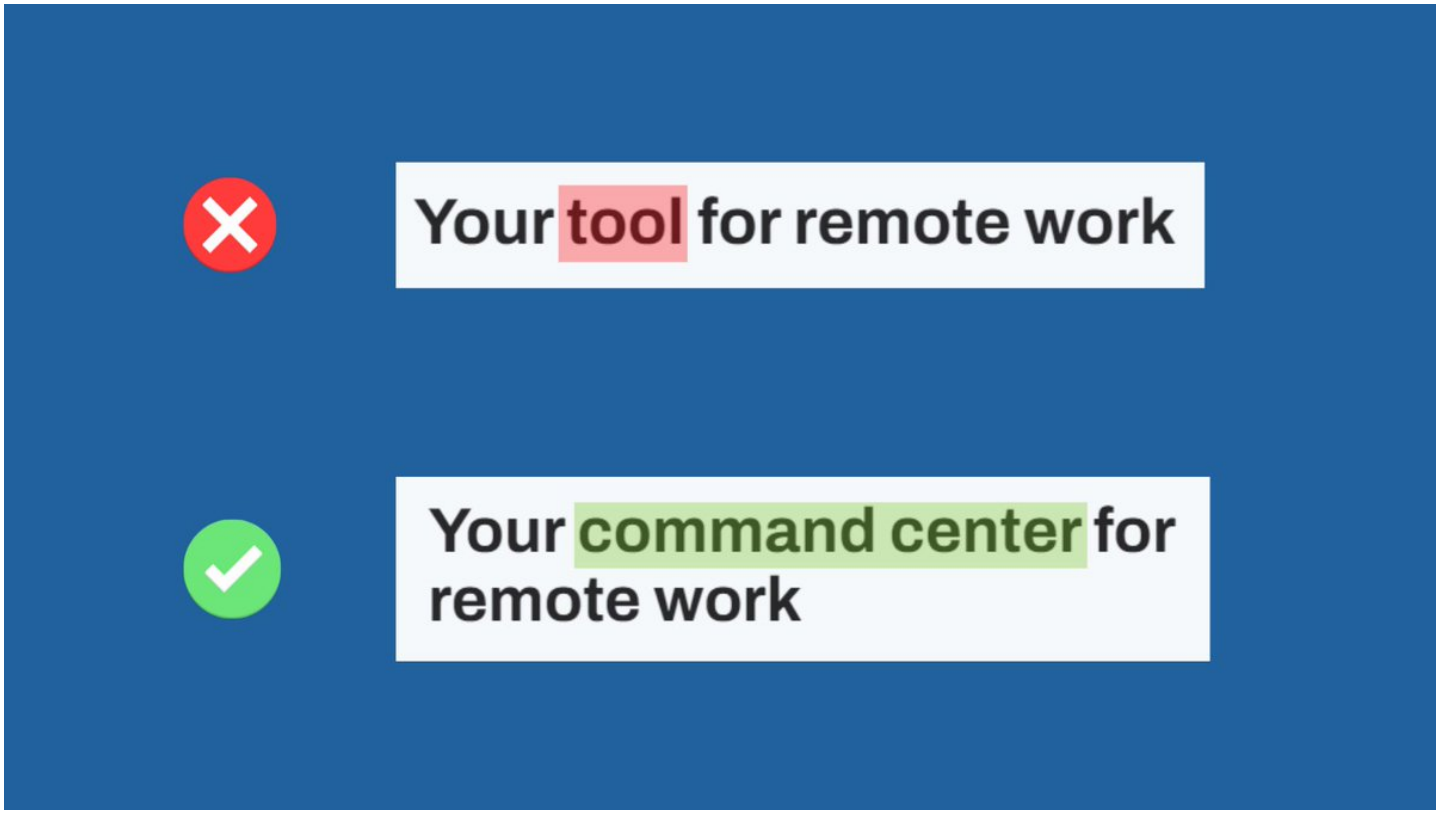


Tip: Concrete descriptions

Phrases like "command center" produce imagery in the reader's mind.

Help your readers visualize your product by anchoring it to a concrete description.

Example:



Tip: Curiosity gap

Curiosity gap = identification of new and valuable knowledge. The gap in the reader's existing knowledge compels them to click.

