Twitter Thread by Aleksandr Volodarsky

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In early days I did all our copy.

It sucked so bad. Good thing, I made friends with people who taught me how to write.

Copywriting is the #1 skill for entrepreneurs. You write emails, articles, landing pages every day, and it helps you grow.

This will 10x your copy ■

First, let's talk fundamentals:

Users on different stages of awareness will respond to a different language.

• Most aware readers understand your solution and are ready to purchase

• Product-aware readers are learning about your product. Free trials, demos will help conversion

• Solution-aware readers are considering solutions to their pain/problem

• Problem-aware readers are dealing with pain/problem

• Unaware readers haven’t experienced the problem

Make sure, that in the copy you:

• talk the language that mirrors the reader's stage of awareness
• move them from that stage to product/most-aware
• prompt them to take action

Focus copy on users.

Instead of saying "we offer" or "our solution," rewrite the copy to address your customers.

Exercise:
• begin with the word “you.”
• on landing pages, start your sentence with a verb.

Limit each sentence to one idea.

Users spend a couple of seconds before deciding to stay or to leave the page.

Short sentences and 2-3 sentence paragraphs will motivate them to keep reading.

Format your text.

Good formatting also helps readers to stay focused on your message.

• apply a pattern to a sentence
• vary sentence length and formatting to create texture
• use bolds or underlines to speak with emphasis.

List benefits instead of features.

• Readers often don’t understand features.
• "Benefits" language reflect their problems.

Remember, they have a few seconds to decide to stay to move on.

Use AIDA framework.

Easy to apply, works like a charm.

• Attention. Jar the reader out of their boring lives

• Interest. Engage them with unusual, unobvious facts

• Desire. Engage their heart so they want what you’re offering

• Action. Ask them to take the next step

Limit to one call to action.

Don't distract your readers with multiple asks, widgets, and complex mechanics to engage with you.

This applies to emails, ads, landing pages. Anything.

Adding social proof is kinda obvious, but a lot of startups don't do it.

• testimonials with actual results from someone in that industry
• case studies
• show before and after
• logos of well-known clients or supporters
• show numbers

Don't be a robot.

Talk to your users like you would talk to your friend. Don't be boring.

People leave boring conversations; it's even easier to exit a page.

And most important:

To get better in copywriting, you have to write A LOT.

Don't afraid it will suck
• review your copy consistently
• ask for feedback
• improve

Btw, reviewing copy in an hour or a day is underrated. You can make significant improvements yourself after taking a break.

All this advice was stolen from @copyhackers and @nevmed. They have amazing blogs and courses. Go check them out.

If you are interested in entrepreneurship, follow me @volodarik

I transparently share everything we do to grow from $2.7m to $10m in 2021.