

## Twitter Thread by [Alex Garcia](#) ■



**Alex Garcia** ■

[@alexgarcia\\_atx](#)



I studied hundreds of top copywriting examples with [@heyblake](#).

Use these 30 copywriting tips to convert readers into customers ■

Tip from Alex: Repeat Yourself

Reason: Your main benefit shouldn't be expressed subtly. Repeat it three times. Make it known.

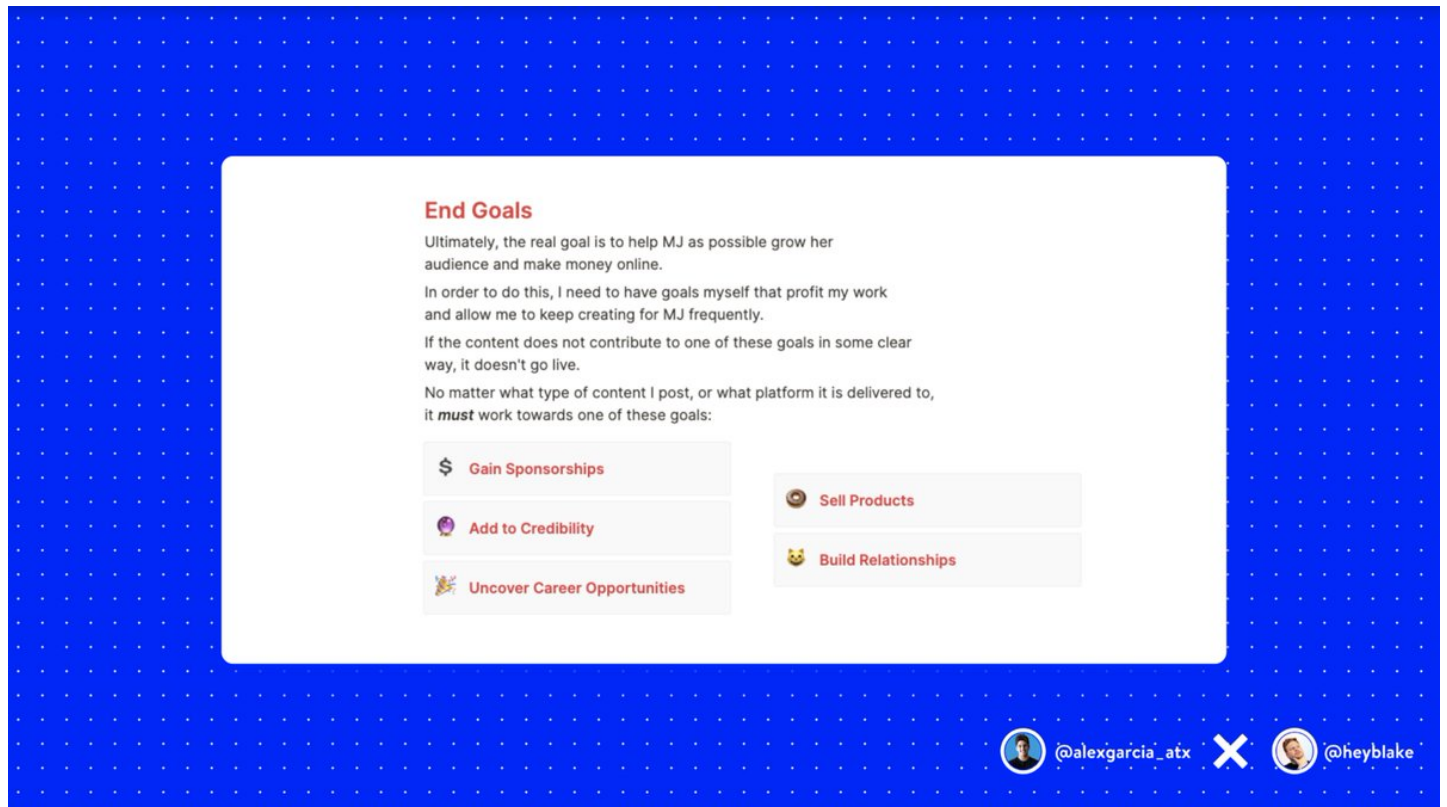
Example: Apple's M1 Chip



Tip from Blake: Start with goals for the copy.

Reason: You need to know what you are writing, for whom, and what action it should lead to. No guesswork.

Example: My content engine at <https://t.co/jYMMlbgFCw>



**End Goals**

Ultimately, the real goal is to help MJ as possible grow her audience and make money online.

In order to do this, I need to have goals myself that profit my work and allow me to keep creating for MJ frequently.

If the content does not contribute to one of these goals in some clear way, it doesn't go live.

No matter what type of content I post, or what platform it is delivered to, it **must** work towards one of these goals:

- 💰 Gain Sponsorships
- 👤 Add to Credibility
- 🌟 Uncover Career Opportunities
- 🛒 Sell Products
- 👯 Build Relationships

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Tip from Alex: Use Open Loops

Reason: Open loops peak a reader's interest by presenting an unsolved mystery to the reader. Our brains are hardwired to find closure. Make your product the final closure. Example: Woody Justice

Antwerp, Belgium, is no longer the diamond capital of the world.

Thirty-four hours on an airplane. One way. Thirty. Four. Hours. That's how long it took me to get to where eighty percent of the world's diamonds are now being cut. After 34 hours I looked bad. I smelled bad. I wanted to go to sleep. But then I saw the diamonds.

Unbelievable. They told me I was the first retailer from North America ever to be in that office. Only the biggest wholesalers are allowed through those doors. Fortunately, I had one of 'em with me, a lifelong friend who was doing me a favor.