This is great for email subject lines.

Example:

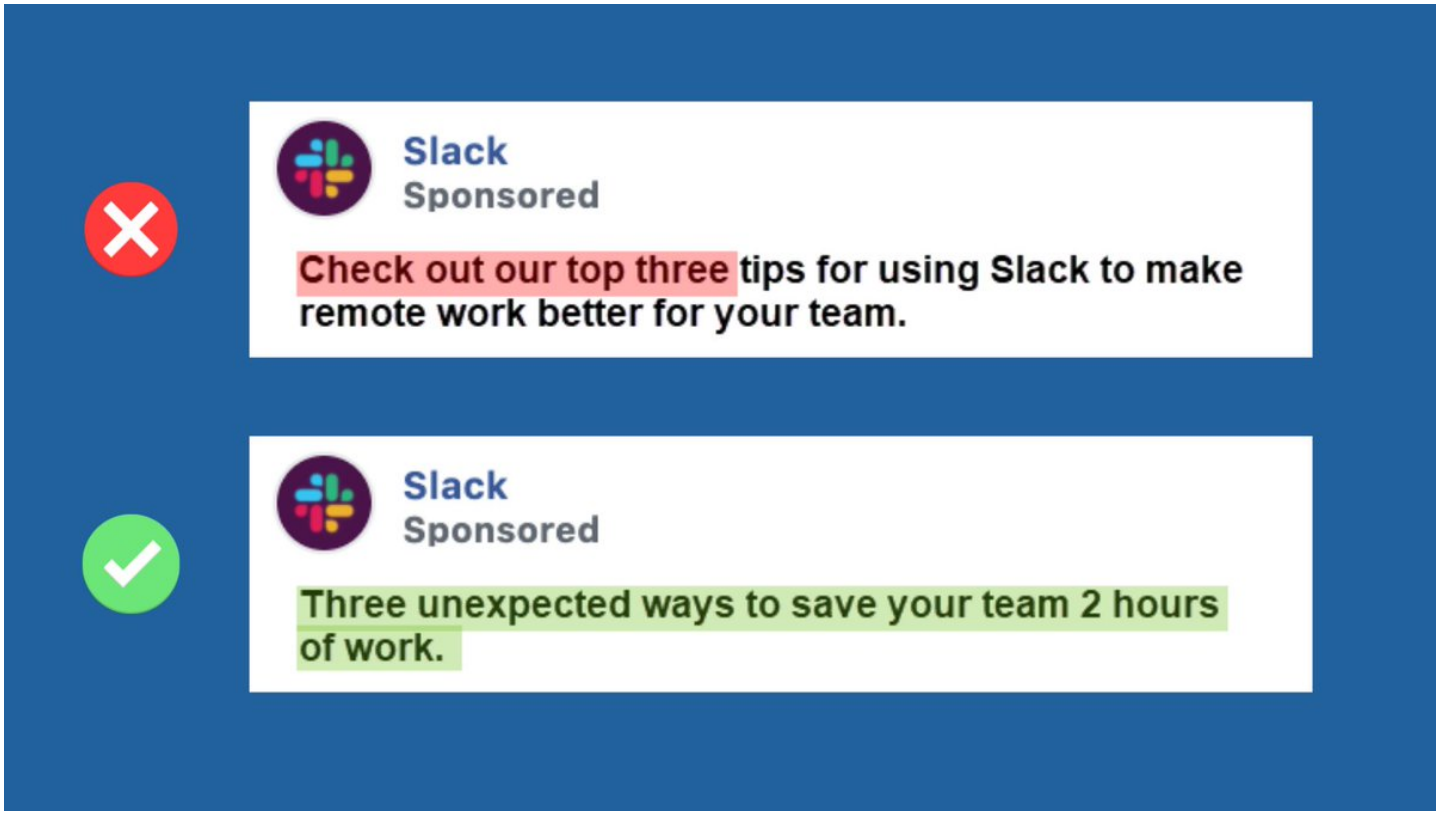


Tip: Lower their risk

Asking a user to "check out" your offer forces them to risk time and effort without a clear reward.

Lower their risk by making it clear what they'll get in exchange for their attention.

