

THE "WHAT TO LOOK FOR" GUIDE ON REVIEWING COPY

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HU APPRENTICES



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Introduction - How To Use This Guide

This guide was put together with the intent to help HU students become far more proficient when it comes to writing copy. With the hope that one day, what you read below will help you make BIG money.

Below, we show you a ton of issues and common mistakes we see when we review beginner (and even experienced) copy.

If you're quite lost when it comes to reviewing copy, or you're a complete rookie, then it's important that you read the list of compiled issues below. We show you what you're currently doing wrong, and then we outline what you should be doing instead.

If you are currently making any of the following mistakes, don't sweat it. We used to be in your situation, and we never had a guide like this to help us figure out what we were doing wrong when reviewing copy.

With this guide, you can quickly burst through the saturated traffic of the Copywriting industry and become a world-class copywriter in a matter of weeks.

Without further adieu, let's get started.

- Audun, Luke, Tyler, and Antonio

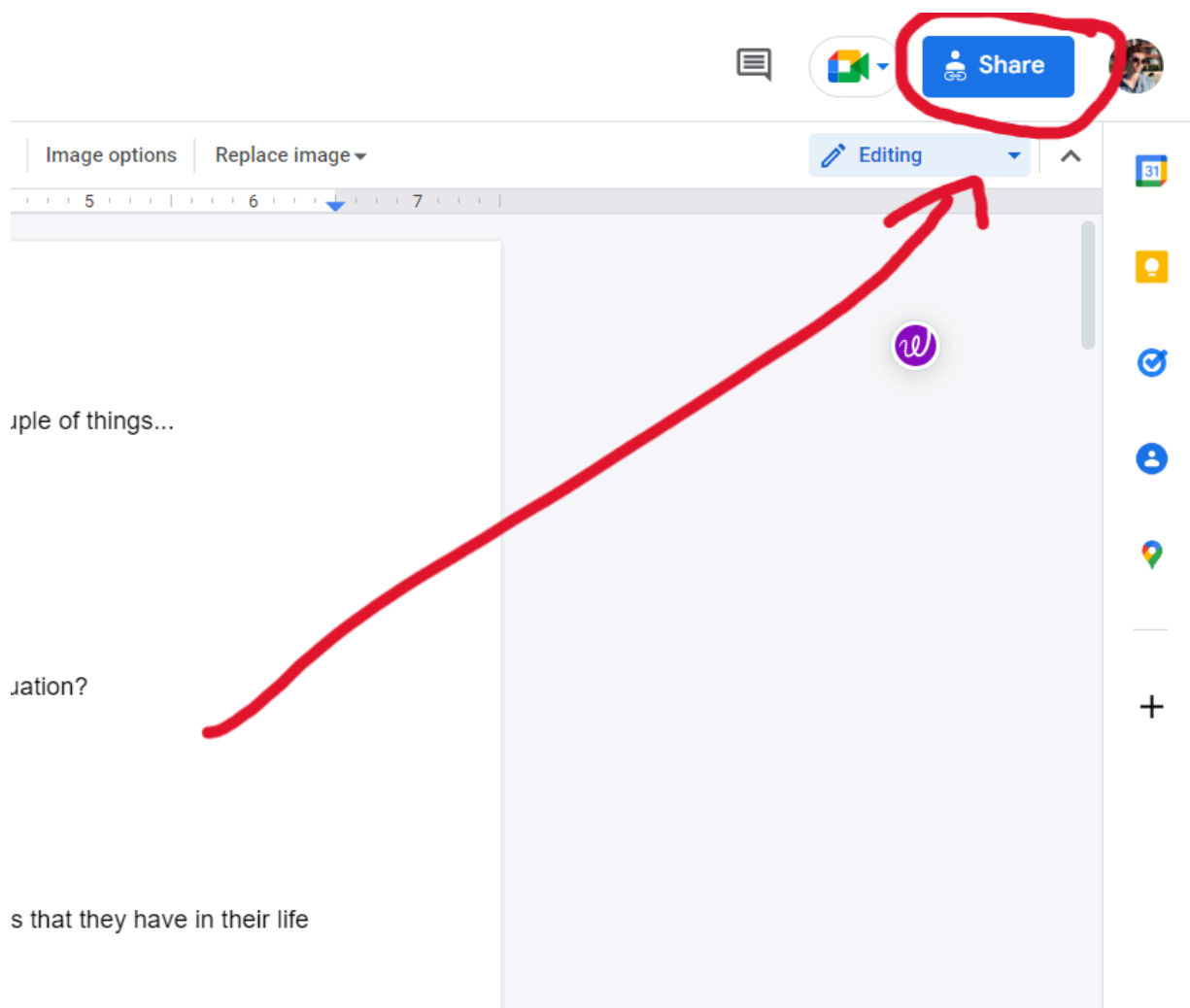
Issue #1: You don't know how to share a google doc

I wanted to put this first because it is the very first thing you need to do to get your copy reviewed.