Now pay attention, because what I'm about to say is really important: As of this moment, Justice Jewelers has the lowest diamond prices in America, and I'm including all the online diamond sellers in that statement.

Now you and I both know that talk is cheap. So put it to the test. Go online. Find your best deal. Not only will Justice Jewelers give you a better diamond, we'll give you a better price, as well.

I'm Woody Justice, and I'm working really, really hard to be your jeweler. Thirty-four hours of hard travel, one way. I think you'll be glad I did it.

Tip from Blake: Write short, snappy sentences.

Reason: People have short attention spans. And big blocks of text are super hard to read. Make it

Example: Every blog from [@Backlinko](#)

CHAPTER 1:

## Double Down on Video Content

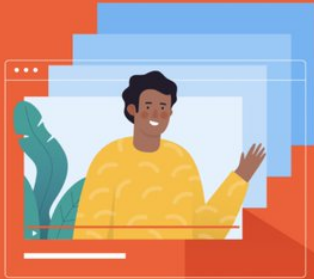
Is video really “the future of content marketing”?

Yup!

In fact, the number of businesses that use video as part of their marketing is up 38% since 2017.

And 72% of consumers say that they now “prefer videos” over text-based content.

So if you want to get started with video marketing — or double down on what you’re already doing — this chapter is for you.



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Tip from Alex: Replace Weasel Words With Promises

Reason: Words like may, can, hope, could, leave doubt in a reader's mind. You want readers to feel confident in their decisions. Use words like will, can, and do.

Example: @HubSpot

## The CRM Platform Your Whole Business Will Love

HubSpot’s CRM platform has all the tools and integrations you need for marketing, sales, content management, and customer service. Each product in the platform is powerful alone, but the real magic happens when you use them together.

Get free CRM Demo premium CRM

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Tip from Blake: Start with an engaging hook.

Reason: The purpose of every sentence is to get readers to check out the next. A proper hook engages the reader immediately and piques curiosity.

Example: Zippo from a fish by David Ogilvy

THE FISH THAT SNAPPED UP THE ZIPPO LIGHTER WAS A GREAT NORTHERN PIKE, ONE OF AMERICA'S SCRAPPIEST GAME FISH.

## The amazing story of a Zippo that worked after being taken from the belly of a fish

Mr. Harry Best, recently retired fish and game protector for the New York State Conservation Department, told this remarkable but true story to the Zippo man:


"A party, just west of Cleveland on Oneida Lake, was fishing for Great Northern Pike in Three Mile Bay. They caught a Pike that weighed about 18 pounds. When they dressed the Pike, in the stomach was one of your lighters.

The Pike must have picked it off the bottom or could have grabbed it before it got to the bottom. The lighter was in fine shape which showed that it had not been lost long. The best part of it was that the Zippo lit the first time."

Even for a fisherman, it's quite a yarn. But then there are thousands of other Zippo lighters which have lived through adventures that would have made brave Ulysses' hair stand on end.

The Zippo man is not surprised that the lighter worked. He makes every one of his lighters to work. Not just for weeks, months or years, but *forever!*

Whether you buy your Zippo lighter in a store or find it in a fish, the Zippo man offers you his same incredible guarantee: No matter how old it is or what its condition, if a Zippo ever fails to work, *he'll fix it free!*



Lossproof Zippo Lighter. In five popular sports designs. \$5.00

New Zippo Slim-Lighter. Same dependable action, polished chrome. \$4.75

Regular Zippo. Made Zippo famous. Brush-finish chrome. \$3.50

Gold-filled Zippo. 10-kt. gold fused to case, not plated. \$20.00\*

Engine-turned Zippo. Smart new design in polished chrome. \$5.75

New Zippo Slim-Lighter. Ribson design, gleaming chrome finish. \$6.00.

If you don't see Zippo on the bottom of the lighter, it's not a genuine Zippo.

\*Subject to 10% Retail Excise Tax - ZIPPO MANUFACTURING COMPANY, BRADFORD, PA. IN CANADA: ZIPPO MANUFACTURING COMPANY, CANADA LTD., NIAGARA FALLS, ONTARIO

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Tip from Alex: Use Repetition

Reason: The repetition of words puts an emphasis on your messaging. It makes the main points memorable.

Example: New York Times

The truth is hard.  
 The truth is hidden.  
 The truth must be pursued.  
 The truth is hard to hear.  
 The truth is rarely simple.  
 The truth isn't so obvious.  
 The truth is necessary.  
 The truth can't be glossed over.  
 The truth has no agenda.  
 The truth can't be manufactured.  
 The truth doesn't take sides.  
 The truth isn't red or blue.  
 The truth is hard to accept.  
 The truth pulls no punches.  
 The truth is powerful.  
 The truth is under attack.  
 The truth is worth defending.  
 The truth requires taking a stand.  
 The truth is more important now than ever.

The New York Times



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Tip from Blake: Optimize for clarity.

Reason: Clear writing beats clever writing every single time. People want to understand and then be delighted, not the other way around.

Example: Be concise chart

## Be concise!

Instead of...	Try saying...
12 midnight	Midnight
12 noon	Noon
a total of 14 birds	14 birds
Biography of her life	Biography
Circle around	Circle
Close proximity	Proximity
Each and every	Each
End result	Result
Exactly the same	The same
Free gift	Gift
In spite of the fact that	Although
In the event that	If
New innovations	Innovations
One and the same	The same
Period of four days	Four days
Repeat again	Repeat
Revert back	Revert
Shorter/longer in length	Shorter/Longer
Summarise briefly	Summarise



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Tip from Alex: Use Opposites

Reason: They say opposites attract. The same goes for copy. Opposites are a powerful way to get someone's attention.