Example:

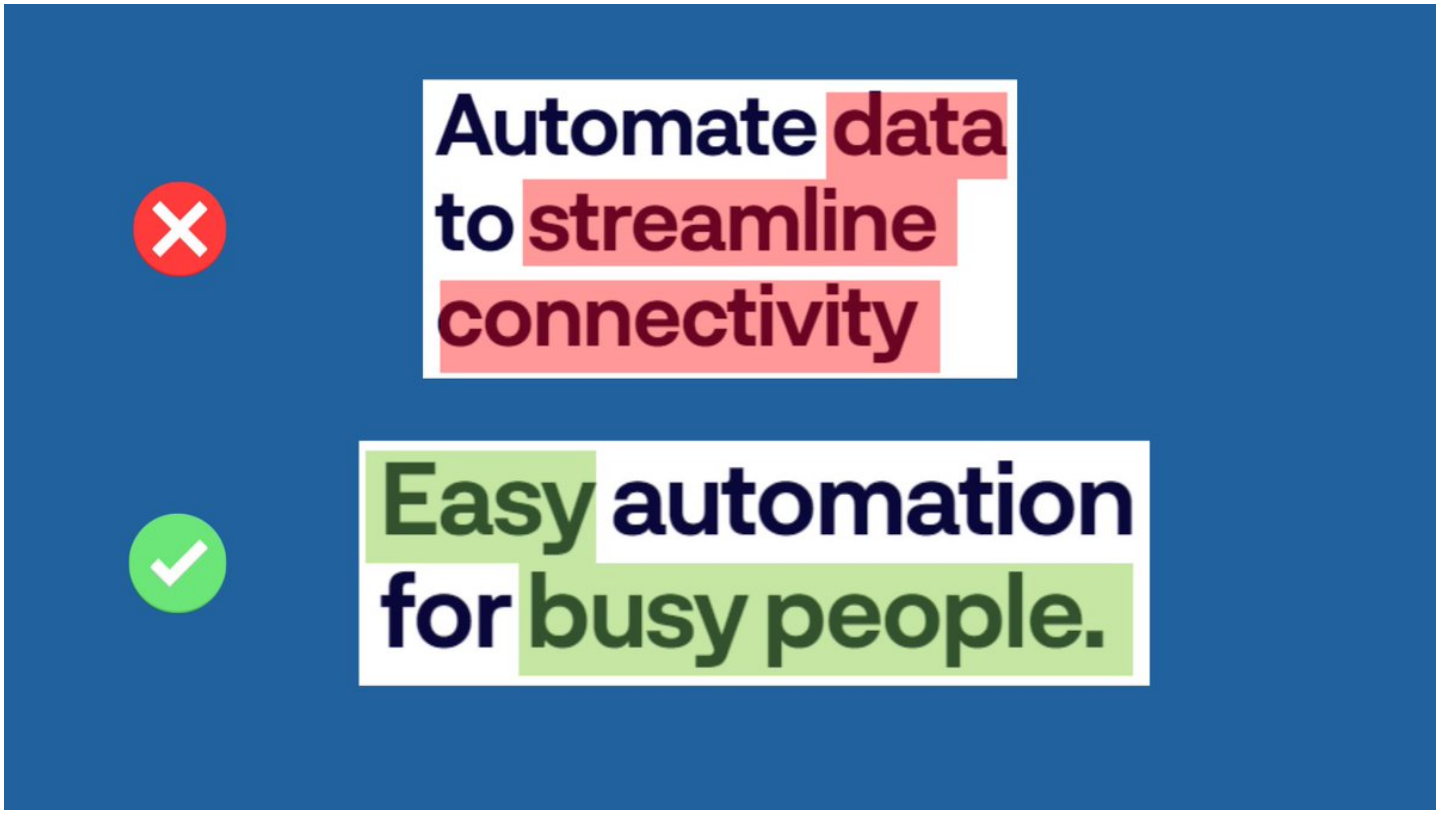


Tip: Conversational copy

If you don't use phrases in real conversations, don’t use them in your marketing copy.

Users should instantly understand what you do and why it's beneficial to them.

