



# Copywriting Club 3 : Shortform Copywriting

March 3, 2022

# | Lesson 2 Recap



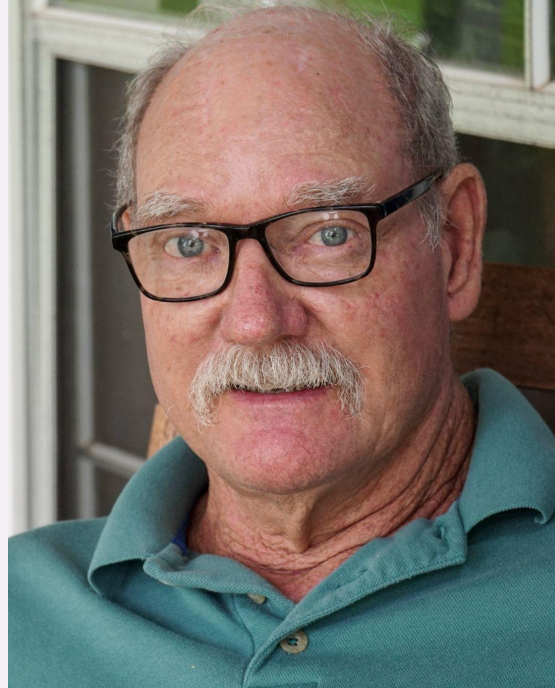
- **Female**
- **Unmarried**
- **No kids**
- **25-35**
- **An early adopter**





**A person with back pain**





**Audience verticals aren't  
united by demographic info.**

**They're united by **problems**  
& desired **solutions**.**



**A Good Copywriter Knows:**

**Exactly who their reader is ...**



**Where their work will be seen ...**





**What action they want the reader to take.**



# What We're Going to Cover

  
Copywriting Club

**Week 1 | Writing Basics**

**Week 2 | Understanding  
Your Audience**

**Week 3 | Understanding the  
Medium: Shortform**



# What We're Going to Cover

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Copywriting Club

**Week 4 | Understanding the  
Medium: Longform**

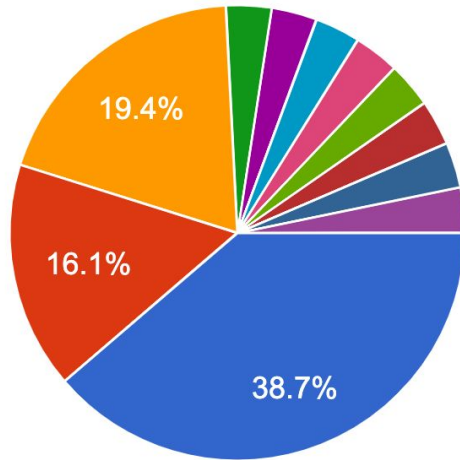
**Week 5 | The Psychology  
of Choice**

**Week 6 | Tips & Tricks**



## What writing skill do you most want to improve?

31 responses



- Paid social copy
- Email marketing
- Copy on creative (video scripts, text o...
- Writing emails (client communication,...)
- Blog Posts & Longform
- Slack copy
- copy on internal communications - ho...
- web copy



# **| The Agenda**

- 1. Shortform v. Longform**
- 2. Building Your Objective**
- 3. Writing Copy with a Purpose**
- 4. How to Write 5 Good Words**
- 5. Q&A**



CHAPTER ONE



# Shortform v. Longform

# The Classic Definition

**Shortform**

**<1000 words**

**Longform**

**>1000 words**



# The Classic Definition

## Shortform

- Paid social ad copy
- Organic social captions
- Paid search copy
- Marketing emails
- Landing pages
- FB Ad Script

## Longform

- Advertorial
- Sales letter
- Blog article
- Sales one-sheet
- Brochures
- Catalogs





# **Our Definition**

**Shortform**

**One major piece of copy**

**Longform**

**A copy sequence**



# Our Definition

## Shortform

- Paid social ad copy
- Organic social captions
- Paid search copy
- Copy on creative

## Longform

- Email
- Video scripting
- Blogs
- Website Copy



**We've shifted the definition,  
but the principle is the same:**



**What** you write depends  
on **where** you write it.



**What** you write depends  
on **how much space** you  
have to write it ...



... and your **objective** on  
the platform.



