Dangerous Secrets Of Copywriting

Written by; Temitayo Michael

Copywriting is a very specified skill, and startup owners (with low budgets) will have to grow their business to a specific stage before they have the capacity to hire copywriters..

This is a **DO IT YOURSELF** guide I created with the intent of making it directly easy for anyone who is not a standard copywriter to do their copywriting by themselves

If you are however a copywriter, then you can always sneak into these key points once in a while to refresh your code of writing

[If your sole aim is to offer copywriting as a service, then you must click here](#)

Dangerous Copywriting Tip 1:

1. Use broken sentences in your copy.

When writing copies, Start your sentences with words like "and" or "but".

It makes it easier to read.

And also makes it easier to understand.

But more importantly:

It makes people keep reading.

[The sentence above is an example]

Dangerous Secrets of Copywriting- Tip 2 👇

2. Always use 'power words' to improve your copy:

Power words are words that often invite & incite the readers to take action while pulling on specific emotions

- Secret

- Dangerous

- Revolutionary

-New

- Effortless

- Moneyback

- Limited edition

- Vicious

- Simple

- Final

- Discover

- Foolproof

- Massive

For example;

"4 **New** Ways To Make Money Online"-

(your reader feels like he has an advantage above other people- being the first to gain access to some new information)

-**Foolproof** ways to write amazing copies

(you reader believes this method will not fail him)

Dangerous Secrets of Copywriting- Tip 3

3. Using a lot of contraction in writing makes you sound & appear less robotic and more human to the reader

For example;

Use "I'm" instead of "I am", use "you'll" instead of "you will"

Sample Text: '*To be honest, I am more of a robot than I am human, you will see these through the way I text*'

Alt text: '*To be honest, I'm more human than robotic. You'll clearly see this through the way I text*'

Obviously the first sentence appears more robotic and the customer can almost sense this whenever reading your sales copy or adverts

Dangerous Copywriting Tips- Tip 4

When writing about a product

Write about the features of the product

Then list the benefits of the feature

Then also write out the benefits of the benefits you listed

(Aim: *To emphasize on how much your employer's product really solves the problem of the reader*)

The customer's focus is -

how does this product really solve my problem??

When you write a copy, what you're selling to the customer is;

 "the job they are hiring your product to do"

For example: 100 Megawatts in a single light bulb

Better example: Never run out of daylight! This Bulb Shines So Brightly That It Makes The Sun Jealous.

Dangerous Copywriting Tips- Tip 5 :

Always read your own written copies OUT LOUD

Watch the flow in your reading and pronunciation,

and identify the challenges to reading the copy

Take note of your punctuations
(note the unnecessary punctuations and the absent punctuations)

Make adjustments to make it smoother to read

Then read ALOUD again,

Rinse and Repeat until your ancestors whisper into your ear, that it is perfect

Dangerous Copywriting Tips- Tip 5 Bonus:

Use words that remove friction in the mind of your customers

Friction is often the common challenges/obstacles customers might have towards not taking your CTA

For example, use words like;

- Effortless
- Step-by-step
- Free
- Easy
- Simple

Less friction often translates to more response to your CTA (Call To Action).

For example

Headline: "4 **Easy** Ways To Make Money Online"

Headline "**Step by Step** Method For Writing Highly Converting emails"

Dangerous Copywriting Tips- Tip 6

How to sell with a story:

✅ Create a character (buyer persona)

✅ Identify conflict

✅ Dramatize solution (win point)

For example;

- Mr X had or has a problem (Introduce the problem the customer may have)

- He couldn't fix it (Agitate his pain points- emphasize on the problem)

- He tried it all (Discard every alternate solutions)

- Then he found this (Present your solution)

- Now he's happy (Sell them the outcome)

Getting the customer; to resonate with the story of Mr X is the way to sell without actually selling.

Dangerous Copywriting Tips- Tip 7

Use your customers' words in your copy.

- Slangs
- Idioms
- Regionalisms

The more you sound like the customers, the more rapport you'll establish.

And the more likely you'll get the sale.

Talk in the language of your customers

Your language automatically resonates with them

Dangerous Copywriting Tips- Tip 8

Do this for Persuasive Copywriting

Don't say: "I sell AirPods."

Rather tell your customer:

"Enjoy music anytime, anywhere."

Sell the emotions & desired state.

For example;

'Celebrate your most **happy** moments', with a bottle of **champagne**

'People buy things logically for emotional reasons

Dangerous Copywriting - Tip 9

Include the word "you" & "yours"

"**You"** is a compelling word in copywriting.

 It means **you're** bringing the reader along with **you** on the journey.