Example:

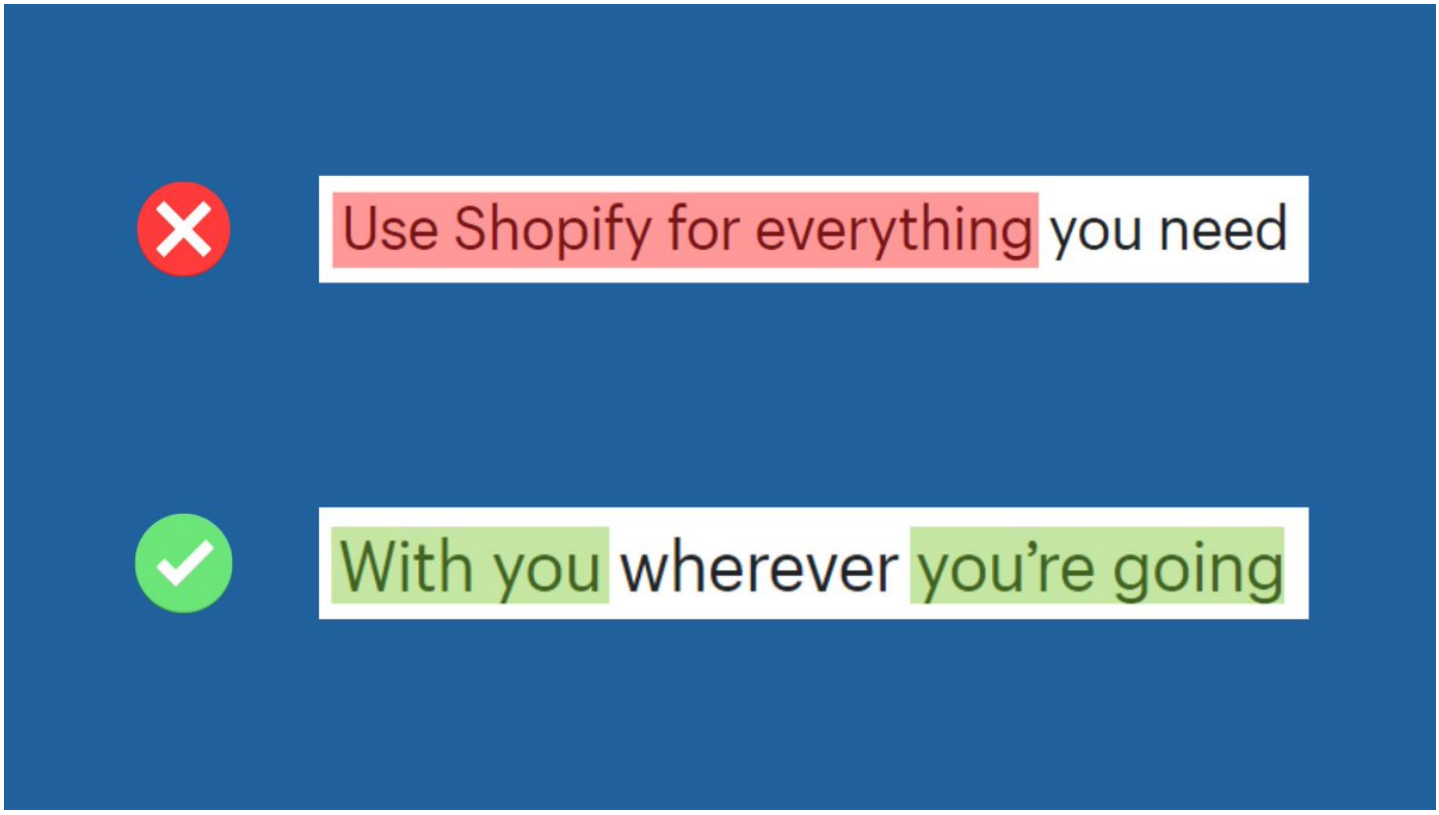


Tip: Speak with, not at.

Don't dominate the conversation. Speak with your target audience instead of commanding them to action.

Instead, explain how you enable their transformation.

Example:



Were these tips helpful?

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2. Follow me @jmoserr for more weekly marketing, business, and writing threads!

Want to write landing pages that drive conversions?

I just launched a guided course to help you do just that.

https://t.co/zr9XRRMjm5