# Twitter Thread by Alex Garcia ■



**Alex Garcia ■**
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## 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.

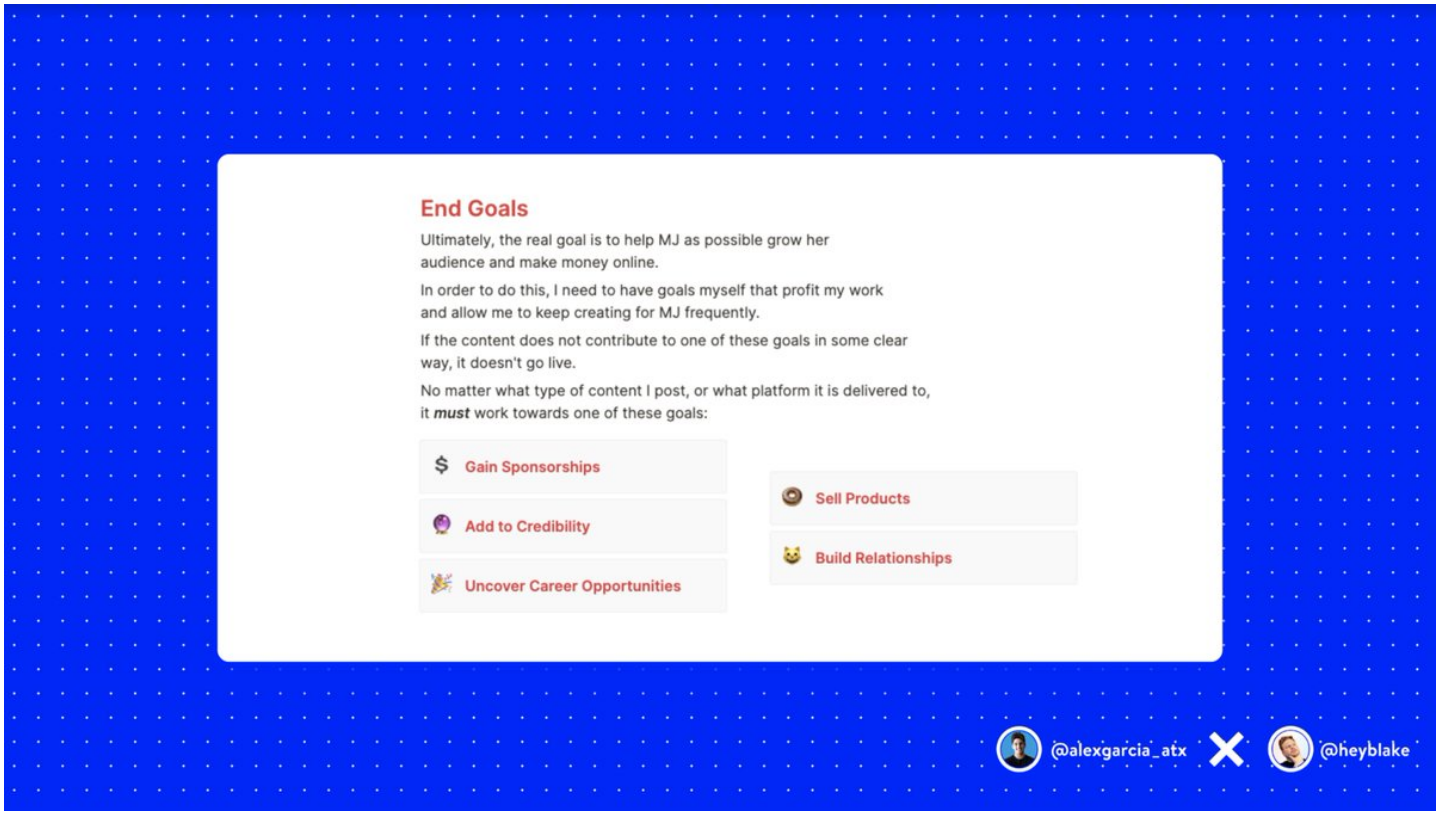
Example: Apple's M1 Chip




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




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.

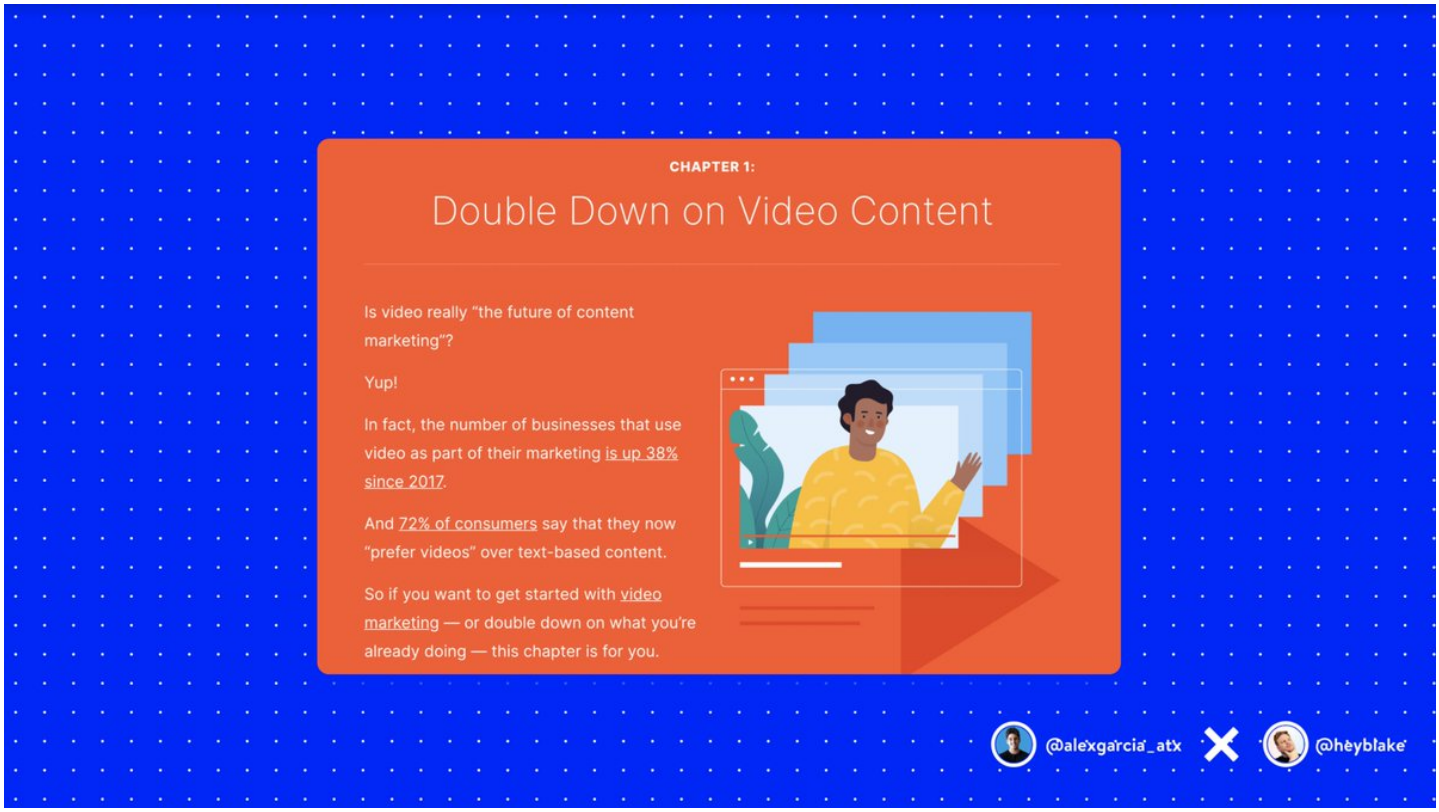
Now you and I both know that talk is cheap. So put it to the test. Go online. Find your best deal. Not only will Justice Jewelers give you a better diamond, we'll give you a better price, as well.

