Twitter Thread by Alex Garcia ■



Alex Garcia ■
@alexgarcia_atx

Compelling copy combined with good storytelling is an unfair advantage.

An unfair advantage that the Wall Street Journal used to drive $2 Billion in revenue over 28 years using the same sales letter.

Here are 7 copywriting tips to help you write sticky stories ■

1. Use Familiar Words

Every audience has words familiar to their interests.

Injecting these words into your stories connects the familiarity gap.

And unfamiliar words create seclusion.

Gary Provost with a great example:

> *"Do you know what a **mandible** is? Your dentist does. She uses that word every day.*
>
> *So if you are writing a story just for your dentist, use mandible. But if you are writing for everybody else, use the more familiar word, **jaw**."*

2. Inject Real Stories

Your story is your social proof.

The more a consumer can see that you were once in their shoes, the more that consumer will see you as the guide they've been looking for.

Customers want to know you've walked a mile in their shoes.

3. Your Brand Isn't The Hero

The customer is always the hero.

And their goal is the destination.

Your brand provides the map.

The visualization from start to destination is how you sell them.

4. Use Emotional Tones

Emotions are your best friend.

They're what get people to take action.

And the best writers use emotional tones to transfer information through characters, plots, and conclusions.

5. Narrative Urgency

Compelling writing is like a river flowing.

Its flow continues with no wasted movement.

Your story is no different.

Cut everything that doesn't move the story forward.

And aim to propel the readers from sentence to sentence.

6. Pace

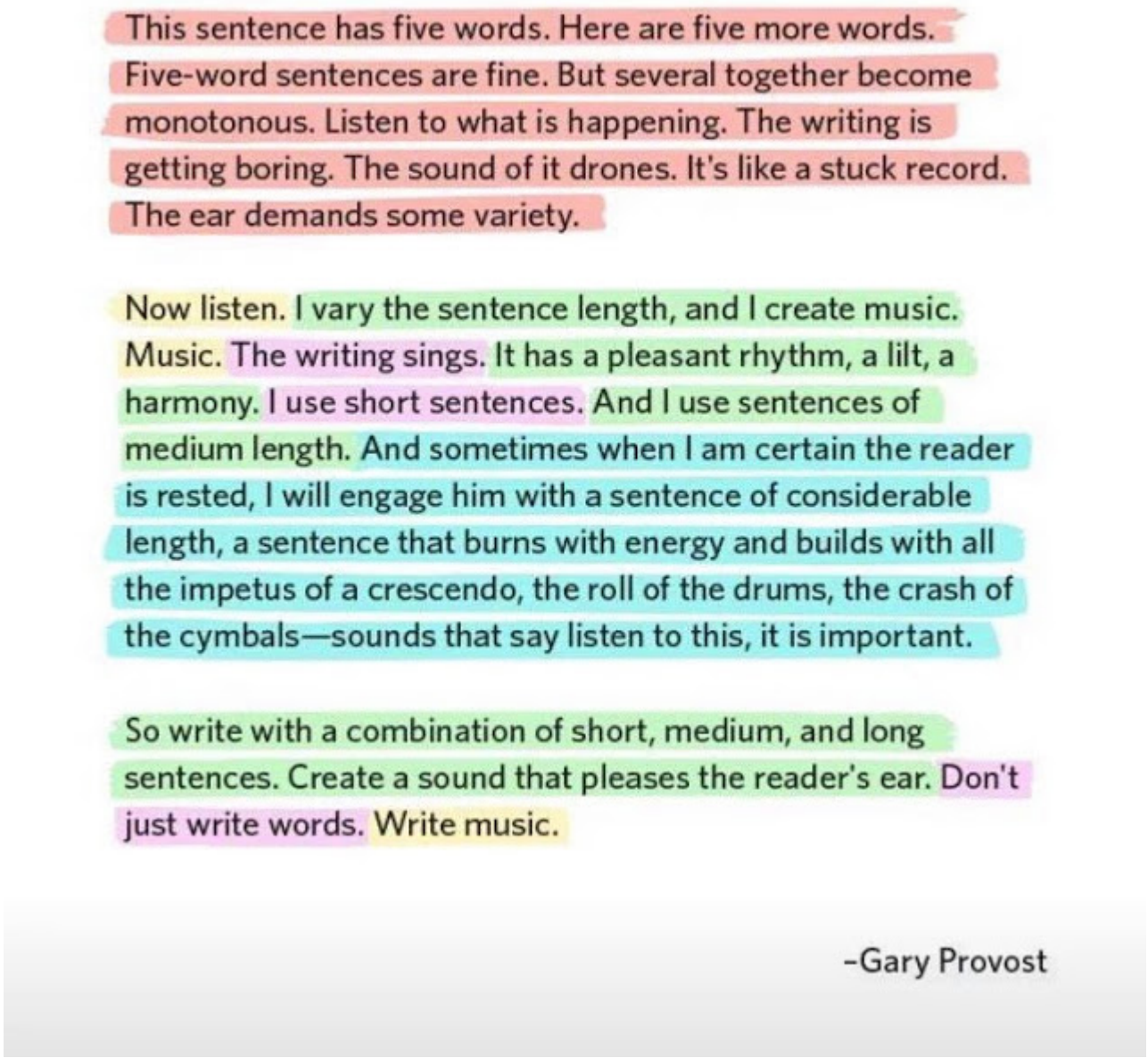
A story with no pace is dead on a page.

And your punctuation is where it lies.

Speed things up with short sentences.

Use long-winded sentences to propel the reader into a 400M dash with hurdles they're prepared to overcome.

Gary Provost with the breakdown:



7. Curiosity Traps

There’s something that always traps a reader’s attention.

Some say it kills cats.

Copywriters know it as a curiosity trap.

Curiosity traps induce readers and then create a gap.

This gap is your opportunity.

If you love growth marketing (like I do) and want more growth marketing content on your feed then follow @alexgarcia_atx :)

Today is day one of my "10 days of growth" thread series.

Tomm I'm writing all about Gary Provost and his tips to write better.

And in 9 days I'm launching Garcia's Growth Newsletter.

Which is a paid newsletter where I take my member's top questions and write case studies with strategies to tackle their problems.

You can get first access by joining 13k+ of my friends here ■■

https://t.co/9GQMRYUitR

If you liked this thread then you'll enjoy this one too

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Everything broken down visually https://t.co/MpvWUT8cjC

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