Example: Stella Artois



“My shout,  
he whispered.”

Every silver lining has a cloud.  
There you are, in the midst of convivial company,  
laughing, joking, holding forth on the great issues of  
the day and passing only to secure your Stella Artois.  
And then the awful truth dawns.  
It will soon be your turn to stand a round.  
And not just any round, mark you, a round of  
Stella Artois, no less.  
The beer that is brewed with the most fragrant  
offensive hops.  
The beer that is malched with the choicest of  
Europe's barley.  
The beer that is matured not for the usual meagre  
21 days, but for 6 long weeks.  
The beer that, as a consequence, is eye-wateringly  
expensive.  
If we are to maintain Stella's reputation for quality  
there is, alas, nothing we can do to reduce the quantity  
of money you must part with.  
We can, however, offer you a second piece of advice.  
When it is your turn in the chair, make sure you  
are sitting down.  
Stella Artois. Reassuringly expensive.

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Tip from Blake: Start in the middle of the story.

Reason: Begin with action. Don't wait to excite and delight the reader until it's too late.

Helper: <https://t.co/CFtxMVgQQd>

Tip from Alex: Use an active voice

Reason: Using an active voice illustrates taking action. And your goal is to make consumers take action. Writing with an active voice delivers a direct, strong, and punchy message.

Example: Nike

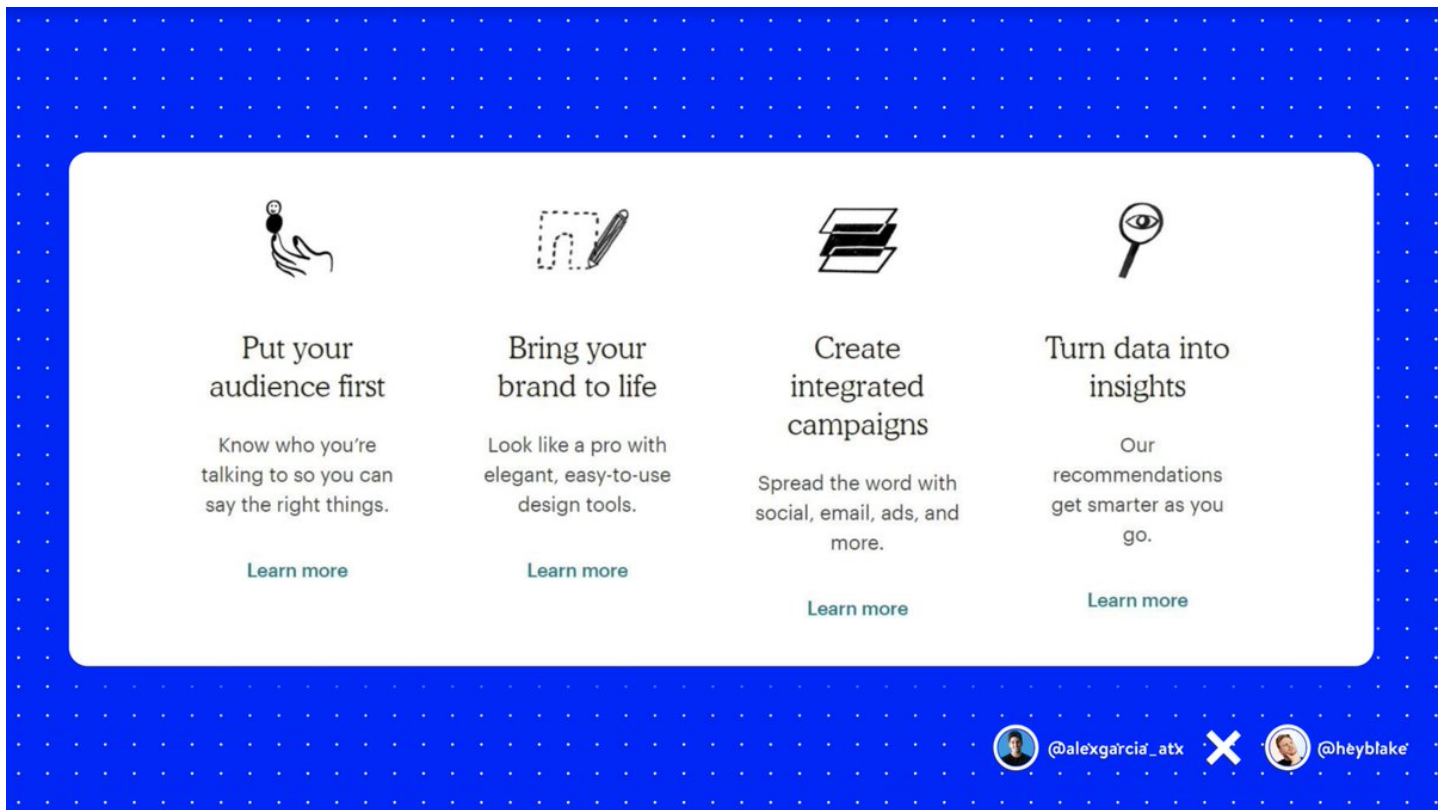




Tip from Blake: Talk about them, not you.

Reason: People don't care about you. They care about what you can do for them. Make that benefit abundantly clear.

Example: [@mailchimp](#) benefits copy





Tip from Alex: Add humor

Reason: People share humorous content. The more you can make someone laugh, the more your messaging will spread. Plus, it's memorable.