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

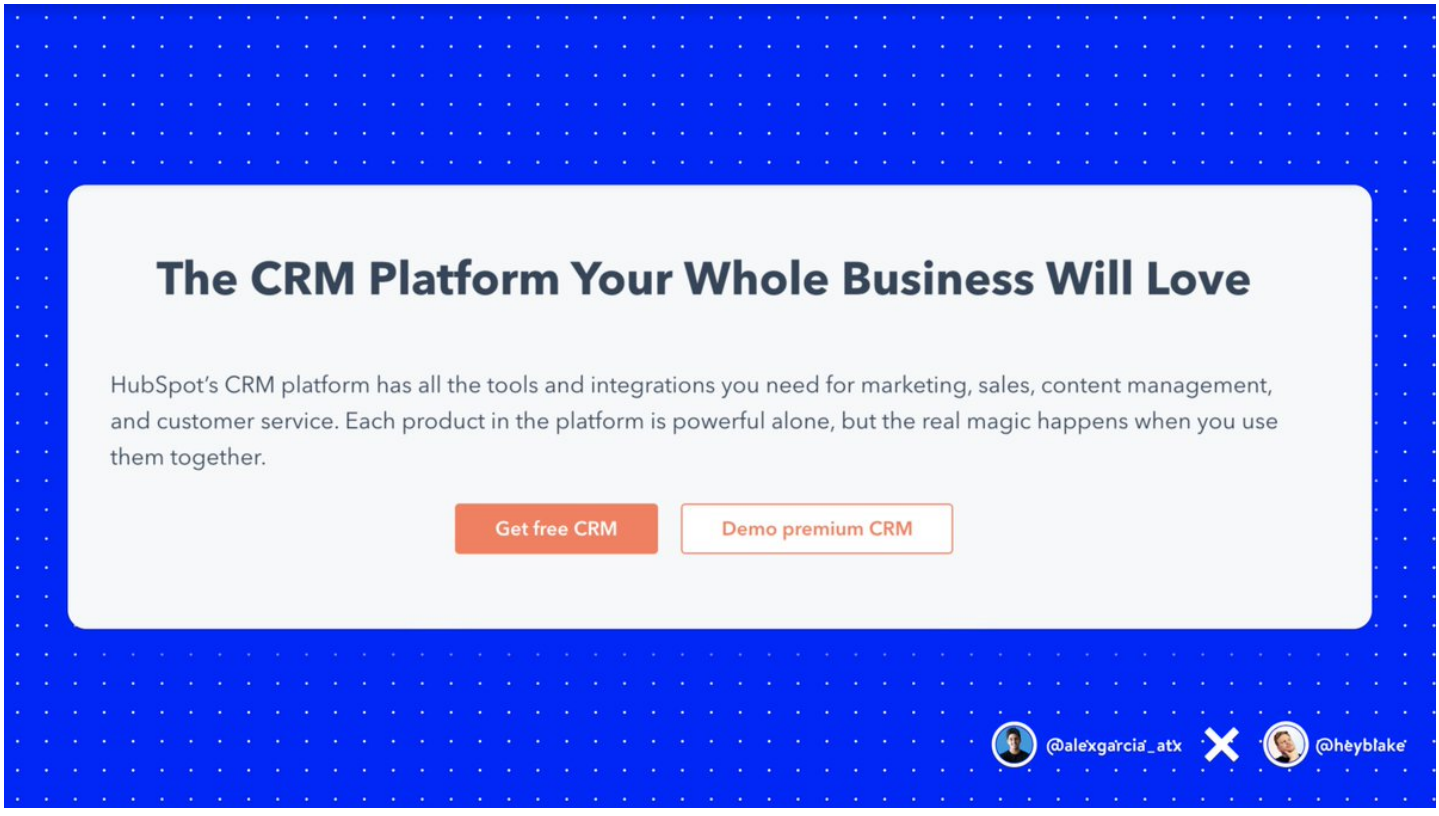
Example: Every blog from @Backlinko




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.