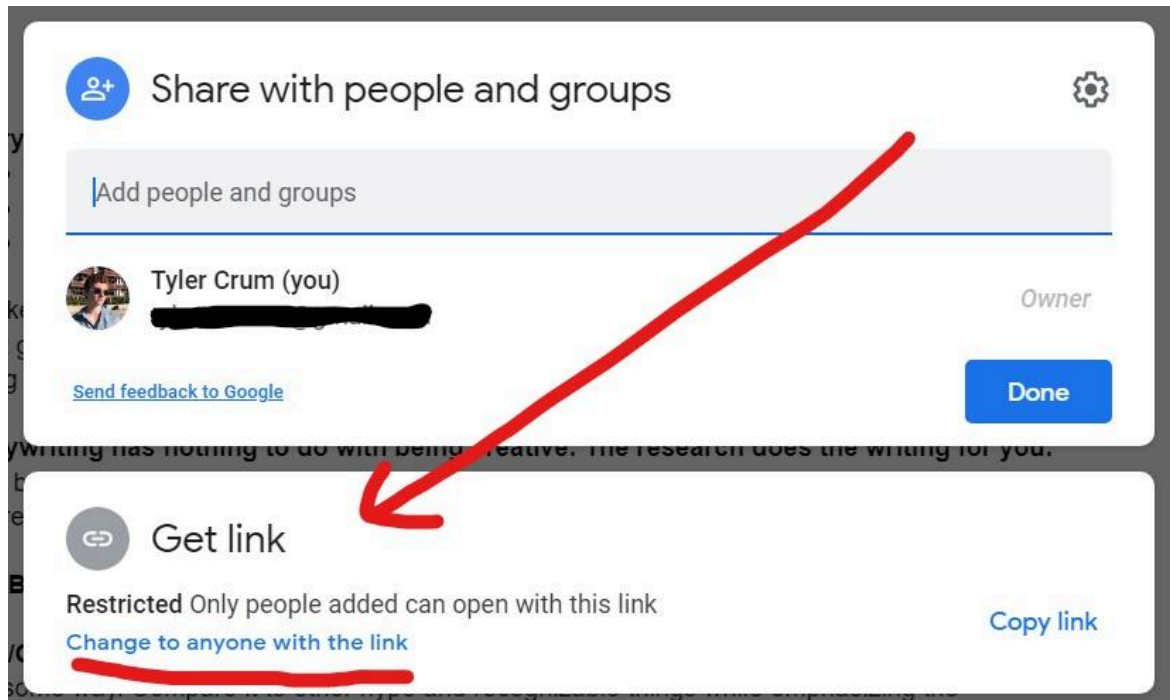
And there is an alarmingly large percentage of you guys who lack the capacity to share a google doc (don't ask me why it is just the reality).

That is why I wanted to show you EXACTLY how to do it so that you will have no issues whatsoever...

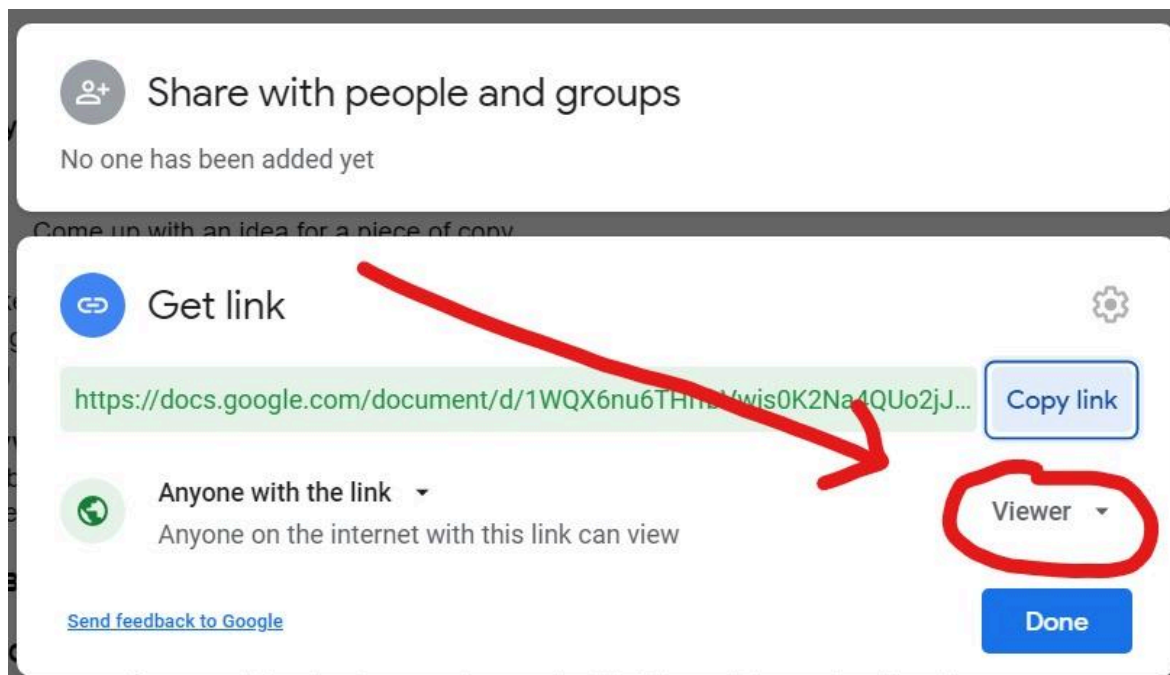
Step 1: Look at the top right corner of your screen and click on the blue "Share" button.