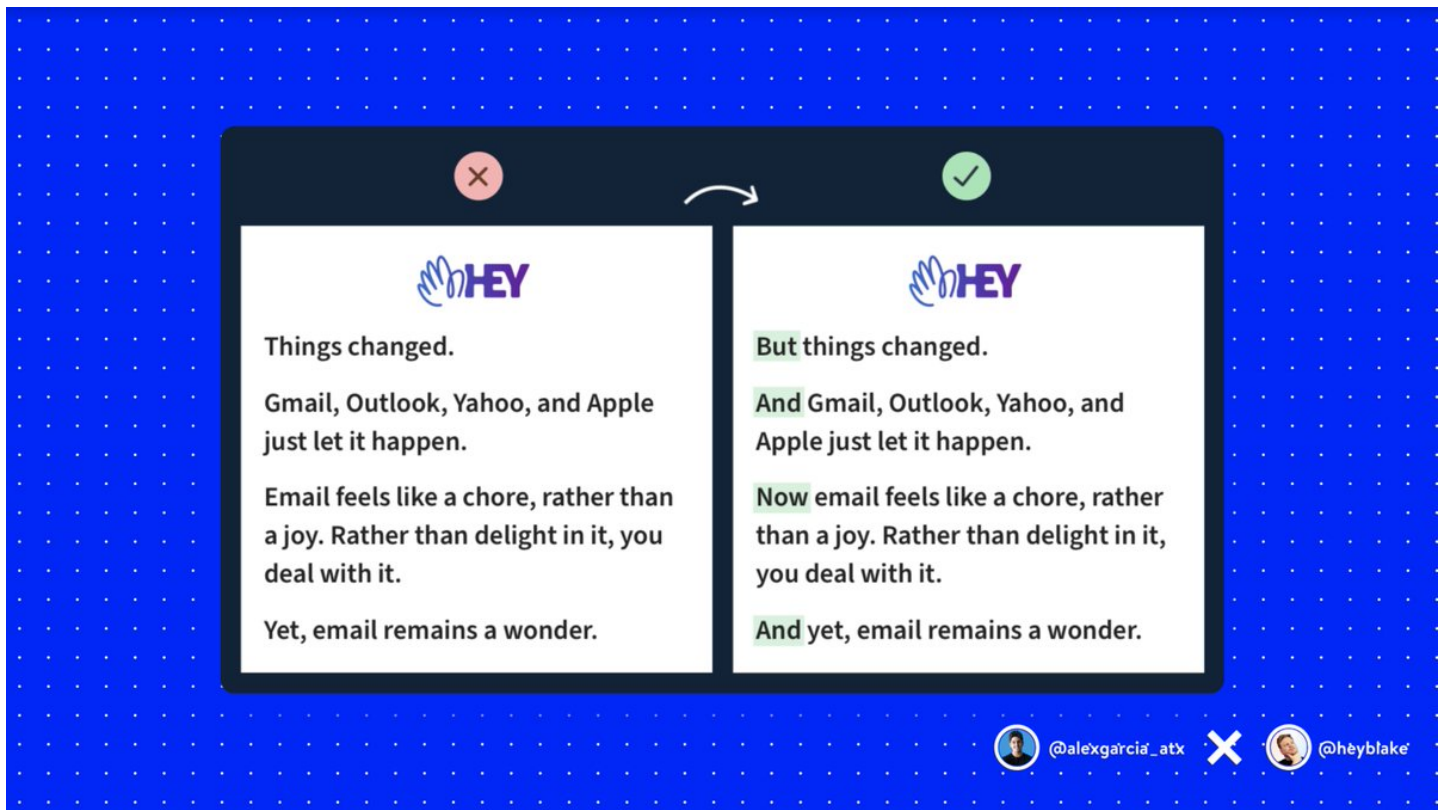
Example: Daihatsu



Tip from Blake: Write how you talk.

Reason: No one wants to read robotic language. People connect with people. The more human your writing sounds, the more humans will like it.

Example: [@GoodMarketingHQ](#) breakdown of [@heyhey](#)



Tip from Alex: Tell Stories

Reason: Stories drive attention. Take the consumer into a different world. And create an emotional connection that's hard to break.

Example: John Caples



"Can he really play?" a girl whispered.  
"Heaven's no!" Arthur exclaimed. "He  
never played a note in his life!"

# They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heaven's no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

## Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—seemed. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind-blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

## A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—widely congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions. . . "Jack! Why didn't you tell us you could play like that!" . . . "Where did you learn?" "How long have you studied?" "Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story.

"Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

## How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tiresome practicing. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson."

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I went for the course."

"When the course arrived I found it was just as the ad said—as easy as A.B.C. And, as

the lessons continued, they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

## Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 150,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

## Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1031 Brunswick Bldg., New York City.

U. S. School of Music,  
1031 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

Have you above instrument?.....

Name.....  
(Please write plainly)

Address.....

City.....State.....

## Pick Your Instrument

Piano	'Cello
Organ	Harmony and
Violin	Composition
Drums and	Sight Singing
Trape	Ukulele
Banjo	Guitar
Tenor	Hawaiian
Saxophone	Steel Guitar
Mandolin	Harp
Clarinet	Coronet
Flute	Piccolo
Scrapbook	Trumpet
Voice and Speech Culture	
Automatic Finger Control	
Piano Accordion	

Tip from Blake: Don't be guided by grammar.

Reason: Focus on clear messaging and engaging storytelling more than grammar. This will create more connection with the reader than perfect sentence structure ever will.