This second-person approach makes it easier for the reader to identify with **your** writing and **your** brand.

It makes it easier for them to visualize a life where they're already a customer and using **your** product.

They can see the future, and the good that **you're** doing for them.

[the sentence above is an example]

Dangerous Copywriting Tip 10

When writing copies, attempt to be visual

Paint pictures with your written words

For example:

Sample text:

5BEDROOM FULLY DETACHED DUPLEX FOR SALE

Amenities: 5 BEDROOM, Fitted Kitchen with accessories, Modern Day POP Ceiling, Detailed finishing, Wardrobes, Bq, Jacuzzi, Automated Light, Water heater, Heat extractor, Garden Area, Penthouse

Alt text:
5 Bedroom Luxury Duplex Available- Fully Detached

5 King sized Royal Bedrooms with Walk-in Wardrobes, Modern day kitchen accessories, Natural garden area with spring system, Automated light systems, Open air penthouse, standard heat extractors and long lasting water heating systems.

[Clear here, to learn how to do advanced copywriting](#)

Dangerous Copywriting Tips 11

Your CTA is your sales call through text

How to write a master CTA.

1. Use a strong command verb to start your CTA

2. Use words that provoke emotion or enthusiasm

3. Give your audience a reason they should take the desired action

4. Take advantage of FOMO

5. Know your devices

6. Don't be afraid to get creative

7. Focus on relevance with your Call To Action

When having webinars, don't ask customers to **"Download Now"**

Or when you need customers to download an app, don't use **"Learn More"** as CTA

Popular CTA examples:

Learn More-
Download Now-
Sign Up-

Dangerous Copywriting Tip 12

Re-write other people's copy

To get into the mind of the customer

You need to learn to write the copies of those who have been in the marketplace

The more you write, the more you are able to speak the customer's language

Dangerous Copywriting Tip 13

Create Urgency In Copies

No matter how great your product is

Your customer will never buy if he feels he's the only one buying the product

Let the customer compete for the product

Ways To Increase Urgency (you can combine all of these, or limit to one)
1. Time
2. Price
3. Quantity

Example of 'Power words' that can help create urgency
1. Limited Time Offer
2. Discount Sale Expires This Friday
3. Only 745 pieces left

Dangerous Copywriting Tip 14

Bad copywriting:

• Here's the product I am offering

• Here's what the product does

• Here's what's so great about it

Good copywriting:

• Here's your problem

• Here's the benefit of solving your problem right now

• Here's what you've tried has failed

• Here's why it failed

• And by the way here's a product that can help you solve it

Always lead your pitch/sales copy.., with the problem of the reader

Dangerous Copywriting Tips 15

Use statistical data in persuasive copywriting

Statements backed by statistics are more "persuasive" in copywriting rather than vague statements

For example

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Sample text:
Majority of people who died of lung 🫁 cancers are non-smokers

Persuasive text:
60% of people who die of lung cancers are proven to have never smoked in their life

Your readers and customers remember statistical data better and thus, they remember your copy or adverts

Dangerous Copywriting Tips 16

Always Switch technical terms for functionalities

For example

Sample text:
"The Phone has 128MegaPixel camera, 128GB ROM and a processing speed of 4.9Ghz"

"The Phone takes really sharp and clear pictures, loads your apps faster, so it doesn't freeze and it can keep all your pictures, videos and mobile apps stored for more than a year"

Dangerous Copywriting Tips 17

How to write attractive headlines!

Use this mindset

Assume your reader is trying to board a train

If you were trying to stop your reader boarding a train by calling out to them, what would you shout?

That's the first draft of your headline!

For example:

"To the man who wants to quit working someday....."

"$10,450 deposited into your bank account...."

☝️I am motivated to open those two headlines

Dangerous Copywriting Tips 18

Teach the reader's mind, what to do

One of the simplest techniques for getting your reader to engage with your copy is to ask them to use their imagination.

And the simplest way to do this is to use the verb "imagine."

Telling people to imagine something engages far more of their brain than simply writing about your product.

For example;

Imagine if you never have to write a single word of copy forever..

Imagine if all you have to do is use a copy & paste formula that you can simply use whenever you need to do copywriting...

Dangerous Copywriting Tip 19

4 Rarely Known tips about copywriting, No 3 will shock you

Write your copies & headlines with anticipation

Let your reader want to find out in your copy, the information your promised in your headline

Keep the reader guessing, but intrigued

So that while they read, their mind is engaged

Trying to find the No 3 as promised in the headline above

Dangerous Copywriting Tip 20

Happiness.

 Sadness.