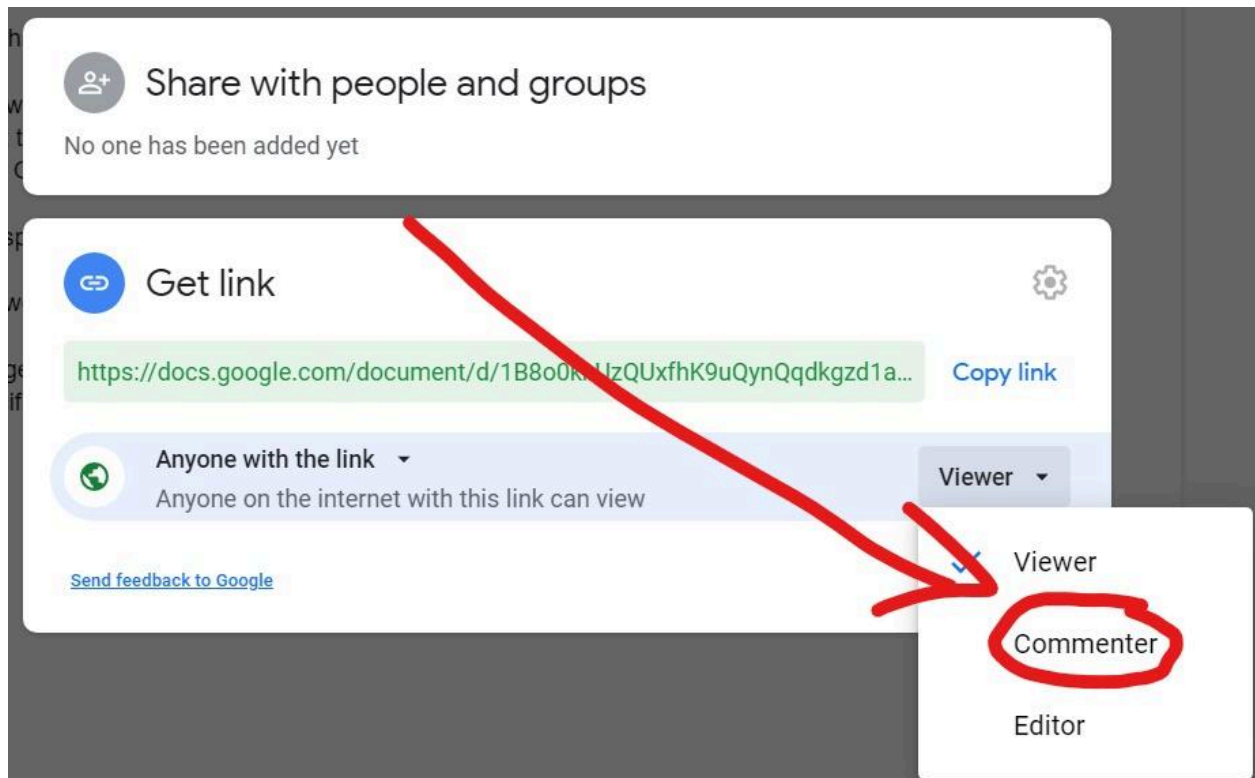
Step 2: Click "Change to anyone with the link"



