



COMMON THREAD
COLLECTIVE



Copywriting Club 6 : Tips & Tricks



March 24, 2022



| The Agenda

- 1. Recap: The Big Five Copywriting Principles**
- 2. Drafting/Process Tips**
- 3. Sell Me This Made Up Brand**



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've Covered



Copywriting Club

Week 1 | Writing Basics

Week 2 | Understanding Your Audience

Week 3 | Understanding the Medium: Shortform



What We've Covered

Copywriting Club

Week 4 | Understanding the Medium: Longform

Week 5 | The Psychology of Choice

Week 6 | Tips & Tricks



CHAPTER 1: RECAP

The Big Five Copywriting Principles

PRINCIPLE #1

Omit needless words.

Be ruthless about cutting:

1. The passive voice
2. Filler phrases
3. The word *that*
4. Repeated words
5. Adverbs & adjectives



PRINCIPLE #2

Problems unite audiences.

Not demographics. Base your copy on
the job the audience needs to get done.



PRINCIPLE #3

Give every word a purpose.

Make sure you can explain *why*
you've used each word in your copy.



PRINCIPLE #4

What you write depends on
where you write it.



PRINCIPLE #5

Humans are intuitive.

People make purchase decisions using **instinct first** ... make your copy decisions accordingly.



SURPRISE



THE SECRET PRINCIPLE

If it works ... do it.

Once you've made the basic rules of copywriting second nature, start breaking them. **This isn't math, it's art.**



CHAPTER TWO

Drafting/Process Tips

TIP #1

Keep a swipe file.

Every writer is sustained by what they read.

Screenshot every example of great copywriting you can.

Or, let a resource like marketingexamples.com do your swiping for you.



TIP #2

Take copy from reviews.

Your existing customers are the true experts on the product you're selling.

Rephrase standout reviews for instant copy.



TIP #3

Write lots of headlines.

The more reps you get in, the more likely you are to hit on something you really like.



TIP #4

Write drunk, edit sober.

In other words, get the first draft out quickly. The real work should come in your editing process.



TIP #5

Read your writing aloud.

This is the easiest way to determine if your writing sounds natural — especially longform.



TIP #6

Use a shortcut test.

Example: if your headline was a classified ad, would it feel exciting?

**[Your Headline]
Call 503-555-4083**



AARON ORENDORFF'S FAVORITE CTA FORMULA

I WANT TO _____



AD LIBS!

FILL IN THE BLANK:

I'M SOOO EXCITED TO VALUE PROPOSITION !



AD LIBS!

FILL IN THE BLANK:

I'M SOOO EXCITED TO VALUE PROPOSITION !



TIP #7

Use contractions.

**"You're" instead of "you are."
"It's" instead of "it is." etc. This is
the *easiest* way to sound natural.**




TIP #8

Make every line lead to the next.

Every line of copy, especially for video scripts, should be designed to lead to the *next line*. Just watch this ad:



A man with dark hair and a light-colored shirt is looking out of a window. The window frame is white, and the background outside is a dark, overcast sky. The man's expression is neutral and somewhat somber.

When you start staring out windows



TIP #9

Murder market-ese.

The easiest way to do this? Read what you've written out loud to a friend. If you come off as fake to your friend, you'll sound fake to everyone else.



CHAPTER THREE

SELL ME THESE MADE UP PRODUCTS

PRODUCT 1





IONICAT 
NO-MESS CAT LITTER



BRIEF

- 1** IoniCat is the world's first ionically charged cat litter. That means it won't stick to your cat's paws.
- 2** The ionic fur repellent reduces odor as much as the leading brand in double-blind studies.
- 3** \$25/month for one cat
\$35/month for two cats
\$49/month (the cat lady package – up to 5 cats!)



OBJECTIVE STATEMENT

Get people who need to [**job**],

have signed up for Ionicat's email list, but

have not yet purchased,

to **open the second email in a Welcome Flow.**



GO!



PRODUCT 2



FROZN





BRIEF

- 1** **FROZN delivers chef-created frozen dinners straight to your doorstep.**
- 2** **Keto / Paleo / Vegan / Pegan / Mixitarian / Whole30 options available.**
- 3** **\$140 a month for 20 meals — only \$7 per two-serving meal.**



OBJECTIVE STATEMENT

Get people who need to **[job]**,

are unaware of FROZN, and

familiar with fresh-food delivery services

to **tap the CTA button**

On **Facebook Mobile**





FROZN

Lorem ipsum
dolor sit amet.



GO!



| Questions?

| Thank You!