

When you first begin in the world of copywriting, you believe everything has to do with the words themselves.

You try really hard to make your sentences LOOK and FEEL fancy.

But there's a difference between writing a novel and writing compelling copy.

- They're focused on how to make things look fancy.

At the end of the day, the words don't matter as much as you think.

What matters more is the meta-level messages that you convey.

Marketing is nothing more than change-work.

Changing you from wanting you to use one workout program to another.

The best copy is changing someone's point of view.

This is just one layer.

Changing the way you view the world to another way of viewing the world.

If you look at Tate's emails, you will see his emails are simply change work.

Now remember earlier when I said, when you first learn copy, the words matter a lot. But as you progress they don't.

Well I kinda lied...

The words DO matter but not in the same way that you imagine them to matter.

Every word you use in the dictionary has a specific association with it.

When I say the word dog, you think and picture a dog in your mind.

But the picture of my dog is different from your dog due to personal experiences.

But you also associate previous memories and feelings about dogs when I mention it.

So humans tend to think in pictures, it's why when you write, you can sometimes FEEL and SEE the copy.

It's why we always say that making your copy visual is important.

If you can make someone feel something then you can affect how they feel.

So remember when I said there are layers.

What I mean is that words don't just say things, they make you feel things.

So if you can use your copy to guide the way someone feels and thinks and acts, then you can begin to shift the way they view the world.

That's just one layer.

Another layer even deeper is understanding that the human mind can only hold one thought at a time.

It can't hold two opposing thoughts at the same time. One will overpower the other.

If i can convince you of thinking one way then you're not going to be thinking of another way.

So when you market to people, you have to make them FIRST give up their current way of thinking, before they can adopt your philosophy.

So essentially... You have to get them to say NO, before they can say YES to you.

Understand?

Do you see what I mean now by layers?

The average copywriter is only thinking about the features and benefits of their product. They aren't thinking about all these other layers that matter as well.

When you begin to think in this way, you can write copy on different levels.

You no longer just compete on the level of writing words, you compete even deeper.

So when you write words, those words create a recollection of memories which then forms images which then forms feelings about those memories which then creates emotion.

So if you use the right words, aka not some fucking fancy words, but actually has a deep meaning... you can affect someone's emotions.

You can make someone have a specific memory, then I can kind of guide your thinking without knowing what your memories are. A better way of doing it is to force future memories.

E.g. Imagine driving a lambo. It's a future memory with a future feeling associated with that and an emotion would come of that which is joy. If I can convey all that then I can make you feel certain ways.

That's why the act of trying to write fancy, is stupid. Because it creates abstraction in the mind.

What is abstraction?

Abstraction is when you try to use specific words that cause the reader to have to connect the dots themselves. They have to GUESS what you mean, and that is a problem.

Because they can go off on themselves.

This is where I bring in the concept of dropping seeds into someone's mind.

Talking in the way or using the language of people in the niche helps to form these memories a lot.

If you can drop a seed into someone's mind, that makes them QUESTION their current reality without them knowing you are doing anything, they will have 2 opposing beliefs.

Remember, the mind can't handle two opposing beliefs.

Push vs. pull marketing.

Push is trying to enforce an idea down your throat and pull is making you question certain things. You go away to assess then come back like wtf.

So it will fucking erode their mind.

It will cause them to pick one or the other.

Or they don't and they feel anxiety...constantly.

But that's why you have to drop a seed because if i just came to you and said hey being on the keto diet sucks, do my diet...you will reject it.

But if i can place specific ideas that make you start to question that maybe the keto diet isn't good, then you will wonder.

Or at least make you question that there's a better way.

...and then you will leave my sales page or email, and your mind will erode for days.

You will naturally want to fix this problem or chaos occurring in your mind. You want to get rid of the tension.

Imagine your gf says she wants to talk and you say yeh what's up but she says no not right now, perhaps tomorrow. You will want to know what it's about as there's tension and you want to get rid of it.

There's two ways of doing it. 1, it's caused by two opposing beliefs and 2, it's caused by uncertainty - you don't know if something is good or not. It causes low grade anxiety.

So then they will seek out information that makes them pick one side or the other.

Once that happens, then they will likely pick the belief that I installed into them.

But the difference is that you believe YOU installed that belief. Not me.

And that's powerful.

(The reason you will pick my belief is because I'm skewing it. I'm only showing you the upsides. I make it sound simple. I make it sound easy. And then I amplify the negatives and the hardships of the other thing).

You convince yourself that you came up with the idea and therefore I didn't push it down your throat.

Now remember when I said layers?

Well there's even deeper layers.

When you market to someone, you aren't just competing with other competition.

You are competing with everything in the world.

When they read your email, you are competing with Instagram. Because they would rather watch an IG reel.

And you are competing with their biology.

So you gotta understand deep human psychology and human behaviour to truly affect someone on a deep level.

And you can't just teach this via copywriting.

The tactics and what not taught by andrew bass will get you the 10k/month but knowing these principles will get you there faster and beyond.

You have to understand AND only then it can come through in your writing. It's all in the subtext. It's what's not being said, it's the subtle message being conveyed.

Now remember when I said layers?

It goes even deeper. It keeps fucking going.

Because when you write, you are writing to someone's emotions.

So in the men's dating market, they largely want recognition. That's why they want a hot girlfriend.

So all of your writing needs to have this undertone.

You need to convey that right now, they don't have recognition.

And your product will give them it.

You create this split in their mind.

You don't necessarily translate this into your writing, you just understand this consciously and then unconsciously it would just translate into your writing. At some point it will just flow through your unconscious mind. Don't force yourself into thinking about this.

Most people write about benefits.

Well I write about outcomes. I sell them an outcome.

E.g., This psychological technique will teach you how to persuade women. - benefit.

This psychological technique will teach you how to persuade women on a deep level.

And as a result, you will be able to have women wrapped around your finger.

This is sort of a benefit but it's going deeper into an outcome.

Never again will you have to worry about losing your girl to another guy.

The sales page needs to connect to the ad or email copy.

A sales page consists of discovery story, testimonials, etc in one whereas IG captions or emails are over a two week or so period. You can literally take straight sentences from sales page and paste it into an ad. Ads need to extrapolate from the sales page. The meta message has to match. You will still get sales if the sales page and email/ad is incongruent but not as many.

FV posts is like 30% of shit, you want to mix it in. Otherwise the relationship becomes unbalanced.

You can talk about what someone isn't doing which if they continue down that path then it won't end well for them. You drive a wedge.

The reason you don't buy something comes down to two reasons. 1 you have no desire. 2 There's no justification for it.

But, when you write copy you need to consciously or unconsciously have in mind what message you're trying to convey or where you're trying to take the reader. Everyone is in a place now and want to be in another place. Break down the steps needed to get there and take the reader along them steps. And what lessons can I share and how can those lessons impact someone on a certain level.

For example, say you're a guru, ask yourself what were the steps I took to get here now.

Everyone is in a place that has steps to reach the end result.

If you ever look at something and it has an impact on you, it's because there are meta-level messages that are being conveyed onto you. It's not so much the words that someone is saying but rather the overall feel and direction it is taking you in.