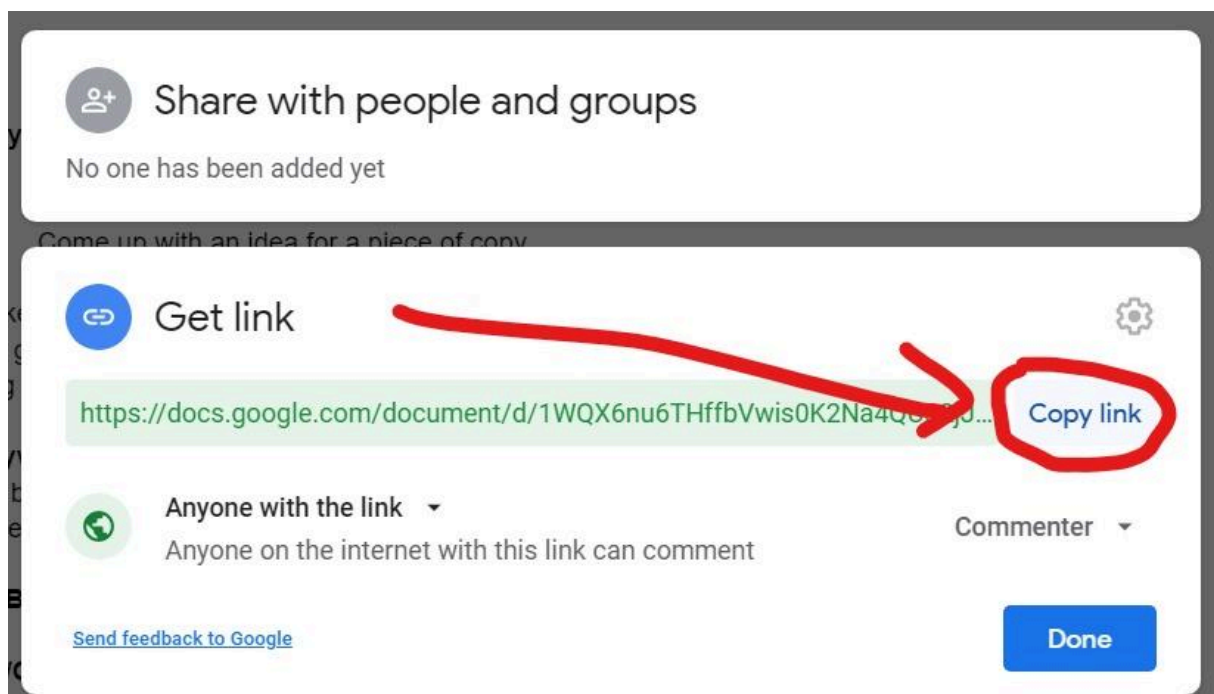
Step 3: Click on the "Viewer" box



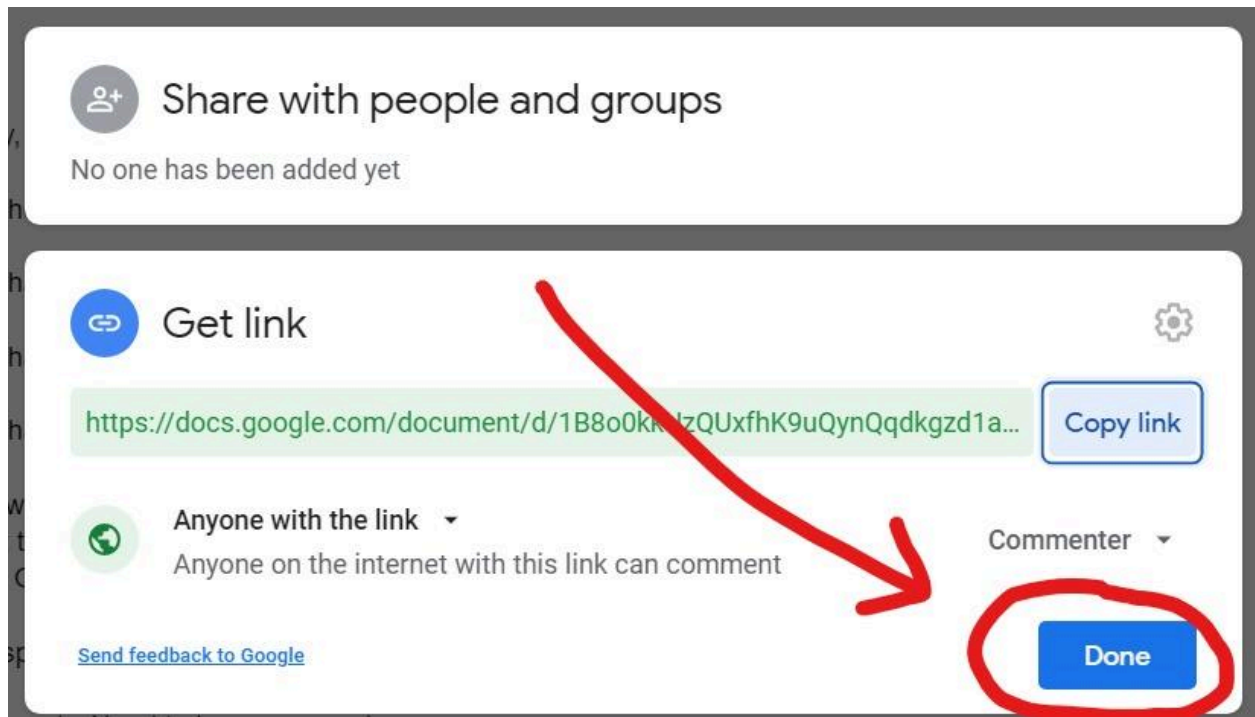
Step 4: Click "Commenter"