Example: @postmates and chill





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Tip from Alex: Use power words

Reason: Power words drive emotions. Emotions inspire consumers to take action. Your copy should make the consumer feel something.

Example: Winston Churchill

We have before us an ordeal of the most grievous kind. We have before us many, many long months of struggle and of suffering. You ask, what is our policy? I can say: It is to wage war, by sea, land and air, with all our might and with all the strength that God can give us; to wage war against a monstrous tyranny, never surpassed in the dark, lamentable catalogue of human crime. That is our policy. You ask, what is our aim? I can answer in one word: It is victory, victory at all costs, victory in spite of all terror, victory, however long and hard the road may be; for without victory, there is no survival. Let that be realised; no survival for the British Empire, no survival for all that the British Empire has stood for, no survival for the urge and impulse of the ages, that mankind will move forward towards its goal. But I take up my task with buoyancy and hope. I feel sure that our cause will not be suffered to fail among men. At this time I feel entitled to claim the aid of all, and I say, "come then, let us go forward together with our united strength."



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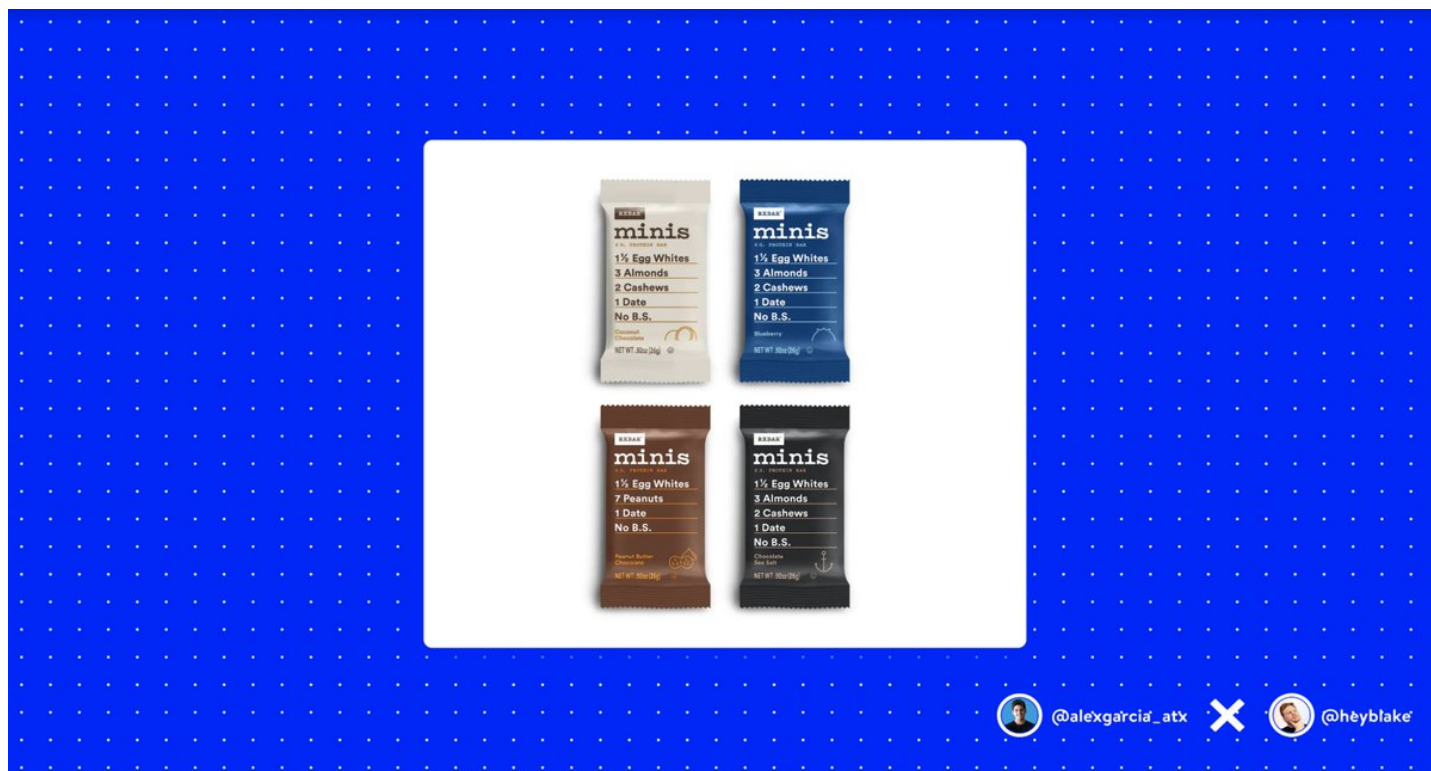


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Tip from Blake: Use format pattern interrupts.

Reason: Unique formatting can be a huge advantage. Words matter most, but format counts, too. Write in formats that help you stand out.

Example: RX Bars copy on product packaging



Tip from Alex: Say more with less

Reason: The more value you can pack in shorter sentences, the better. It's easier for the brain to digest and remember.

Example: Apple (again)

# MacBook

# Light. Years ahead.



Watch the design film 

Our goal with MacBook was to do the impossible: engineer a full-size experience into the thinnest, lightest Mac notebook yet. And not only is it compact — it's more powerful than ever. The new MacBook delivers up to 20 percent faster performance with new seventh-generation Intel Core m3, i5, and i7 processors,<sup>1</sup> and up to 50 percent faster SSD storage.<sup>2</sup>

Tip from Blake: Write 20% of the time, edit 80% of the time.

Reason: Vigilant editing and rewriting is the true mark of a great writer. The magic rarely happens in the first draft.