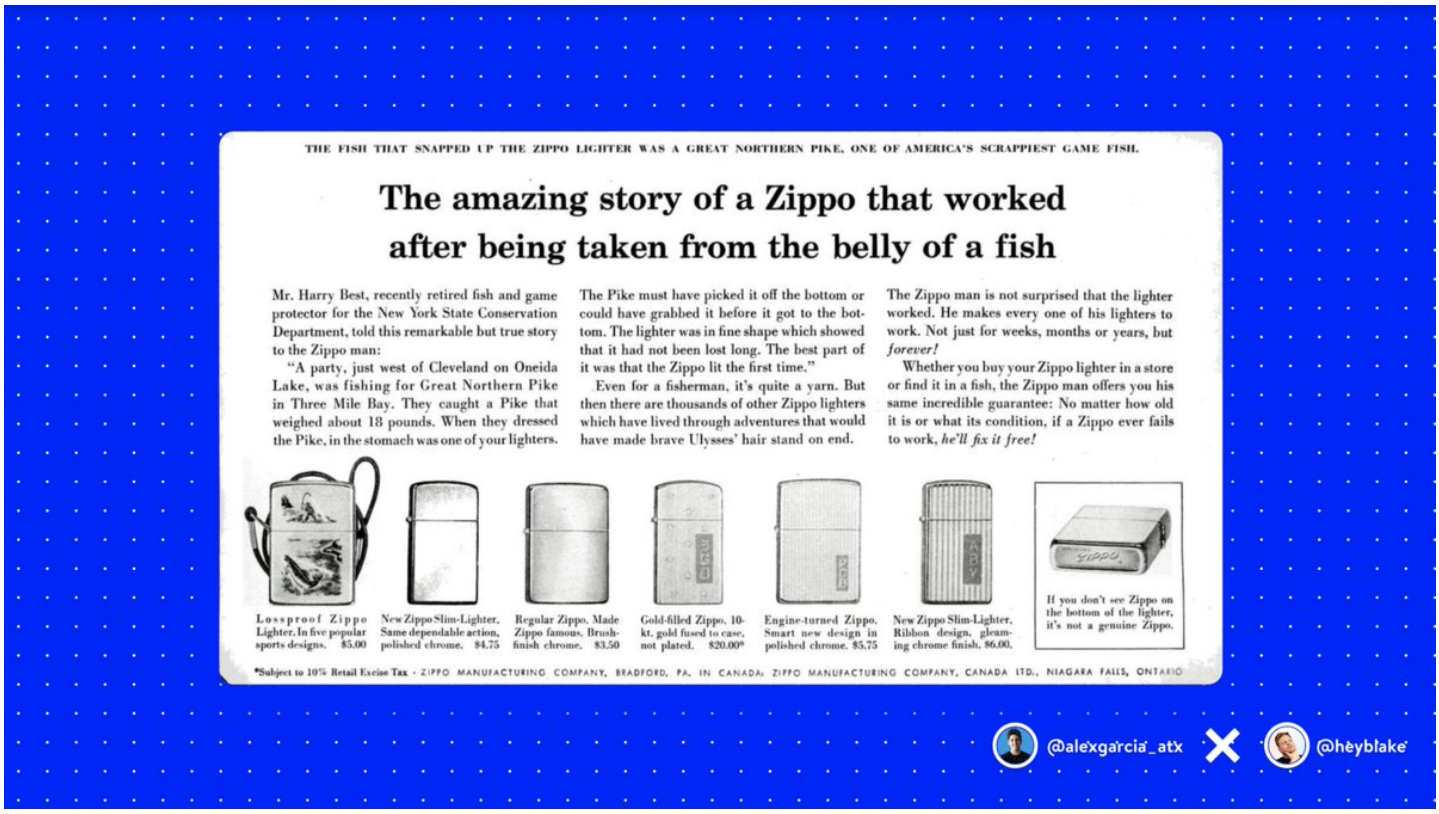
Example: @HubSpot



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




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




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



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




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/CFtxMVgOQd

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.