CHAPTER TWO

# | Building an Objective

# WARNING

**Before you write *anything*,  
answer these five questions:**





# Question 1

**What job is my prospect trying to get done?**



## Question 2

**How much does the prospect know  
about this product *category*?**



## **Question 3**

**Has the prospect ever heard of my brand?**



## **Question 4**

**Where will the prospect see my copy?**



# Question 5

**What is the *immediate next step*  
I want my prospect to take?**



# Write an objective statement:

I want to:

Get people who need to (job),

are (awareness of brand), and

(awareness of product category),

to (specific action)

on (platform and device).





I want to:

Get people who need to **relieve arthritic pain while sleeping**, are **unfamiliar with Incrediwear**, and **frequently purchase knee sleeves**, to **click the paid link** on **desktop Google search**.





I want to:

Get people who need to **spend less on razor blades**, are **familiar** with **Harry's**, and **familiar** with **monthly-delivery razors**, to **tap the CTA button** on **Facebook mobile**.





CHAPTER THREE

# Writing Copy with a Purpose

**THE GOLDEN RULE**

**Omit needless words.**



**THE INVERSE**

**Give every word a purpose.**



## Question 5

What is the *immediate next step*  
I want my prospect to take?





**Harry's**  
Sponsored

**Text**

"Got my Harry's razor trial set today and just have to say holy cow. Literally, the best shave I've ever had. I hate shaving but if it's going to feel like \*this\* all the time, I might become a regular!" - Jay S.

Our risk-free Trial Offer comes with a 5-blade razor, shave gel, and travel cover. The best part? Replacement blades are as low as only \$2 each.



HARRY'S

**\$5 IF YOU LOVE IT.  
FREE IF YOU DON'T.**

**Creative Copy**

**Headline**

**Details**

HARRYS.COM

Redeem Your Risk-Free Trial

★★★★★ Over 50,000 5-Star Reviews

Get Offer

**CTA Button**





**Harry's**  
Sponsored

**Text**

"Got my Harry's razor trial set today and just have to say holy cow. Literally, the best shave I've ever had. I hate shaving but if it's going to feel like \*this\* all the time, I might become a regular!" - Jay S.

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**Headline**



HARRY'S

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**Text**



**Harry's**  
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HARRY'S  
\$5 IF YOU LOVE IT.  
FREE IF YOU DON'T.

**1. Grabs attention**

**Headline**

HARRYS.COM

Redeem Your Risk-Free Trial

★★★★★ Over 50,000 5-Star Reviews

Get Offer



## 2. Explains creative



**Harry's**  
Sponsored

"Got my Harry's razor trial set today and just have to say holy cow. Literally, the best shave I've ever had. I hate shaving but if it's going to feel like \*this\* all the time, I might become a regular!" - Jay S.

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## 1. Grabs attention

## Headline

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Redeem Your Risk-Free Trial

★★★★★ Over 50,000 5-Star Reviews

Get Offer





## 2. Explains creative



**Harry's**  
Sponsored

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HARRY'S  
\$5 IF YOU LOVE IT.  
FREE IF YOU DON'T.

