

Hate Writing Content And Copy For Your Business? 🤖

Don't worry...

You're definitely not the first.

Some people would rather be punched in the face by Mike Tyson, than be forced to sit down and write out their content.

That's because most business owners don't know how to communicate with their audience.

Here's a few tips to break through writers block to help you create more engaging content that gets you more \$.

1. Don't just think like your customer - BECOME your customer.

It's not good enough to write some vague information about a product or who you are just to get another post out there to shut the algorithm up.

You need to literally be able to step into your potential customers shoes and see the world through every single angle.

Their deepest fears, frustrations, goals, hopes, passions, struggles, worries and write it like you are speaking from their soul and what they want to fix.

2. Stop filtering yourself 🤖

Some of the worst mistakes I see in content and writing copy are guys who try to sound too professional or formal.

They try and sound like they are this professional business, that has no soul, personality, energy or enthusiasm about their product.

So it then comes across as some bland, boring wall of text that people scroll past because they are too afraid to speak exactly how their customer is feeling.

3. SLAP your readers across the face to get their attention 🖐️

It's not good enough to think your ideal customer is just bored or asleep.

You need to believe that your customer has slipped into a coma that needs the shock of their life to read what you have to offer for your customer.

Everyone is so hypnotised by their posts and by scrolling that people see the same boring walls of text all day every day.

And that means you're just going to be another person they immediately scroll past and ignore.

You have to be able to be a little edgy to slap that customer across the face to get them to see what you have to offer.

This is why you must learn to write punchy headlines and then learn how to captivate and cultivate a great story or provide great value to keep them interested.

And that ultimately means, less eyes and sales for you...

And more money and sales for someone else.

If you hate writing copy and content so much that you want to test the theory of gravity with your computer, send me a DM my way.

And I can GUARANTEE that you will start getting the engagement and the customers you should be getting for your clients.