 Fear.

Anger.

Disgust.

Surprise.

These are the 6 primary emotions.

They cross cultural, national, racial, gender, age and intellectual boundaries.

1. focus on which emotion you are trying to evoke from the reader!
2. Focus on evoking only one of these emotions from the reader of your copy.

For example:

"4 Forex Trading Mistakes that cost me 5m last year"

Question?

"What emotion can you best attribute to this headline?"

[Want to learn how to do copywriting that converts your audience? Go here quickly before the offer expires](#)

Dangerous Copywriting Tip 21

How to find the best emotion to target with your copy...?

-Imagine your prospect feeling their steady-state emotion.

-They are with a friend in a coffee shop.

-The friend, noticing their facial expression, says:

 'Hey, what's up with you?'

Write out your prospect's response.

If you feel it would help, continue to write a few more lines of dialogue

between the pair to see where it leads you.

Then read the conversation, from your product's point of view

This gives you how the customer feels about the problem they are hiring your product to solve

And the emotions your copy will target

Dangerous Copywriting Tips 22

How to make a promise that hooks your customer

Write out what they want (as it relates to your product)

Write out the things they don't want

Then use this formula

"Promise what they want, WITHOUT losing what they don't want"

For example

Fat people want to get slimmer

Fat people don't want to give up food/chocolate

So you can make a promise that says:

I promise you that a month from now you will have lost up to seven pounds without giving up chocolate, with a headline like

Get 7 Pounds Lighter within 30days without fasting or

3 Ways To Eat Chocolate & Still Lose 7 pounds within 30days

Dangerous Copywriting Tips 23:

Flattery is one of the safest ways to begin a copy.

 It's emotionally engaging & speaks directly to the reader.

So you have their attention from the get go and they are willing to read on because you seem to be speaking such a lot of good sense.

For example:

Dear Tunde,

As a successful & clever copywriter, you get a lot of offers everyday asking you to write sales letter and social media copies for large fortune 500 companies

Dangerous Copywriting Tips- 24:

Want to 2x or 3x your click through rate?

Play with your CTA buttons copy.

> Instead of "Shop now" use "I want it!"

> Instead of "Get gift" use "Grab the Goods"

> Instead of "Learn more" use "show me more!"

Make it impossible not to click.

The more pictorial your CTA button appears, the more likely it gets clicked.

Dangerous Copywriting Tips- 25:

Copywriting is an essential element of marketing.

Here's why your copy sucks and no one buys your product:

• **Your product is the star, not your customer**.

• Insufficient proof that your offer or product works.

• It's too long or too short.

• You are using too many vague words.

• Nobody can relate.

• No value provided.

Dangerous Copywriting Tips- 26:

How to set the tone with your copy

Get into the mood.

If you want to sound excited, go and do some vigorous exercise.

Get your heart pumping, smile while you're writing (this releases endorphins – 'happy hormones' – in your brain).

If you want to sound worried,

Think about something that makes you anxious.

Your mood affects your copywriting.

Dangerous Copywriting Tips- 27:

If you have a sign-up form on your website or landing page,,

Asides having a thought provoking CTA

consider adding images,

either of the free stuff your visitors will get if they sign up,

or maybe a person looking straight out at the viewer.

Show the customer what they get

Don't simply tell them what you have to offer

Dangerous Copywriting Tips- 28:

Use drama when doing copywriting to exaggerate;

1. Features
2. Testimonials
3. Guarantees
4. Call to action

For example:

Guarantee:

Warning, Contact your doctor if erection prolongs more than 12hours

It's not just waterproof, you could tie a rock around it, flip it up and throw it in the bottom of the river, and go pick it up a week later and it would still be working

Dangerous Copywriting Tips- 29:

How to incite action from your cold email copywriting & sales page,

Bank on the desires of your readers,

Use

-Scarcity,

-Urgency and

-Bonuses to get the most out of your readers

But also

Use commitment, consistency, status, peer pressure, goodwill, celebrity endorsements, and competition where possible,

For example;

1000 Derek Jetter baseball cards for sale

1 Original baseball card (worth $50,000), mixed at random with a stack of 999 exact replicas

"Desire is a contract you make with yourself to be unhappy until you get what you want."

Dangerous Copywriting Tips- 30:

Last but not the least,

Use phrases like:

- Now...

- Truth is:

- Here's the deal:

- Why?

By using these phrases you leave them hanging and compel them to keep reading.

This is a tool you should use if you intend to write long-form copy.

Now that you are a standard basic copywriter,

Do you want to become an expert copywriter within 30 days?

Then I strongly advise that you take this program here!