## 1. Grabs attention

## 3. Drives action

HARRYS.COM


Redeem Your Risk-Free Trial

★★★★★ Over 50,000 5-Star Reviews

Get Offer



CHAPTER FOUR

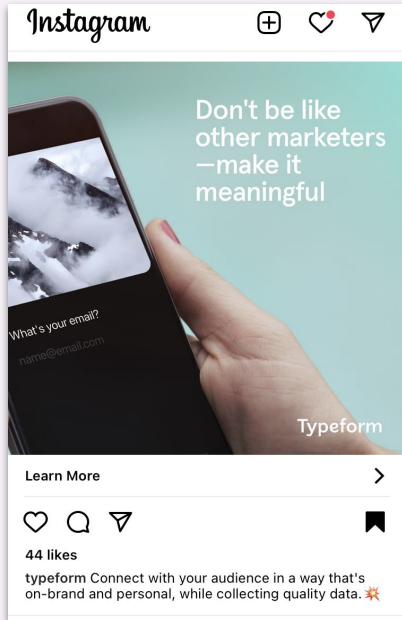


# How to Write Five Good Words

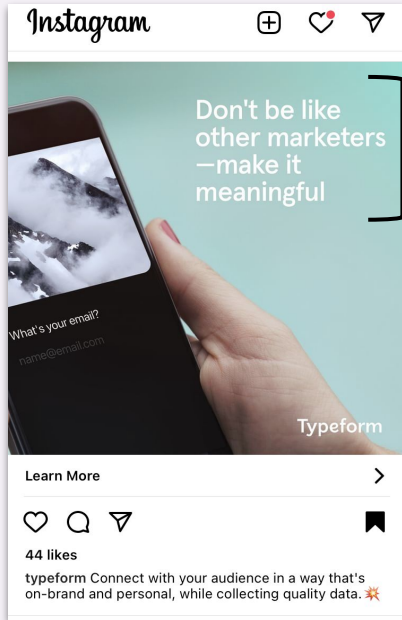
**Verbalization:**  
**Putting all this theory  
into actual words**



# 1. MAKE IT DUMMY-PROOF

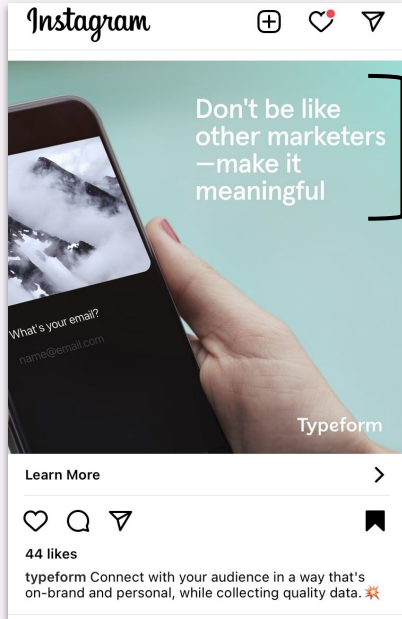


# 1. MAKE IT DUMMY-PROOF



What does this mean?

# 1. MAKE IT DUMMY-PROOF



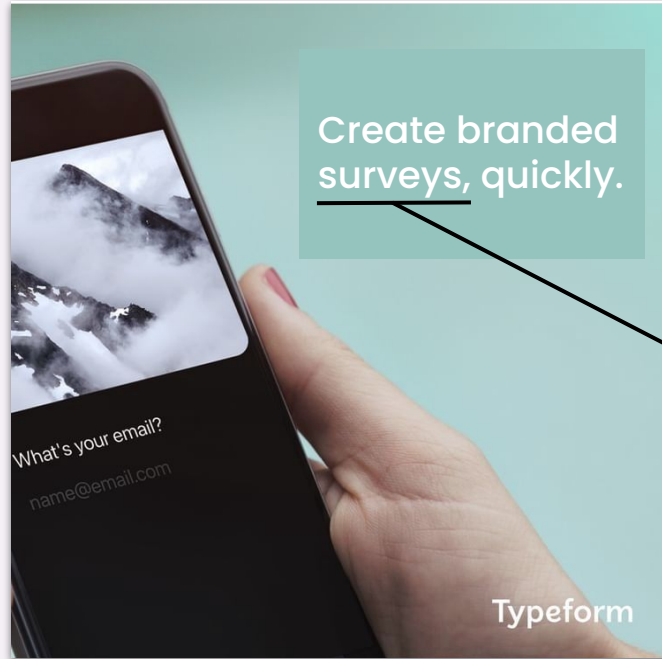
What does this mean?

What is this copy *supposed* to be doing?

# 1. MAKE IT DUMMY-PROOF



# 1. MAKE IT DUMMY-PROOF



Make sure it's 100% clear *what* you're selling.

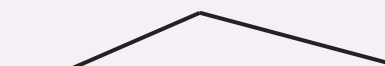


## 1.A CLEAR BEATS CLEVER

Hotwire: **Flight** - Fly Big-Name Airlines for No-Name Airline Prices!  
[www.hotwire.com](http://www.hotwire.com) Save up to 50% on major airlines -- visit Hotwire today!

## 1.A CLEAR BEATS CLEVER

While it's clear what this is selling, the value proposition requires a little too much thought.



