

5 Types of Copy We All Crave



Pizza, ice cream and sweets aren't the only things our customers and clients crave.

They desire copy that addresses their pain and provides a solution, sure.

But they also crave copy that speaks to them on a personal level.

Copy that "gets" them.

Copy that connects on an emotional level and entertains them.

Copy with a human touch (sorry, AI).

The following 5 tips provide actionable ways to satisfy those cravings...



Copy that tells a story

People remember stories far longer than a bunch of statistics and facts. Research backs this.

One way to do this: Tell the backstory of your product or service. Use real-life situations to relate to your audience.

2

Copy that challenges the status quo

Write copy about a commonly held belief and why it's wrong or no longer works.

For example, "Hustling, working all weekend, and giving up vacations does not guarantee your business will succeed..." Tell why and what's a better approach.



Copy that inspires action

Copy that inspires action may motivate the reader to join in a common cause, for example...

"Sign up for our newsletter for weekly tips on ways you can help."



Copy that paints a compelling, desirable future

Called future pacing... copy that begins with the word "imagine" helps people see how their life or business will change when they use your product or service.

"Imagine never filling out another paper form... and saving enough time to take every Friday off..."

5

Copy that uses humor

Humor engages an audience, entertains, and makes your messaging more memorable.

Humor also helps humanize a brand by making the reader feel they're interacting with a person, not a faceless company.

But, as with all copywriting, it's important to know what makes your ideal customer laugh.

Want 5 more tips like these? 🥚🥚

Sign up for my newsletter for more like these (link in the comments)...

Linda Melone
Certified Conversion Copywriter
www.TheCopyWorx.com

