

Forget what you've learned, this is the way to make your copy sell.

What they taught you in school is how to write the most boring, overcomplicated, and up to interpretation writing possible (like their favorite writers.) It has always been a struggle to write this way because you're not meant to, you should be writing like I've been for almost a year, and it's changed my life forever.

Do you like when you ask if a computer is strong and the techie tells you how many gigajoules of RAM it has? Or when a car salesman tells you about the dimensions of a car? No, you care if it solves your problem. Using complicated or straight up unrelated language does not work. So let's take a look at what does.

Everybody wants less complex, not more

We are constantly shown bright pictures and flashing lights to get our attention and stand out.

But what happens when everyone is doing it?

You don't stand out anymore. Everything becomes a collage of bright lights and meaningless words writing out of an AI chatbot's robotic mouth.

So what's the solution?

Simplicity. When you clearly and simply convey your message you speak directly to your target audience. Not only do you stand out by not buzzwording them to death, they can relate more to what you're saying about your product, or service.

Staying away from Fabricated

Being natural can be as simple as you want it to be, you just need to ask the question; "Would I say this in real life".

"This will make your pain go away. It works like a charm. Buy yours today at eXample.com"

Couldn't sound less robotic if a terminator read it. But...

"This pill will help alleviate your back pain. Just take it once every 24 for instant relief. You can get yours at eXample.com today!"

Sounds a lot better doesn't it? Because it sounds like something that would come out of someone's mouth during a regular conversation. Being natural helps make your writing much smoother to read and hold on to that precious attention.

Let your words run like water

Nothing is worse than a massive run-on sentence, so let's take a look at an example of a poorly written sentence.

"Your car is leaking oil. Lug nuts can be a problem. Technicians can fix it. Book now!"

The above example doesn't flow because there is no common theme, it just throws words at you and expects you to understand (vaguely.) It's really hard to read because of it. But what if we tried this...

"Leaking oil is not good for the overall health of the car, the most common cause being a loose lug nut under the oil pan. Making sure that it is properly maintained by a trained technician helps long term health. If you would like to have your car inspected, please call xxx-yyy-zzzz to book your appointment today!"

This flows from one thing, into the next, and into the next. Keeping your reader... well... reading. It's the most important part. Otherwise, why are you even writing?

So, What Now?

Writing is one of the most important parts of your marketing, without it you would have meaningless pictures to hopefully get your message across. Having your writing reviewed is one of the best ways to make sure your marketing hits home to the audience you're aiming for.

Send your writing to us at example@email.xyz, and we will review it, absolutely free!

Ignore AI, focus on this one trick to convert your customers.

ChatGPT, OpenAI, CoPilot. These three things are the single biggest sins in marketing. I know, they can write up to 6 times faster than you, source articles 10 times as fast, and edit up to another 3 times as fast.

People have started to notice patterns in how AI's write, it makes you stand out (in a bad way) and easily ignored. There is something deep down that we as humans resent obvious shortcuts or laziness. So let's find out how to keep your readers attention.

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