Hotwire: **Flight** - Fly **Big-Name** Airlines for **No-Name** Airline Prices!  
[www.hotwire.com](http://www.hotwire.com) Save up to 50% on major airlines -- visit Hotwire today!

## 1.A CLEAR BEATS CLEVER

Hotwire: **Flight - Fly Major Airlines for Cheap!**

[www.hotwire.com](http://www.hotwire.com) Save up to 50% on major airlines -- visit Hotwire today!

## **1.B USE CONCRETE WORDS**

If you can sense it, write it.

## 1.B USE CONCRETE WORDS

Hotwire: **Flight - Fly Major Airlines for Cheap!**  
[www.hotwire.com](http://www.hotwire.com) Save up to 50% on major airlines -- visit Hotwire today!

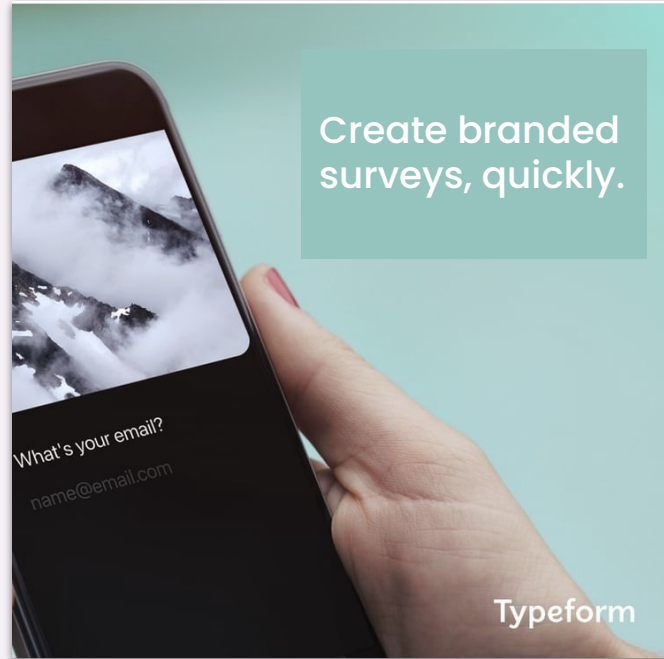
## 1.B USE CONCRETE WORDS

If you can sense it, write it.

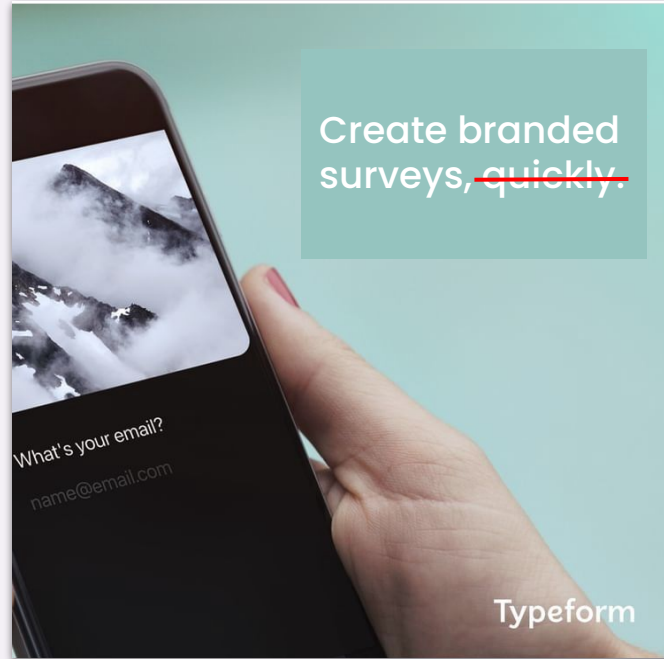
[Hotwire: Flight - Fly Major Airlines for Spirit Airlines Prices!](#)  
[www.hotwire.com](http://www.hotwire.com) Save up to 50% on major airlines -- visit Hotwire today!

As soon as I see the word “Spirit Airlines,” I have an instant flashback to the disappointment of realizing that cheap fare I saw was actually Spirit.

