

Headlines

Don't write like a copywriter - Write like you talk in a bar

Don't copywrite - Talk like you would in a bar

Do you want clients? Talk to them like a f*cking human being

Why a simple barman is a better salesman than you

Any barman is a better salesman than you, here's why

Learn the language of selling - The BAR test

Learn the language of selling - Don't sound like an alien

Outline

Yeap. You read that right

If you want to be a monster of salesman and close deals left and right you better take some lessons from your fellow barmen

I'll get to what *exactly* I mean in a second

First I want you to understand the simple reason you can't sell

(Or in general, if you can't make people take the actions you want them to)

And the reason is you don't sound human enough

(Maybe aliens or dinosaurs would buy from you... We'll never know...)

Everyone tries SO HARD to close, uses all these big words nobody knows what they mean and the flow of their text feels like you drive an e-scooter on a gravel road

And on top of all that we have our little robotic friend ChatGPT giving us suggestions

You see, it's absolutely logical that nobody buys from you

Would YOU buy from you?

Give it a good thought and if the answer is no I have a very simple but effective solution for you

It's called

The Bar Test

It's an infamous technique that all master copywriters teach to their students when they try to learn the art of "writing that sells"

To put it simply, just imagine you're with a friend in a bar

You start talking, and you tell to your friend EXACTLY what you've written

Do you flow from sentence to sentence? Or do you sound like one moment you're in the north pole and the next you're in the south?

If you fix your flow then imagine how your friend would react

Does he roll his eyes back out of boredom?

Do you see all his desire for life get depleted ?

Or is he enthusiastically waiting for what else is going to come out of your mouth?

Do you see now why I told you that a barman is a better salesman than you?

Because he talks in simple English while you talk in ancient Egyptian hieroglyphic

An easy trick to know if you pass the bar test is to read your text out loud

All the mistakes and inconsistencies become much clearer this way

So start implementing the bar test now to every piece of text you write and see your conversion rates rise to the moon :)

See you in the next one,
Lampis