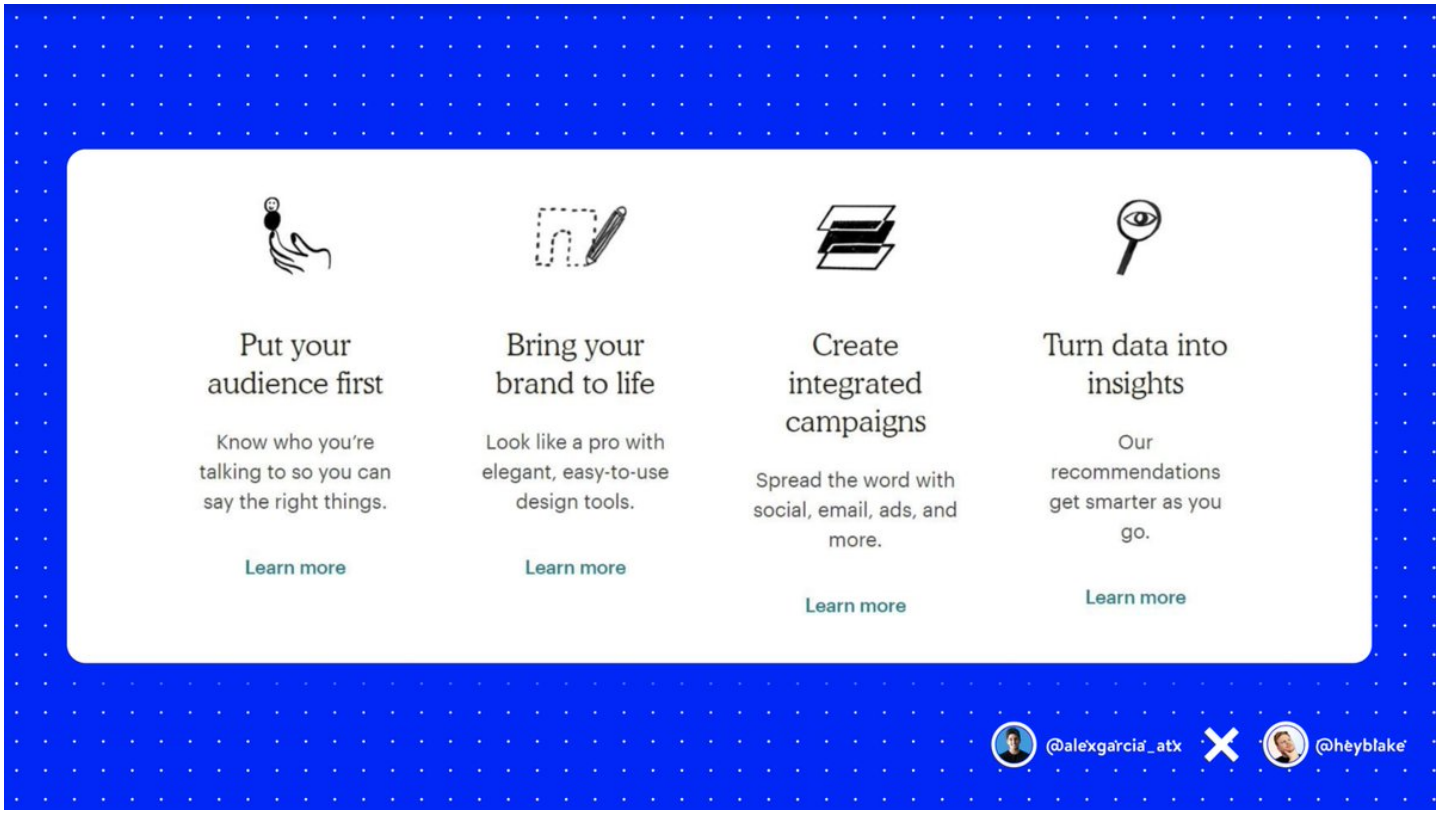
Example: Nike




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.

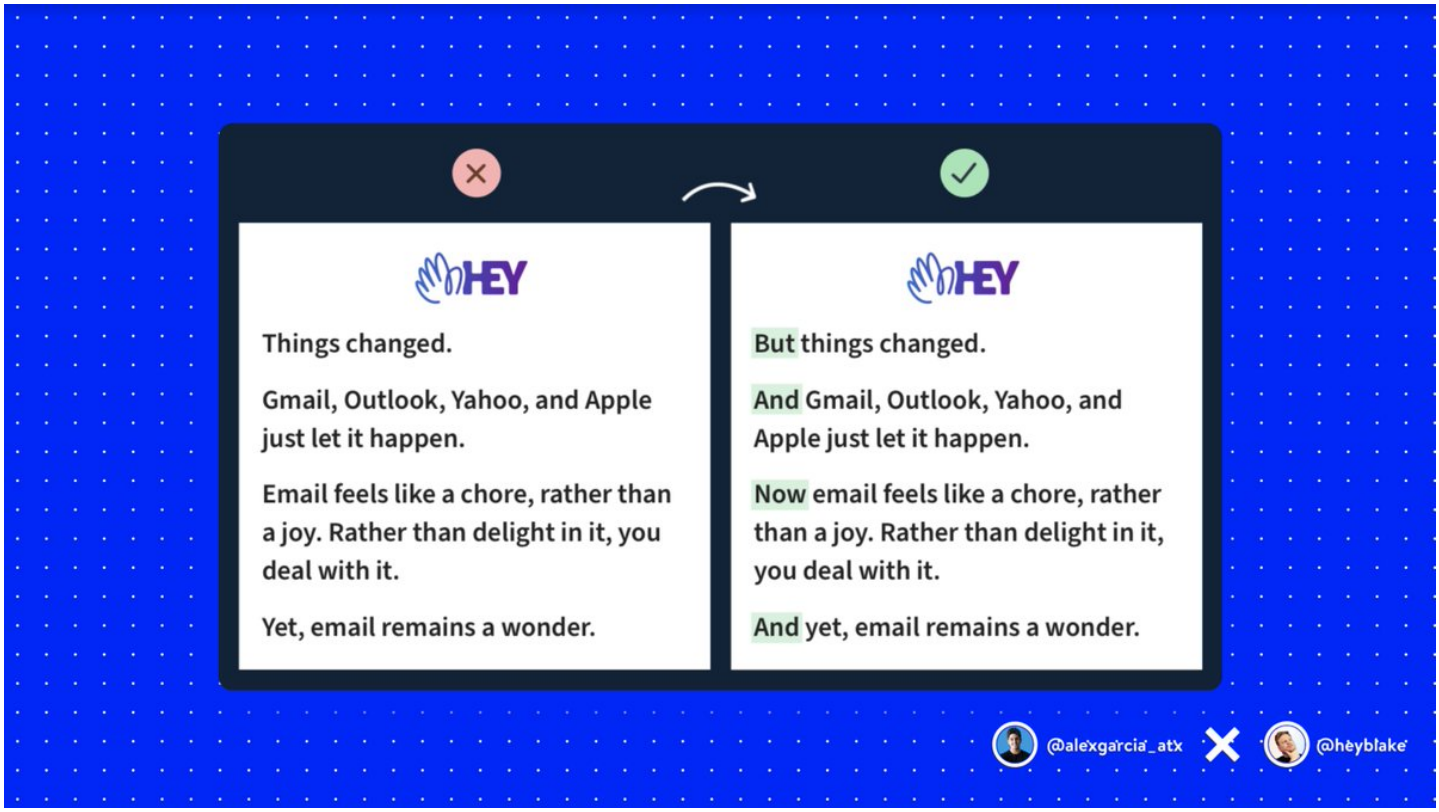
Example: Daihatsu




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. "Heavens, 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.

"Heavens, 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—unreal. 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 — wildly 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'd 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 practising. 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 sent 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 350,000 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 Composition |
| Violin | Sight Singing |
| Drums and Traps | Ukulele |
| Banjo | Guitar |
| Tenor Banjo | Hawaiian Steel Guitar |
| Mandolin | Harp |
| Clarinet | Cornet |
| Flute | Piccolo |
| Saxophone | Trombone |

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.