## 1.B USE CONCRETE WORDS

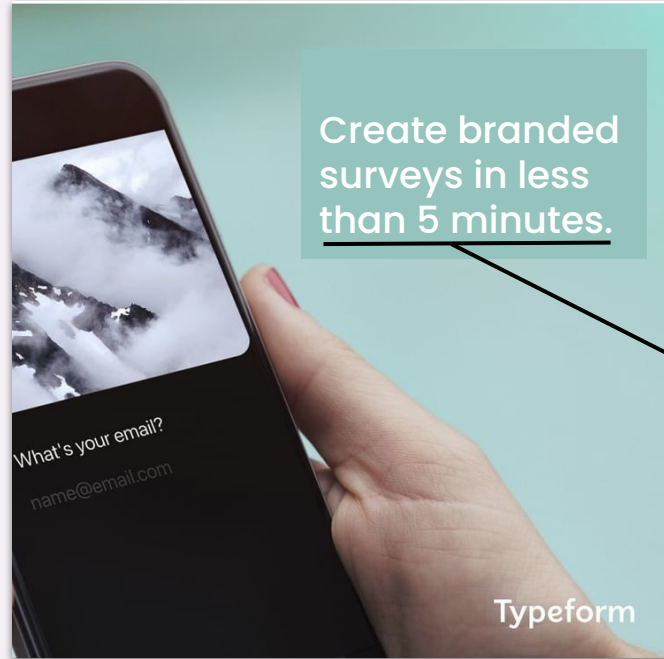


## 1.B USE CONCRETE WORDS



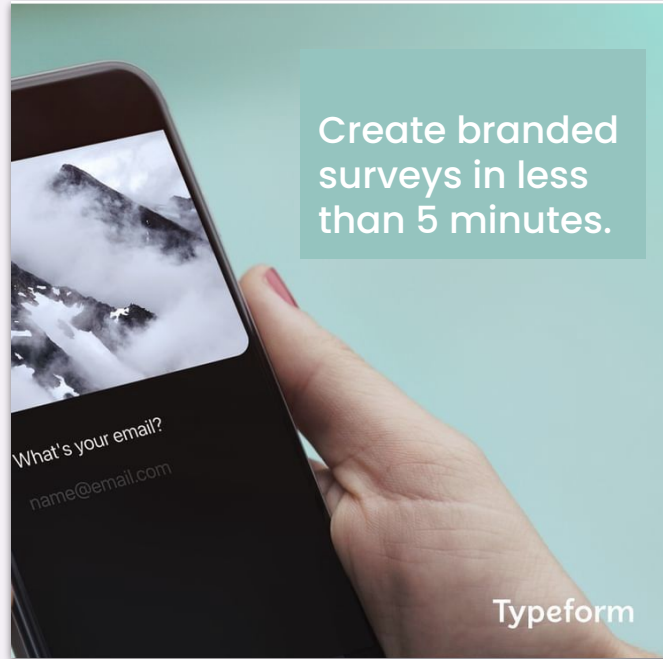


## 1.B USE CONCRETE WORDS



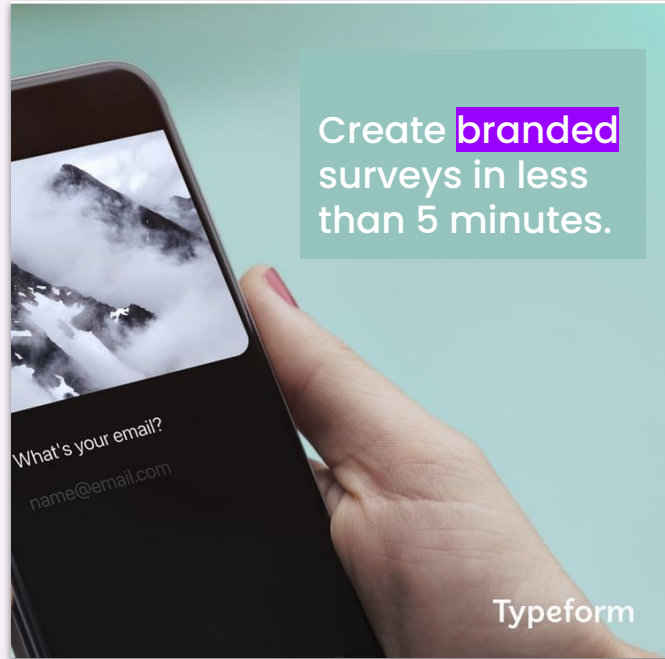
It's easier to "feel" 5 minutes.