Helper: <https://t.co/l7OpF0N5xf>



## How to Copy Edit in 6 Steps

### THINK LIKE A PRO



The Pulitzer Prize winner teaches you everything he's learned across 26 video lessons on dramatic writing.

[VIEW CLASS](#)

If you're interested in the job title of professional copy editor, here are some basic steps to get you started:

1. **Clarify your role.** First, determine what level of copy editing you're providing. If you're just starting out, it's best to stick to the more basic responsibilities like looking for spelling and syntax only. If you've got some experience and are already familiar with the style guides, a more substantive editing role may be appropriate.

2. **Give the text an initial read-through.** The first time you read should be about



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Tip from Alex: Use Analogies

Reason: Analogies help connect something complicated with something known.

Example: Dropbox

*Even if your computer has a meltdown or your phone goes for a swim, your stuff is always safe in Dropbox and can be restored in a snap. Dropbox is like a time machine that lets you undo mistakes and even undelete files you accidentally trash.*



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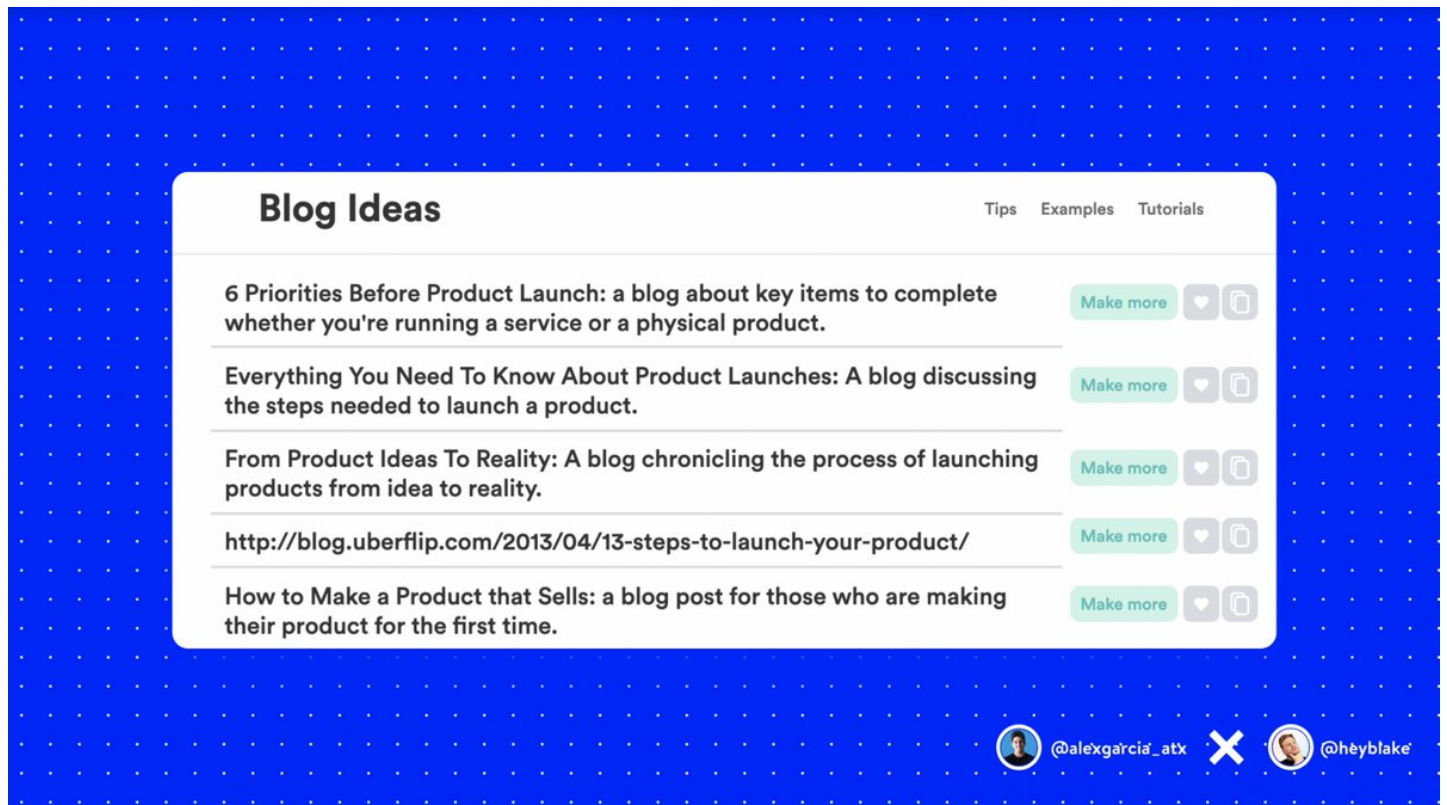


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Tip from Blake: Brain dump before anything else.

Reason: Getting all ideas on paper first helps organize the whole process. Then, build an outline. Next, write the sections. Finally, put it all together.

