

Quick Copy Class #3 - Steve's Monthly "Cheat Sheet" of Marketing and Copywriting Teachings for Smart Business Owners

Published monthly or whenever I get the urge. Usually a one page "from the trenches" single topic lesson about what's working now. See notes at the bottom before contacting me. Valued at \$15.00.



5 Super Ninja Copywriting Hacks to Skyrocket Response

1. **Use numbers.** Your English teacher will freak (can remember one of mine... "Any number under a hundred should be written out in full". Yes Miss.). But remember, we have a sale to make. There are 2 VERY powerful reasons why you MUST use numbers: 1. A number goes into the brain 3 times faster than same words; and 2. It takes less space so it aides the speed of the read.

ALWAYS – 52% of people **NOT** fifty-two percent of people or even 52 per cent of people; 5 Super Ninja Hacks **NOT** Five Super Ninja Hacks... skim read that again and see for yourself how powerful the number is!!

2. **Vary your sentence lengths** but with a bias towards short crisp sentences. We generally talk in a variety of sentences... Some are short and quick. Others more long winded when we are trying to convey more information, or a strong emotion. Just vary them. (See... shorter, longer shorter).

Next...

3. Sorry couldn't help myself. But it does lead into Super Ninja Hack #3... **Use connectors** between paragraphs at appropriate intervals. Here are 5 examples...

1. Listen up...
2. Let me say that again...
3. Let's face it...
4. Want proof?
5. Yes, it's true...

These also promote a fast read and keep your copy conversational.

4. **Rhythm and cadence in your copy.** You must write so it flows and is easy to read. There are several techniques which I teach in my signature 12 week program (www.7FigureWriters.com) which show you how to include rhythm and cadence in copy. It's very powerful for getting to your sales message fast.
5. **Use bullets.** I avoid long lists of bullets, try and keep them to around 7 in any one list. Why? Well... anything which is overly long winded is likely to be skimmed over and not read. Smaller number of bullets are more likely to hit the mark. Also, include 1, 2 and 4 from above in your bullets.

There you go... 5 quick and easy ways to super charge your copy and skyrocket response. As always, test and measure. See you next issue!

Best - Steve

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