## 1.C MAKE YOUR AD ABOUT ONE THING



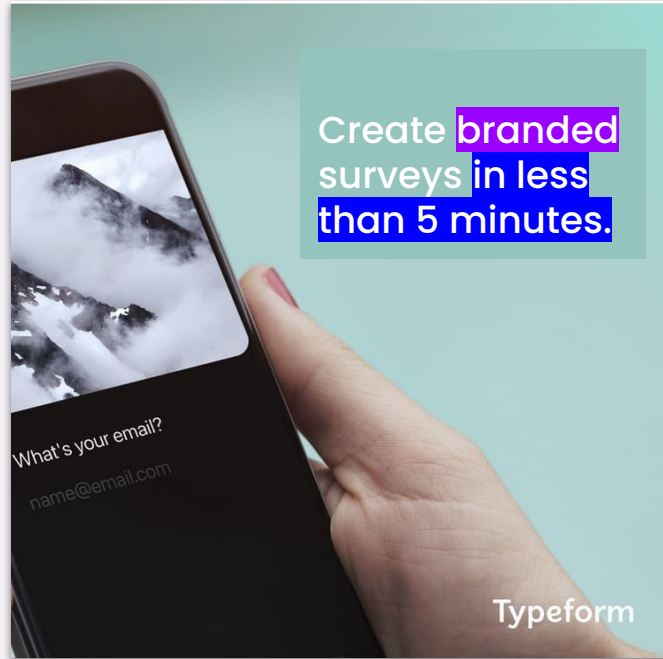
How many value propositions does this headline contain?

## 1.C MAKE YOUR AD ABOUT ONE THING



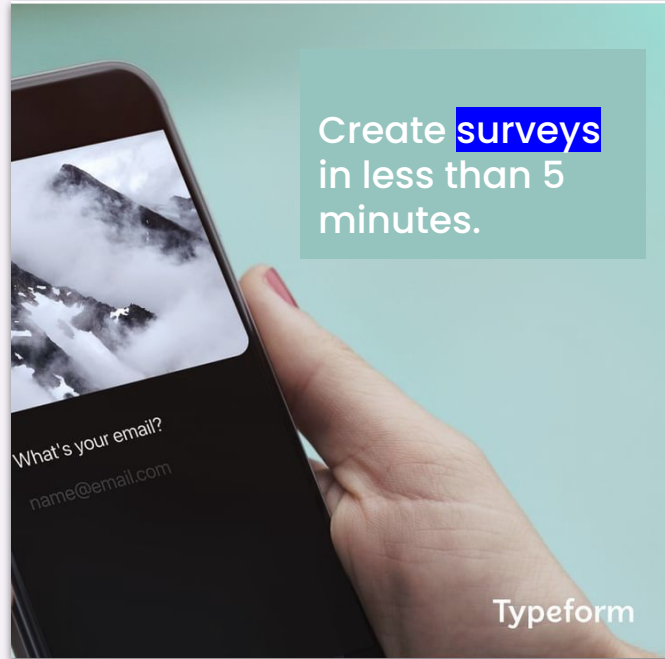
How many value propositions does this headline contain?

