

# 7 Secrets of Persuasive Copy

**FOR MORE  
EFFECTIVE  
BUSINESS  
WRITING**



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## APPLY THESE FOR MORE EFFECTIVE WRITING

### SECRET 1: *Know Thy Audience*

- Put in the effort and do not skip this step!
- Context determines conventions & best practices (then you decide to conform or reject)
- If you have an audience, survey
  - SurveyMonkey.com
  - TypeForm.com
  - Google.com/forms
- If you don't have an audience: think, project, research
- Remember the right locational triggers during writing sessions



### SECRET 2: *Good Looks Will Get You Further*

- Remember the Physical Attractiveness Stereotype (& apply it to visuals)
- 3 Seconds is all you get + Confirmation Bias
- How your copy looks affects the perception of everything about you and your brand
  - no blobs
  - use bullets
  - selective bolding
  - think "scanning"



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## □ SECRET 3: *Get Personal (or at least allegorical)*

- We are barraged by info all the time - how do you stand out?
- Storytelling is the oldest form of human communication
- It helps our brains process and remember information
- Tell true stories from your life, your customers' experiences, things you heard in the news, etc.
  - "When I wrote my first book..."
  - "Last month, a client of mine discovered that..."
- Use metaphors, analogies, or fables to help connect your message to something easier to process and remember
  - David & Goliath
  - "Remember the kid from Home Alone? Well, that's just like..."

## □ SECRET 4: *Be an O.G.*

- There is literally no one else like you.
- Don't hide it.
- Stand out by standing out - personality.
- Throw out writing conventions that don't suit your style or goals
- Be polarizing





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### □ **SECRET 5: Use the Right Triggers**

- Can we fully separate emotion?
- Word choice to persuade
  - ravaging 'beast' vs. 'virus'
  - 'think' vs. 'feel'
- Word choice for brand
  - bullet point vs. information point
  - what image do you want to paint?
- Focus on what the reader wants
  - Do not start with what's in it for you
  - 'features' vs. 'benefits'
  - The power of 'because' in asking a favor

### □ **SECRET 6: Think Unity**

- Fundamental Attribution Error
- In-group Bias
- Show how you are "of us"
  - religion, politics, race/ethnicity
  - location, hometown, sports
  - college, fav. things, etc.
- Unity words
  - brotherhood, sisterhood
  - heritage, motherland
  - family, crew, team, club



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## □ **SECRET 7: Leverage Liking & Reciprocity**

- The origin of reciprocity: evolutionary psychology
- We like people who give!
- Obligation to return the favor
  - restaurant waiters
  - giving a flower or sticker to a tourist, then asking for donation
- What to give:
  - true, genuine compliments
  - something meaningful, unexpected, and customized
  - what you said you would deliver
- In business
  - free lead magnet (downloadable checklist, ebook, video training, resource list, etc.)
  - forward an article or tool that made you think of the person
  - send an invite to an event or party
  - handwritten notes, holiday cards, birthday messages
  - share your best advice in blogs, podcasts, and videos
  - feature written testimonials that highlight your over-delivering
  - write a review for someone
  - like, comment on, and share others' social posts

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