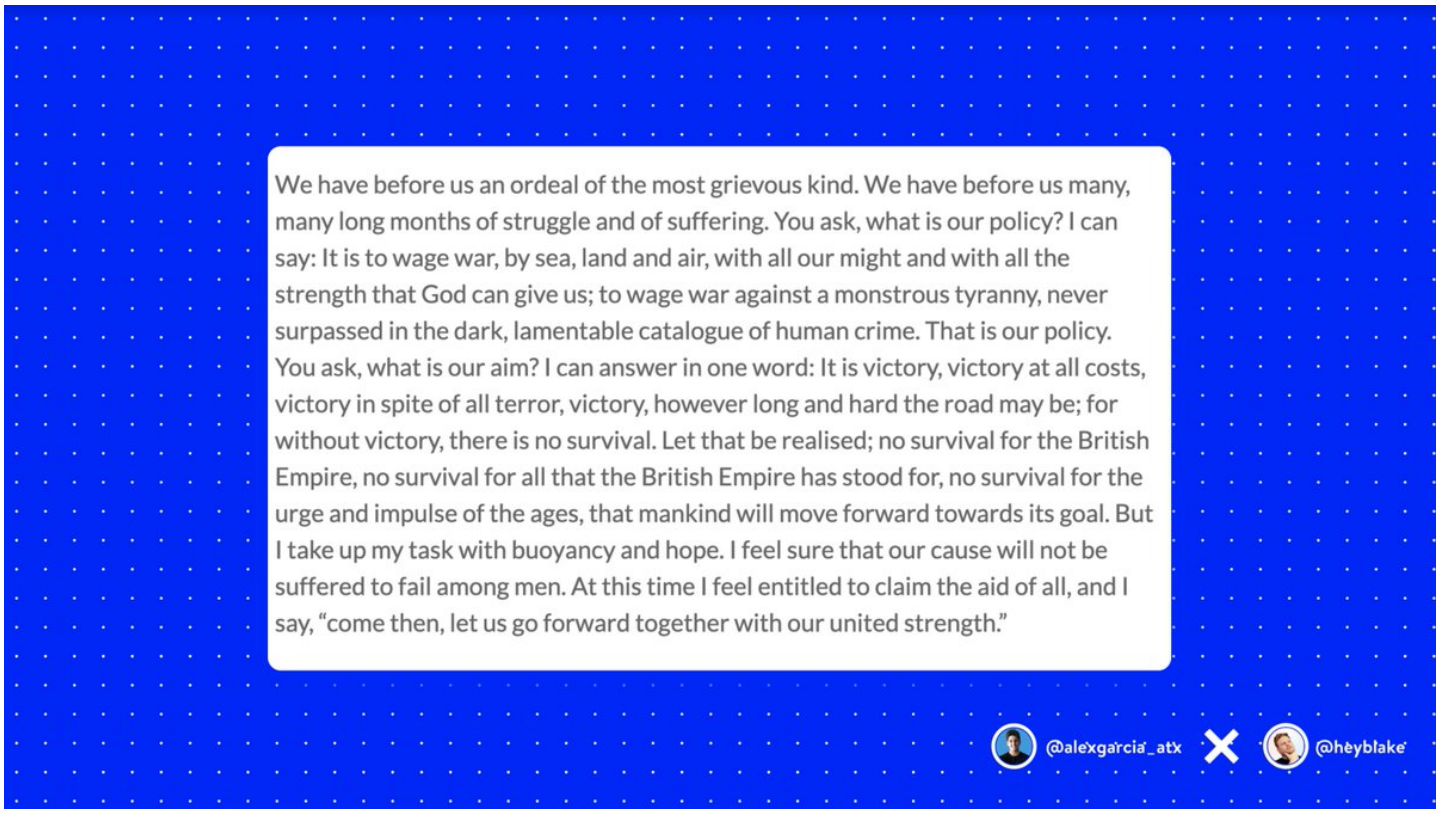
Example: @postmates and chill




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



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.

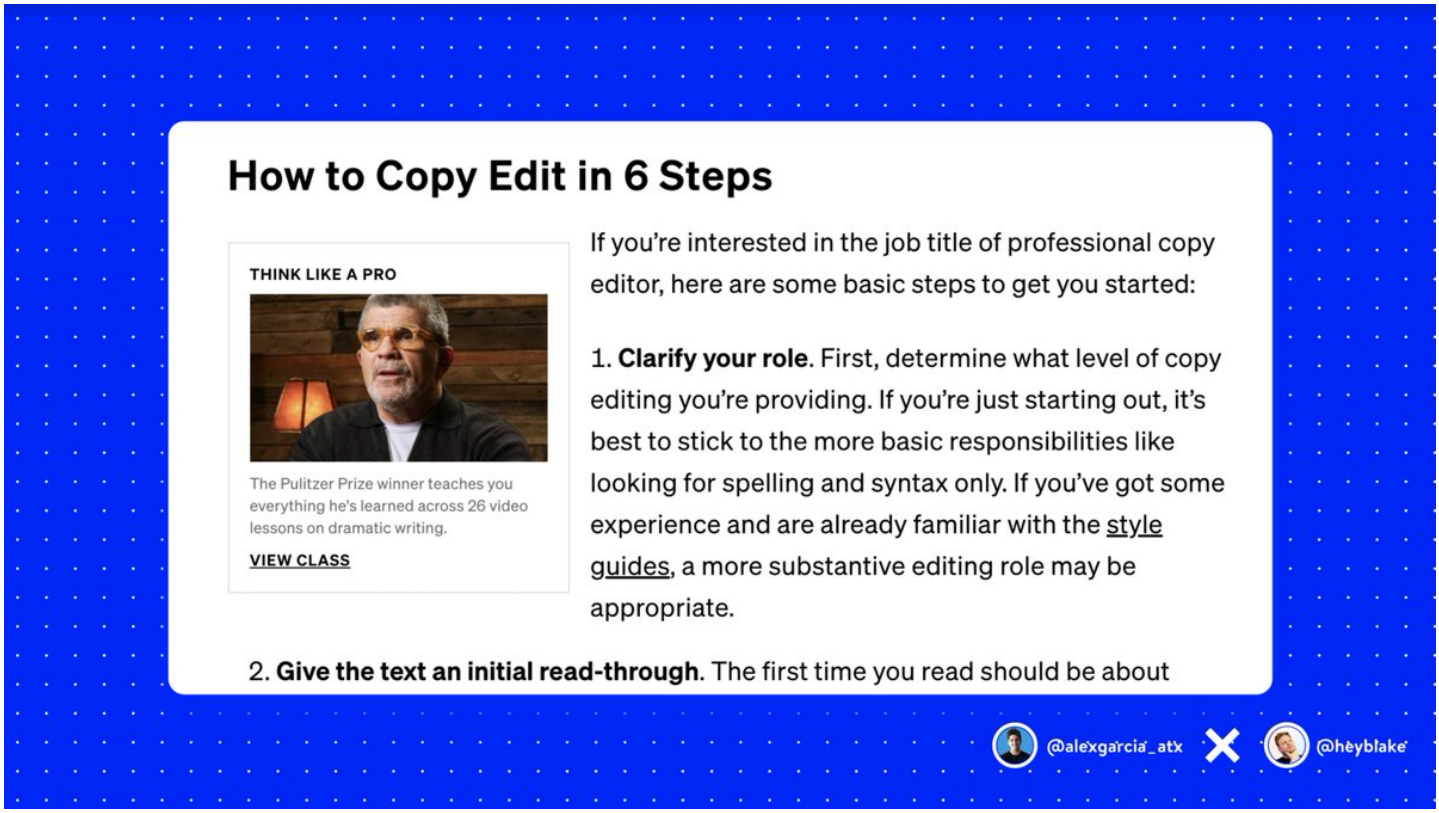
Example: Apple (again)




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.