Step 5: Copy the link



Step 6: Click the blue “Done” button



Issue #2: You don't read the copy as the customer avatar

This is a problem that most beginners have when they're starting out.

Instead of stepping out of themselves and reading the email as if they were the customer avatar, they just read it.

Because of this, they'll end up putting in comments like:

"I like this SL. It's perfect!"

We aren't reviewing copy for other people's opinions on it.

You're meant to sit down and apply the rational side of your brain, to be absolutely objective in your analysis.

Instead of asking whether or not you like it, you should ask yourself if the customer avatar would actually click the link.

If you were the customer, would you click the link? Would you buy the product?

Is the language too salesy? Does it raise your sales guard? Does it touch on a specific pain point of the customer avatar?

These are the kinds of questions you should ask yourself when you're reviewing other people's copy.

Your suggestions will be 1000x more helpful than "I like this!!!"

Issue #3 & 4: You didn't create the Customer Avatar

The amount of research you do on the Customer Avatar is the difference between being barely "broke" and having money forcibly dumped into your bank account.

I cannot stress enough how important it is to do proper research on your customer avatar. Especially if you're sending in copy for review.

Because if you don't take your fellow students seriously, then chances are you'll fuck up and not bother doing your research for your clients.

Essentially, you create a person in your head who represents the target market.

They have specific world views on politics, they have a favorite sports team, and they have several hobbies they enjoy while they aren't working.

Maybe your avatar is a man. His name is Peyton, and he's 34 years old.

He's fat and wants to lose weight, but doesn't know how, especially with his overbearing job and a failing marriage.

That is a *rough* example of a customer avatar. And that's exactly what you should create before you send your copy in for review.

Don't be an asshole. Take 30 minutes to an hour every time before you sit down to review copy. That's all it takes.

Even better, write down some of your research on the same document you send in for review.

You do this because we'll have a better understanding of who the target customer is, and how we can see through their eyes.

This way, you'll actually get a much more thorough breakdown of your copy, and see what you're doing wrong.

Do your research. Your bank account will thank you for it.

The SECOND part of this issue is that you didn't answer the 4 Under-the-Hood Questions.

For those who need a refresher, the 4UTHQ are as follows...

1. Who is your avatar? (the person you are trying to sell to)
2. What is their current situation and why is it so bad?
3. What is their dream situation and why is it so desirable?
4. What problems are stopping them from getting to their dream situation (and how will your product solve them)?

These are the main four questions you should be answering before EVERY email you write.

And you want to make sure you put them BEFORE the copy you want reviewed.

This is because the more research you do into your avatar, the better and more targeted the email you write is.

(And you don't want an email that isn't targeted or else it won't get sales.)

So every doc that you send to any of the copy review chats should look like this:

FIRST PAGE (your avatar research):

1. Who is your avatar? (the person you are trying to sell to)

Usually women in their 30s-40s who have a loved one with an addiction problem.

They're thinking of breaking away from their loved one for good because the problems that come with addiction are overwhelming them.

2. What is their current situation and why is it so bad? (pain points)

- They feel trapped and often angry because the life they originally had is not a reality anymore.
- They feel trapped in the relationship with no way out.
- They worry about how leaving or staying will impact their kids.
- They feel like it's a rollercoaster of emotions.
- They sometimes question their own sanity because their loved one is gaslighting them, telling them that they are controlling, and stating that the avatar is making the situation a bigger deal than it really is.
- They're not getting any of their own needs met.
- They are having to take care of all the responsibilities themselves.