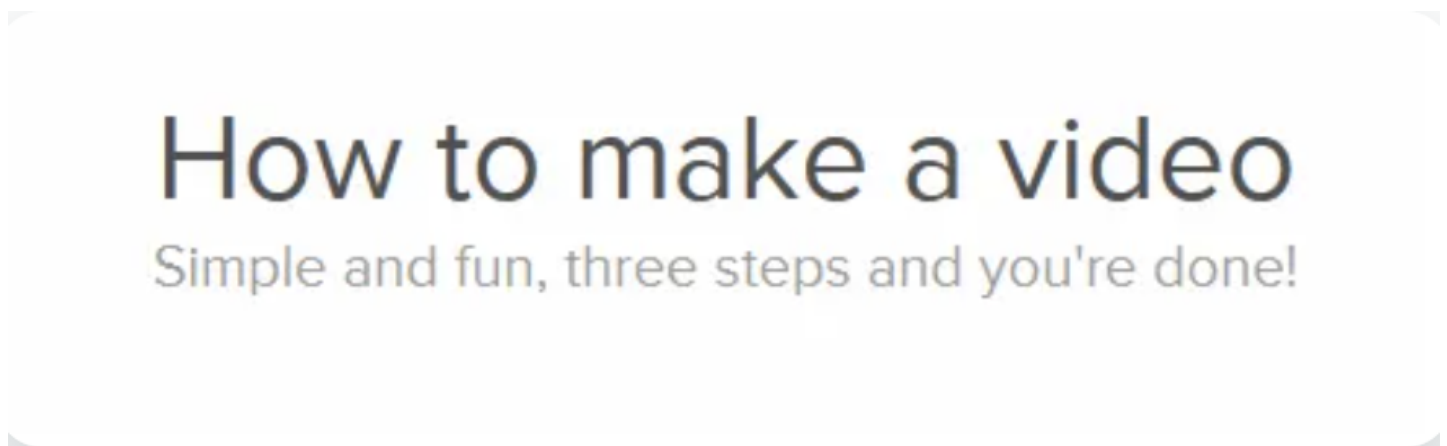
Helper: <https://t.co/BdQ2iXqtO8>'s blog ideas tool



Tip from Alex: Rhyme

Reason: Rhyming keeps the reader's eyes moving organically. Naturally, it flows. This makes it more believable.

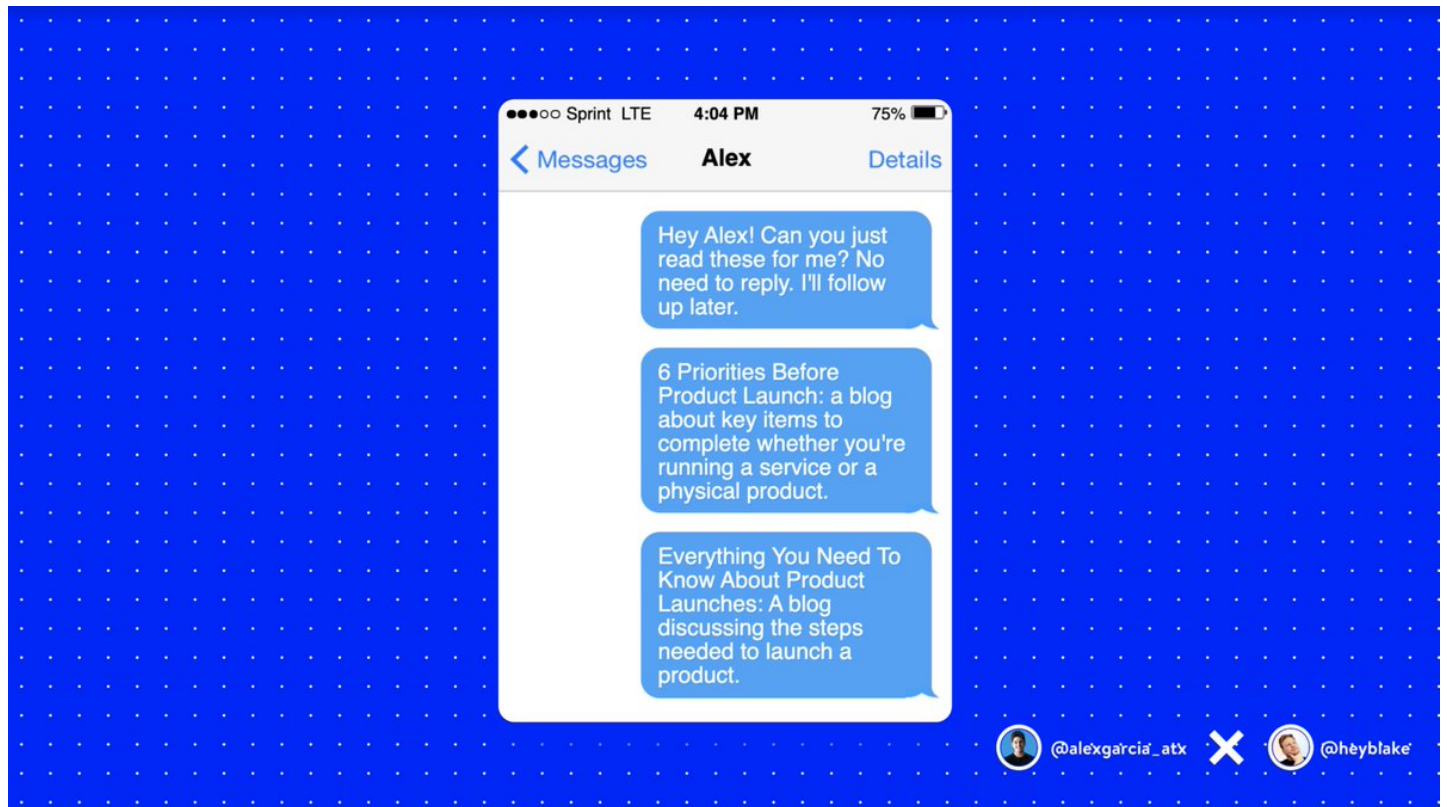
Example: Animoto



Tip from Blake: Pass the Friend Test.