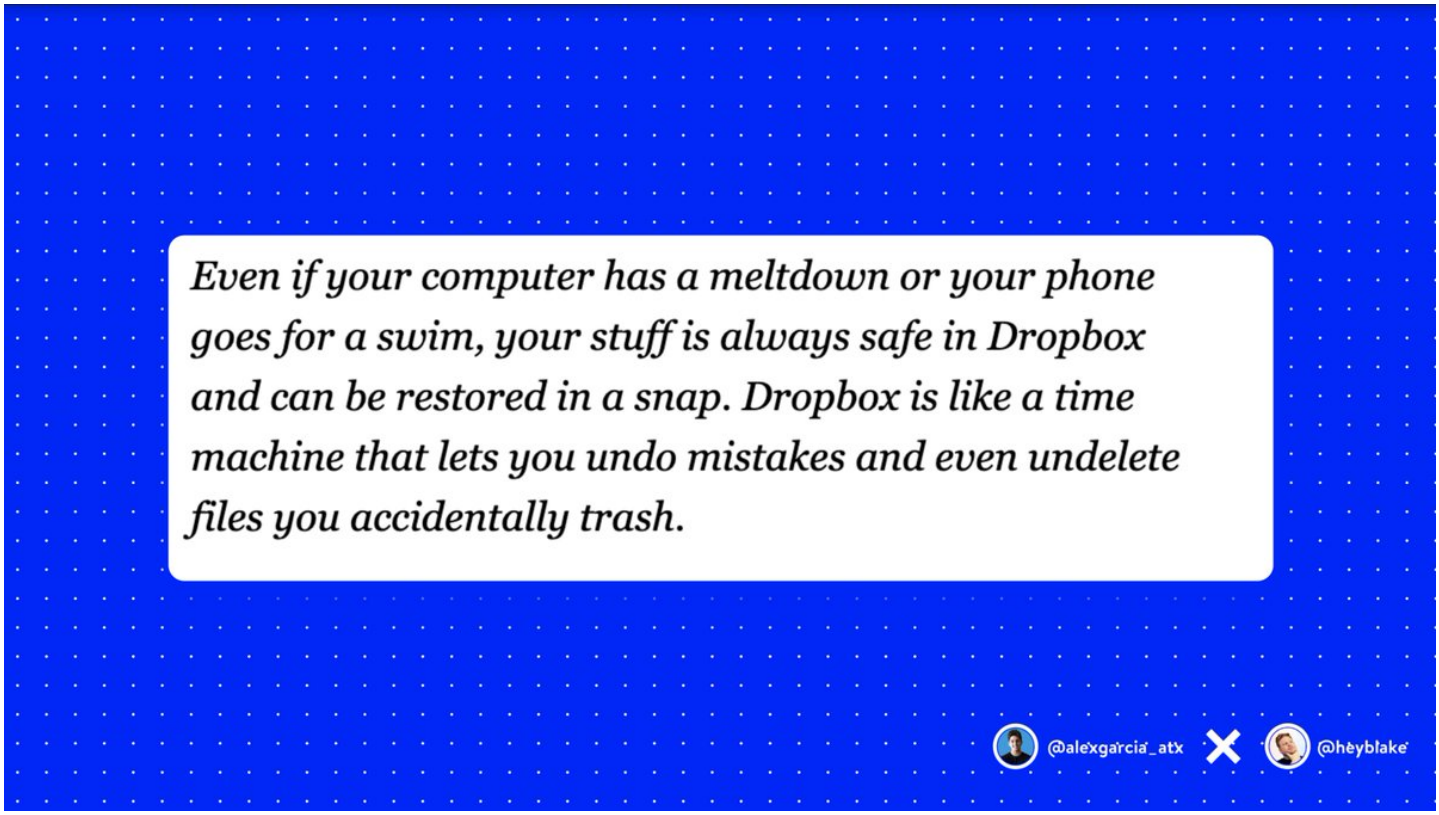
Helper: https://t.co/l7OpF0N5xf




Tip from Alex: Use Analogies

Reason: Analogies help connect something complicated with something known.