## 1.C MAKE YOUR AD ABOUT ONE THING

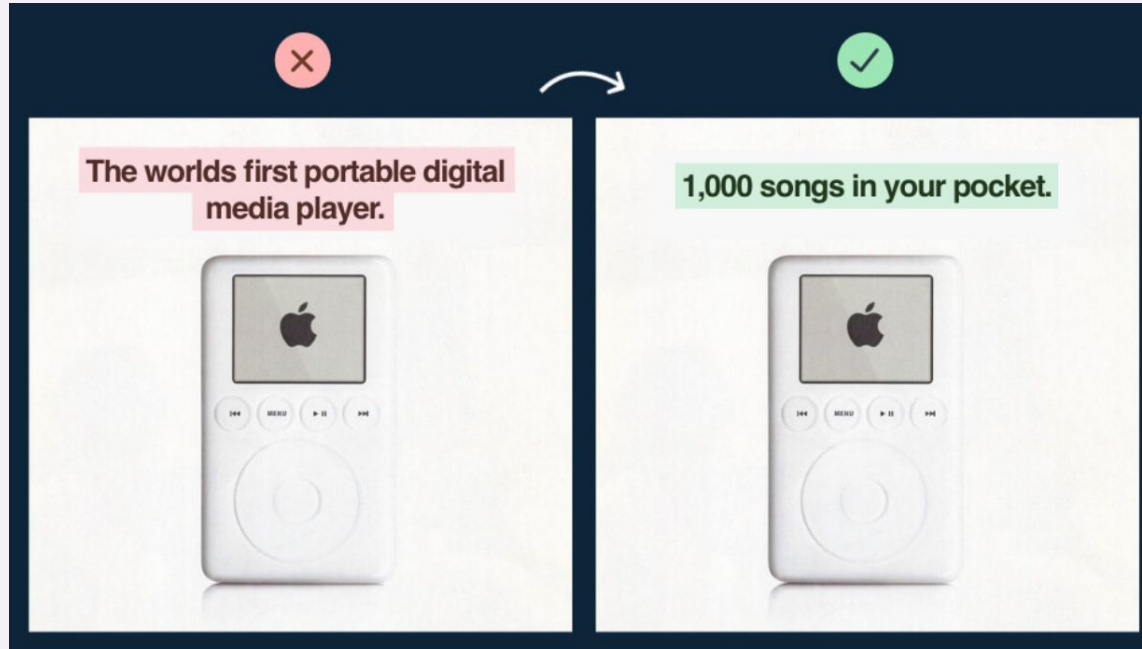



How many value propositions does this headline contain?

## 1.C MAKE YOUR AD ABOUT ONE THING



## 2. DON'T FOCUS ON THE PRODUCT WITHOUT CONNECTING TO THE PERSON



Features v. Benefits 

### 3. DON'T FOCUS ON THE PERSON WITHOUT CONNECTING TO THE PRODUCT



**Tawkify**  
Sponsored

Modern dating for successful people who don't waste their time swiping.

**Dating for  
ambitious  
women.**



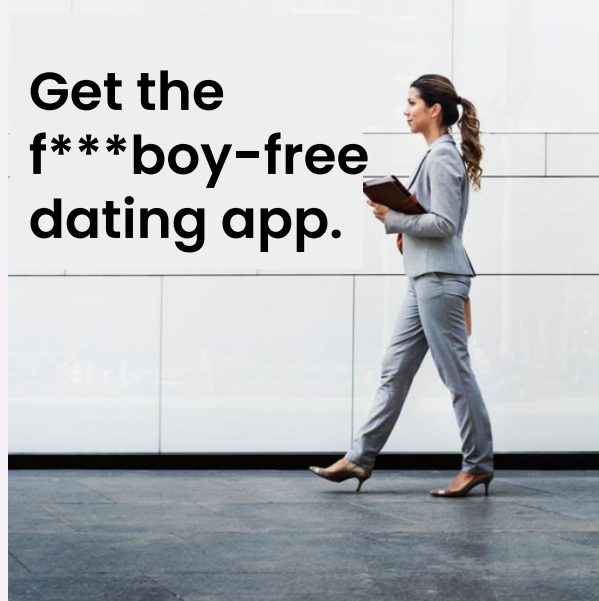
### 3. DON'T FOCUS ON THE PERSON WITHOUT CONNECTING TO THE PRODUCT



**Tawkify**  
Sponsored


Modern dating for successful people who don't waste their time swiping.

**Get the  
f\*\*\*boy-free  
dating app.**





## 4. USE THE HEADLINE TO MAKE AN OFFER



HARRY'S

**\$5 IF YOU LOVE IT.  
FREE IF YOU DON'T.**

HARRYS.COM  
Redeem Your Risk-Free Trial  
★★★★★ Over 50,000 5-Star Reviews

Get Offer

## 4. USE THE HEADLINE TO MAKE AN OFFER

An offer doesn't *have* to be a discount or deal.



