Twitter Thread by Copywriting Don ■■



Copywriting Don ■■
@uppedcopy



10 Characteristics of KILLER COPYWRITING

That will knock your readers' socks off

&

10X your conversion rates

// THREAD //

1) Specific ■

There are numbers behind every product

Want to impress your reader?

AND

Make your ad more believable?

Select the best numbers & use them a LOT

Just like the Big Man @WritingToRiches did here:

https://t.co/SWokjWjuTw

2) Targeted ■

Copywriting that targets everyone converts no one

Find out who your ideal customers are

& Craft copy that makes them think "That's about me!"

@Psypreneur made it big by fixing the minds of biz people. Not all people.

3) Qualifying ■

If what you're selling is any good

It's solving *some* problems instead of attempting to solve *all* problems

Be upfront about it & you will convert quality leads

(And get only 5-star ratings)

Just like @blackhatwizardd did here:

https://t.co/L2m7yfrNXr

4) To-The-Point ■

If people wanted to read, they'd pick "Pride & Prejudice" not your ad

Don't rumble on

Write all you need to make a sale & STOP

@thedankoe nailed it here: https://t.co/WYyKGslQkg

(Within 1 minute you already know what's the product about)

5) ELECTRIFYING ■■

If it aligns with your audience, there's nothing better than a high-energy copy

Instead of scrolling away, your reader suddenly gets BLOWN AWAY

@wizofecom 's Twitter bio is the perfect example

(How could you not follow him after reading this?)

6) Benefit-Driven ■

Features are "ok" but benefits are "DAMN!"

Pack your copy with as many benefits as you can

Both short-term & long-term ones

@OneJKMolina did exactly that

(with just 3 sentences!)

https://t.co/ADhgmIpjJB

7) Straightforward ■■

Make sure your copy has a crystal-clear CTA

If your reader has to think twice about it…

He's not going to think about it

@mkhundmiri did it best

Look at that header!

8) Easily Digestible ■

Even if your product took months to create

Your copy should NOT take months to understand

@CureIncome proves that 4 short sentences oftentimes work best

9) Valuable-Yet-FUN ■

Just because you're a highly-skilled pro doesn't mean your copy has to be uptight

Everything reads (and converts) better with a little bit of humour

@oliviercantin knows it better than anyone else:

https://t.co/363Wee9lNI

10) Consumer-Focused ■

Don't talk about yourself

Because honestly – no one cares

EVEN IF

Your brand is the 8th wonder of the world

People will only pay if your ad is (first) about them

Did you enjoy this?

Then don’t let it go to waste!

Like & RT❤■so I keep making more of these

ALSO

If you need a killer landing page

or a research-backed copywriting that converts

Head over to ■

https://t.co/id9Yb0pogo

We’re doing our magic there 24/7

Cya!