3. What is their dream situation and why is it so desirable? (pleasure points)

- They want to live their own life again.
- They want their loved one to conquer their addiction so they can stop living in fear.
- They want to be able to look forward to things again.
- They want to be able to concentrate on their own life.
- They want to feel excited about the future.
- They want to feel more in control of their emotions and reactions.

4. What problems are stopping them from getting to their dream situation?

- They don't know how to break off correctly.
- They are afraid that they will regret their decision.
- They don't know how to bring up the conversation with their loved one when trying to leave.

5. How will your product help them bridge the gap between their current situation and dream situation? (based upon problems from #4)

- It'll teach them what to look for so that they don't break off too soon.
- It'll teach them exactly how to leave so that they don't regret it.
- It'll walk them through the exact talking points they need to cover when speaking to their loved one about leaving.

SECOND PAGE (your email):

SL- When is the right time to break away from an addict we love?

Look <First Name> ,

Sometimes you will be faced with a decision that could ruin your life.

And choosing to break away from a loved one is an extremely hard choice because it can set you down an unknown path.

So, before you break away you have to know this:

There's a RIGHT and a WRONG time to break away from a loved one with addiction problems.

You see, most people who move away do it preemptively.

They get into a heated argument and lay down an ultimatum...

Which ends the unresolved relationship abruptly and emotionally, leaving an immense emotional wound that cuts deeper than all of the pain their loved one caused them.

In fact, some become so filled with remorse they start thinking they are the crazy one.

And because this immeasurable guilt is so profound, it rocks them to the core...

And for those of you who are going to ask...

“But, but but Tyler... On the How to Copy Review doc you said that only the first page of the doc should be avatar research. What if I have done more research than that???”

As long as you put all of your avatar research before your copy, it doesn't matter how many pages it takes.

Issue #5: You don't phonetically spell out numbers

Admittedly, this is a small issue, but an issue nonetheless.

When you're writing copy, it's important that you take the time to actually spell out numbers when you need to write them.

For example:

“1” - NO ❌

“One” - YES ✔

One. Two. Three.

Always spell out your numbers. It makes the copy WAY easier to read than you might think. Expect a HUGE bounce in sales because of this.

Issue #6: You didn't do proper research on the target market

When you don't do enough research, it shows.

Specifically when you try to capitalize on the reader's pain points.

It's incredibly obvious when you don't talk about how shit their situation is and what they can do to change it.

Or even better, when you say stuff like "Get your dream body here!"

What is that? What specifically is their dream body?

Do they want six-pack abs? Or do they just want to trim off a little fat and be able to slip into some jeans?

Do they want to get out of debt? Why?

How do they feel knowing they owe money to the banks?

How much are they willing to do in order to soothe that pain and chase after their desires?

If you don't know the answers to any of these questions, it's best that you go back to the Beginner Bootcamp tutorial regarding research and why it's so important.

He'll show you exactly what to do so you can get proper feedback when you send your copy in for review.

Issue #7: You treat your emails like sales pages

This is always funny when I see it.

It brings a smile to my face whenever I see an incredibly, unbelievably salesy email.

I'm saying that it looks something like one of those old Billy Mays commercials, except in print.

There's something I want you to keep in mind:

When you're writing an email, your goal isn't to SELL the product to the reader.

Your goal is to get them intrigued and curious about your offer, to entice them to want to click the link and check out the sales page.

Let the sales page do the selling.

Your job is to get the reader to the sales page. (How you do it is up to you.)

Keep in mind, however, that people are inherently resistant to salespeople.

Because they think salespeople are trying to get them to do something they don't want to do.

If you try to ruthlessly sell sell sell in your emails, you'll be shooting yourself in the foot and losing out on a lot of money you might've made.

It's much easier (and better on your soul and conscience) to make the reader so damn curious about your offer and your product that they WANT to click that link and buy it.

You don't feel like a scumbag, and they're just happy that you gave them a choice in the matter.

It's that easy.

Don't try to sell your product in the email. Let the sales page handle that part.

Issue #8 & 9: Your emails flow like a Joe Biden speech

This issue is two-fold.

Either:

- You're suddenly changing topics in the middle of the email like you can't decide on the email's focus.
- Your lines don't mesh together like a conversation. There's zero logical connection between each line.

Take this for example:

Next level nails are a commitment, they don't last forever, so it is important you have a sustainable method to keep them in check.

You deserve a cheaper way to enhance and renew along with the ability to take your nail design and hygiene into your own hands!