HARRY'S

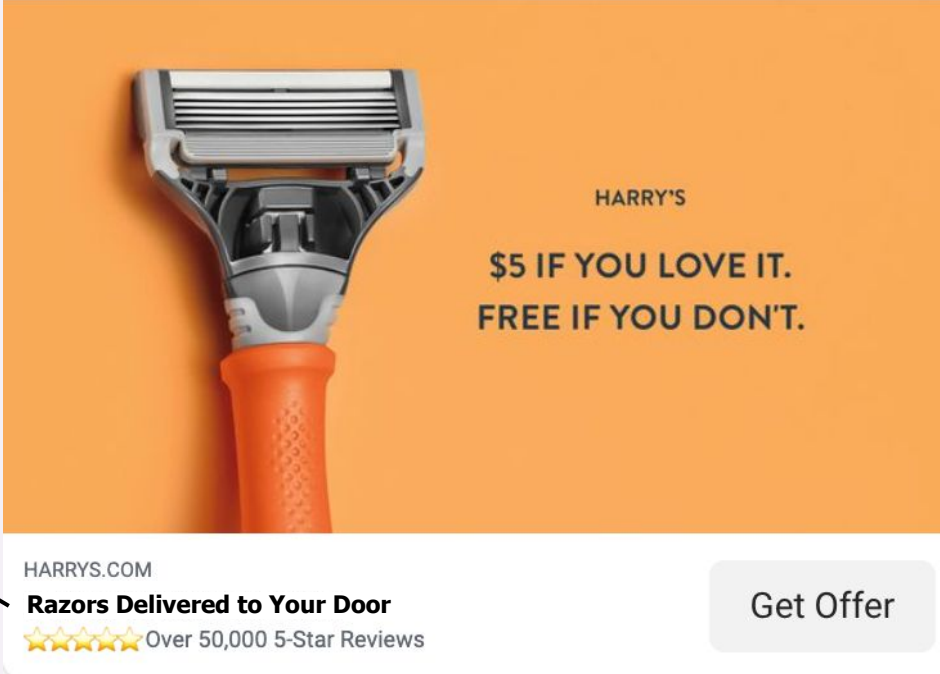
**\$5 IF YOU LOVE IT.  
FREE IF YOU DON'T.**

HARRYS.COM  
Redeem Your Risk-Free Trial  
★★★★★ Over 50,000 5-Star Reviews

Get Offer

## 4. USE THE HEADLINE TO MAKE AN OFFER

It's a simple presentation of what the customer stands to receive in exchange for their money.



The advertisement features a close-up of a Harry's razor with a silver head and an orange handle against a solid orange background. The text is centered and uses a clean, sans-serif font. The offer is presented in a clear, bold headline. At the bottom, there is a white bar containing the website URL, a product description, a star rating, and a call-to-action button.

HARRY'S

**\$5 IF YOU LOVE IT.  
FREE IF YOU DON'T.**

HARRYS.COM

**Razors Delivered to Your Door**

★★★★★ Over 50,000 5-Star Reviews

Get Offer

## 5. LEAD WITH “SALES WORDS”

The clock is ticking, all the time.

Place the **most interesting words** at the beginning of your headline.

## **5. LEAD WITH “SALES WORDS”**

Headline 1: Buy Now, Get a Free Moisturizer

Headline 2: Get a Free Moisturizer When You Buy  
Now

## **5. LEAD WITH “SALES WORDS”**

Elevated Sports Bras That Won't Pinch

## **5. LEAD WITH “SALES WORDS”**

Step 1: Add a Verb to the Beginning

Elevated Sports Bras That Won't Pinch

## 5. LEAD WITH “SALES WORDS”

Step 1: Add a Verb to the Beginning

**Get** Elevated Sports Bras That Won't Pinch



## **5. LEAD WITH “SALES WORDS”**

### Step 2: Trim the Fluff

Get Elevated Sports Bras That Won't Pinch

## 5. LEAD WITH “SALES WORDS”

### Step 2: Trim the Fluff

Get ~~Elevated~~ Sports Bras That Won't Pinch

## **5. LEAD WITH “SALES WORDS”**

### Step 2: Trim the Fluff

Get Sports Bras That Won't Pinch

## 5. LEAD WITH “SALES WORDS”

Step 3: Bring the Benefit to the Front

Get Sports Bras **That Won't Pinch**

## 5. LEAD WITH “SALES WORDS”

Step 3: Bring the Benefit to the Front

Get **Pinch-Free** Sports Bras

## **5. LEAD WITH “SALES WORDS”**

Get Pinch-Free Sports Bras

**| Questions?**

**| Thank You!**