Reason: It helps you write great copy. 1) Write 10 variants of a headline. 2) Send it to some friends and just ask them to read them. 3) Wait 24 hours and follow up. 4) The variant most remembered by that group is your headline.

Example:



Tip from Alex: Use Alliteration

Reason: Alliteration uses the repeat of initial consonants to put an emphasis on a benefit. Use it to address important points.

Example: Animoto (Imagine it. Create it.)



IMAGINE IT. CREATE IT.

# Create quickly with video templates



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BUSINESS

PROMO VIDEOS

CELEBRATIONS

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NEW LAUNCH PROMO

USE THIS TEMPLATE



COLLECTION PORTFOLIO

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BITE-SIZED PRODUCT INTRO

USE THIS TEMPLATE

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Tip from Blake: Pass the Voice Test

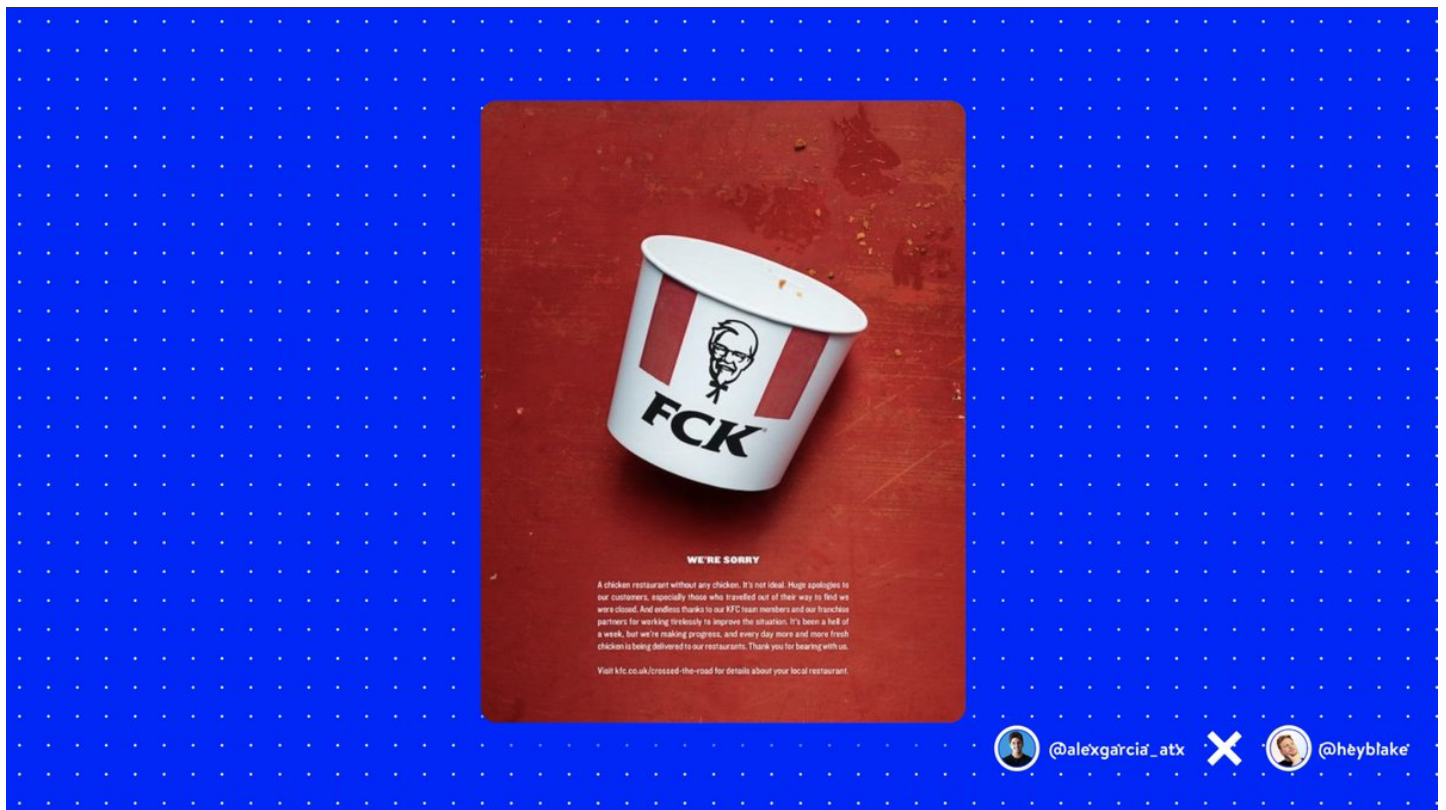
Reason: You don't want to sound like a robot. Here's how: 1) Read your written copy out loud. 2) If it sounds robotic or boring, rewrite it

Helper: Just say it out loud! No secret sauce here.

Tip from Alex: Copy Should Have a Goal

Reason: Every piece of copy should have a goal. If it doesn't pass Amazon's so what test -- then cut it. It's fluff. If you can't notice the goal -- neither can the consumer.

Example: KFC



Tip from Blake: Focus on feeling over selling.

Reason: Refrain from pushing sales explicitly, and focus instead on helping the reader feel a strong emotion or connection

Example: Colin Kaepernick ad with @Nike



Tip from Alex: Be Honest

Reason: You want consumers to trust you. Being honest breaks the barrier between a business and a customer. Let them know it's still people behind the words.

Example: Hyposwiss Bank



Tip from Blake: Minimize risk.

Reason: Make the requirements to get the solution seem smaller.

Example: \$5 fee from Copyblogger



1. “a \$5 fee” to
2. “a small \$5 fee”



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