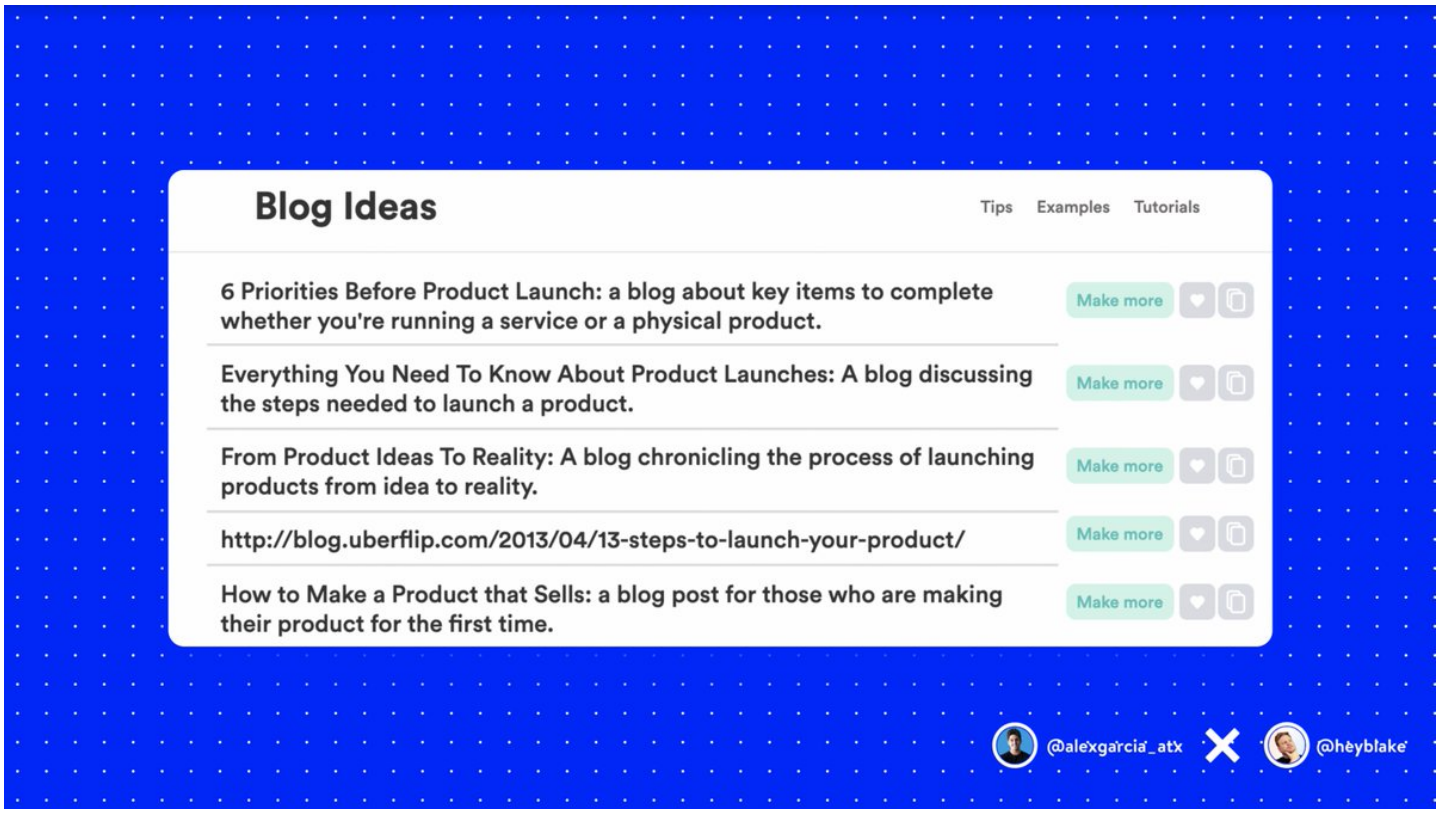
Example: Dropbox



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.

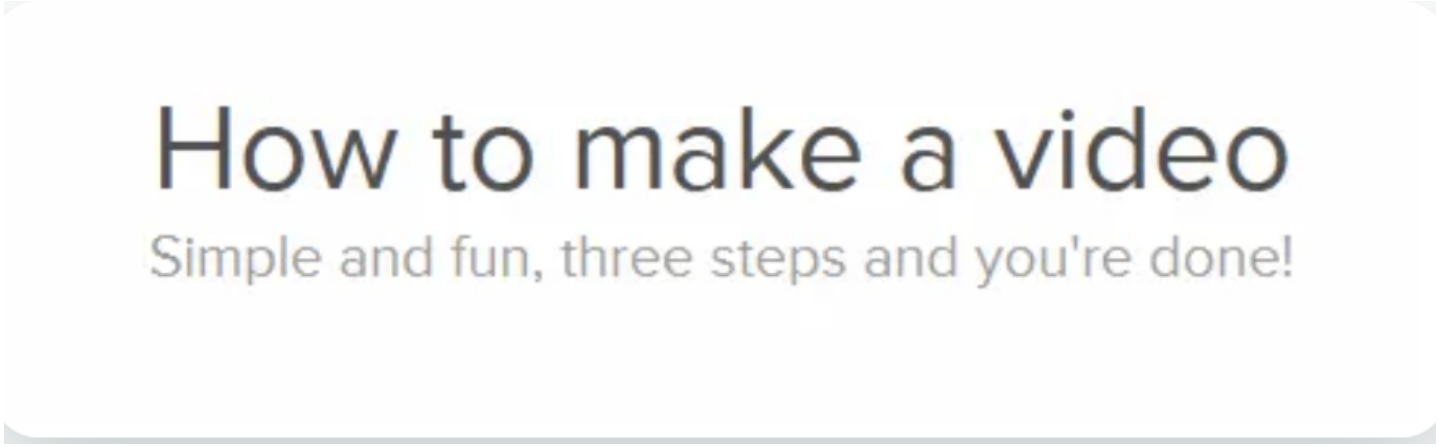
Helper: https://t.co/BdQ2iXqtO8's blog ideas tool