Afterall, parlours are ringing your bank account dry and leaving you with unhealthy nails and skin, with the use of in-organic ingredients hazardous to health!

Your nails need organically sourced

There are multiple ideas bouncing around here.

You can't decide whether your main problem is that nails don't last forever. Or whether the problem is that they're too expensive. Or whether hygiene is the problem.

It's so confusing for anyone to follow or paint a clear picture about what's happening and on top of that, there's no logical connection between these sentences. The lines don't mesh together.

When you're reading back your copy, imagine your copy was a conversation you're having with someone in a bar.

Imagine the weird look you'd get when you're talking to some dude and you say,

"You know, it's so important that a girl's nails last forever. She deserves a cheaper way for better hygiene!"

Like... what??? Did you even read your own copy back after you wrote it to check it flows logically, like a conversation?

So when you write your copy, keep these two things in mind:

- Are you sticking to one main idea? One main problem, without bouncing between three problems?
- Does your email flow like a conversation, with the lines logically connecting with each other? Would you say this to someone in a bar?

Do these two things and you'll cure 90% of the eye cancer we get when we read your emails.

Issue #10: You don't read the copy out loud before you review

This is a SUPER simple one that most people overlook (even for experienced guys).

And just reading your copy out loud before you send it to review can make the biggest difference in the quality of the review that you get back.

This is because reading your copy out loud allows you to catch mistakes in flow, punctuation, and sentence fragments so that you can turn in something that actually looks professional.

The best part?

All it takes is a few more minutes of your time.

[Arno has a video on this where he goes more in-depth about this concept.](#)

Issue #11: Your emails are as intriguing as a soaking wet piece of cardboard

So often, I see such poor intrigue when I read your emails.

Sometimes, it's even more intriguing to close down the email than continue reading it.

SL - This will get your ex running back to you

There's one thing you can do to get your ex back.

And this secret may be the best hope you have of recovering after your break-up.

First of all, "this" is terrible intrigue. This, what?

"One thing". What thing???

"Secret". I guarantee you could search every sales page under the sun and you'd see the word "secret" there. It's cliché. Nobody believes you.

Here's how you actually create a riveting email that makes me want to click:

Intrigue is all about revealing specific details about something, but never the full picture. You're opening loops in the reader's brain that you never close.

It's like playing 20 questions in reverse (Google this if you don't understand).

Instead of writing, “this”, tease something about what “this” is.

“The 60-second “gorilla-switch” used by Arnold Schwarzenegger to rescue his marriage.”

You see why this is more intriguing? Why is it a “gorilla-switch”? Why did Arnold use this? Why does it take 60 seconds?

You’re playing 20 questions in reverse. You’re slowly giving away clues as to what your product might be, but never enough information to figure out what it actually is.

Your reader is left with only one option if they want to feed their curiosity - **to click your CTA.**

Issue #12: You didn’t write your fascinations

Have you ever had writer's block, where you’re struggling to write something?

You’re just staring at your copy for 5 minutes, with a brain so empty and void of ideas that your head feels hollow?

Chances are you didn’t brainstorm fascinations before writing your email.

You should be writing 20-25 fascinations per email you write.

This is useful for two reasons:

- It helps you get in the flow of writing. You’ll brainstorm some terrible fascinations and you’ll brainstorm some good ones. So you turn off that “copywriter” filter that only allows you to write good copy, and you’ll start writing whatever comes to mind.

- They give you content to write about. If you have a few good fascinations, there's definitely somewhere in the email where you could include those. And they're super intriguing! You solve issue #8.

Writing out your fascinations before you start is usually the difference between an email taking an hour to write because of writer's block, and taking 20 minutes.

It's also usually the difference between an email being as bland as a pack of yoghurt, or your email being so riveting that my only option is to click the CTA.

- Never reading the copy out loud before submitting it for review
- They don't answer the four Under The Hood questions about their customer avatar
- Don't grant comment access on their submissions

Issue #13: You fail to answer one of humanity's most honest questions...

One main thing beginner copywriters seem to fail to grasp is that nobody wants to read what you have to write...

I know, shocking.

You spend all this time, energy, and brain calories sitting down and conjuring up a couple of carefully crafted sentences to have your emails barely looked at.

After all the audacity these random people on your client's list must have.

Don't they realize that you, yes YOU, are the genius that put together the DIC, PAS, or HSO that they are currently ignoring?

To be honest, no, they don't care.

In reality, you are interrupting their day; instead, you have the audacity not to include one of copywriting's most vital points. This single yet crucial step is what makes or breaks whether your copy crushes or falls flat on its face.

You forgot to answer the reader's most sincere question...

"What's in it for me?"