Tip from Alex: Rhyme

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

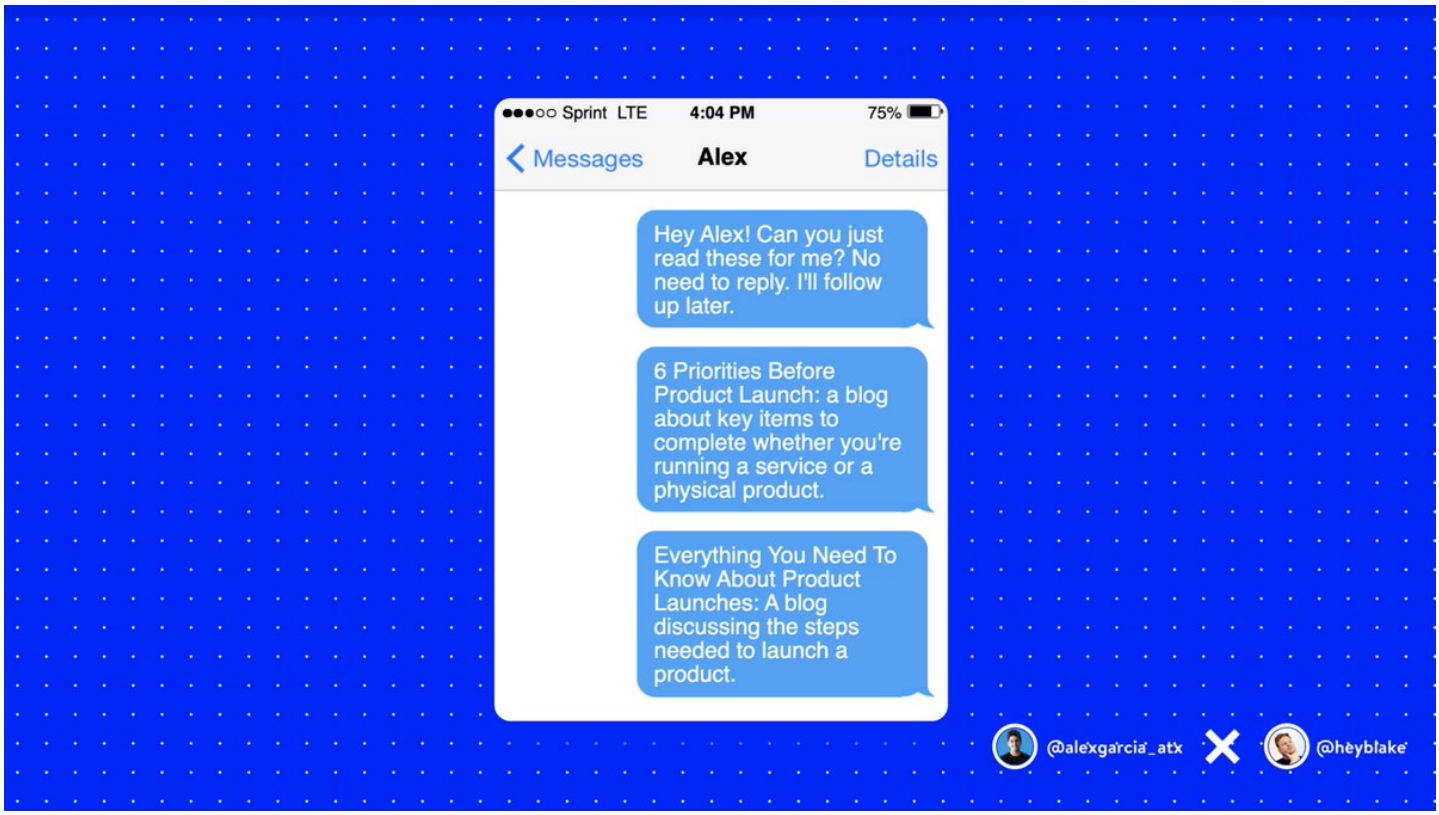
Example: Animoto




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.

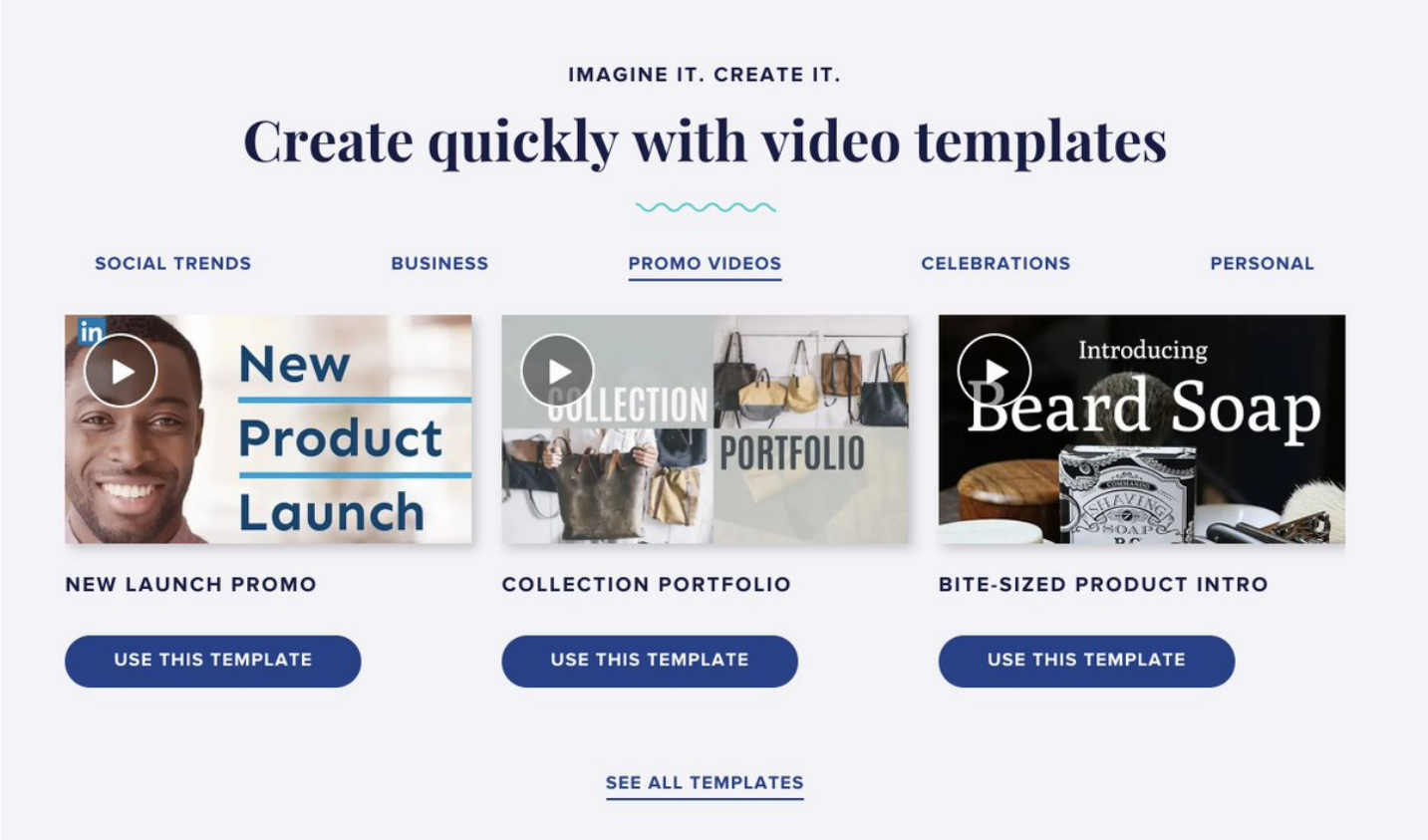
Example:




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.)




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”

 @alexgarcia_atx  @heyblake