See, one thing you fail to realize is that everyone is the main character in their own story. Meaning people are selfish. They only care about what involves them.

Even if you have the most groundbreaking product that can create millionaires out of people who had no idea how to make money and had no means to make money, *cough cough HU*. People still wouldn't care if you didn't tell them what's in it for them.

Why is it so crucial for them to read your email?

Answering this sincere question everyone asks when they trade their precious time for any activity will set you up for success.

The most important thing to realize when answering this question is that the reader needs to know the answer within the first few lines of your email.

Just remember, people in the Matrix have goldfish brains (just look at TikTok), and they need to be told how your email will benefit them within the first few lines. Just imagine if the entertaining part of a TikTok video wasn't until 40 seconds into a 50-second TikTok...

The video would fall flat on its face and would never perform well...

...Just like your poorly performing emails that fail to captivate the reader.

Issue #14: You write as if you've never taken an English class in your life...

Getting back to fundamentals is extremely important if you want to be a master at anything.

Think about it: Would any sport's greats be good if they didn't know the basic rules and fundamentals of the game? No.

The same goes for copywriting and understanding the basic structure of forming proper sentences.

Since copywriting uses words to sell, you need to form those words in proper sentences so your reader can understand what you're trying to say.

Too often, I have read copy and seen run-on sentences that never stop and incomplete sentences that leave the reader more confused than teased, so they just instead click off your copy.

[Here is a link for everyone to understand the fundamentals of writing sentences.](#)

These fundamentals will benefit my brothers, who are not native speakers. Even if you speak English as your first language, don't think you're above practicing your fundamentals.

Do you think LeBron James decided never to dribble a basketball again?

Issue #15: Your CTAs are less exciting than boiled rice

One very unfortunate thing I have seen when reviewing copy is the inability to be fascinating when finally sending off that rallying cry, trying to get a reader excited enough to click on your call to action (CTA).

A riveting CTA is vital because it is the only friction point your short form copy has to get the client to the sales page, where the reader will ultimately convert the reader.

Even worse is when the CTA on your sales page is bland and doesn't entice the reader to take action.

As a copywriter, you want to make sure your CTA is specific and either teases a pain point or gets the reader excited to achieve their dream state finally.

For example:

The CTA: "Click here to learn more and upgrade your life."

Is more boring than licking a saltine cracker without the salt.

The reader needs to either feel the pain so they click the CTA to get rid of it, or you need to get them so excited to achieve their desired dream state that they can't help but click that hyperlinked text.

An example would be: "Click here and unlock the chest popping power of the Ancient Shaolin Monk's Himalayan steroid banana."

In the CTA just mentioned, the reader can envision ancient secrets hidden by badass fighting monks and teased by the unique mechanism of a Himalayan steroid banana, delivering them to the

dream state of having a bigger chest.

The imagery was established with a unique mechanism that delivers the reader to their dream state, making the CTA enticing to the reader, ultimately leading to a click.

If you don't implement these vital elements into your CTA, your copy will be the equivalent of a 24/7 convenience store...

You'll never close.

Issue #16: You don't understand the pain and desire of who you are writing the emails to

You can write the best copy in the world, but if you put it in front of the wrong people, it will blow up in flames worse than the Hindenburg. Here's why...

So you've done it...

You finally put all the elements together in this masterfully crafted document and created your very first killer copy. But if you're missing this critical feature, your copy will fail.

You need to make sure that you fully understand the inner desires and pain of your avatar.

This mistake is like selling shoes to a person who doesn't have legs. It's not going to stand well.

But all jokes aside, it's true.

You can make the best copy with incredible power words.

You can follow the structure of a DIC, PAS, or HSO short-form copy perfectly.

You can read everything out loud, and the flow can be impeccable.

But if you don't understand why your avatar stays awake at night or what makes the avatar so overjoyed they can't help but smile and shake with excitement, then your hard work will light up like Michael Jackson's hair in a Pepsi commercial.

So how do you truly understand what makes your avatar tick?

You do deep research.

Make sure you go and answer the four under-the-hood questions. After, make sure you go search in the wild.

If you are writing about midgets who love bleaching their anuses with Kreme...

...Make sure you search Reddit for a post about exactly what these midgets find so satisfying about Kreme bleaching their anuses. Then go search for the posts from midgets who didn't quite fancy having Kreme bleach their anus canal.

You'll find the best copy written by these midgets who over-share their thoughts and opinions on Reddit and reviews. They give you a front seat ticket to their fears and desires.

These research methods will ensure you can get very specific about the dream state and pain an avatar feels, leading your killer copy to convert like never before.