9 GENIUS COPY WRITING TIPS

Write like a pro with your VERY own quick-reference **cheat sheet**

1 WRITE WHAT YOUR READER CARES ABOUT

My copy is what my reader wants to read, not what I want to say. ✓ Immerse yourself in your reader's mind ✓ Know your audience better than they know themselves.

2 STIR EMOTION

"If you can give voice to what I privately believe or fear in my heart but won't say, I'll trust you forever." ✓ Write about benefits, not features. ✓ Top emotions that get "shared" are admiration, surprise, curiosity, amazement, uncertainty.

3 ATTENTION-GRABBING HEADLINE

8 out of 10 people will read your headline. Only 2 out of 10 will go on to read the rest of your copy. ✓ State reader's benefits. ✓ Make it a cliffhanger. ✓ Use a question. ✓ Bold statement. ✓ Ask Questions. ✓ Use numbers. ✓ Check your headline here: Emotional Value Headline Analyzer.

4 SOCIAL PROOF

"Must have" to improve your conversion rates. ✓ Trust logos like Verisign, BBB, Charity Navigator. ✓ Testimonials ✓ Star ratings. ✓ "As seen in" logos

5 URGENCY OR SCARCITY

"MUST HAVE" to improve your conversion rates. ✓ Deadline is... ✓ We might sell-out. ✓ You'll lose a special discount. ✓ Early bird special ✓ You'll lose a tax deduction (12/31) ✓ First 100 registrants get a special "extra bonus" ✓ BOGO (Buy one Get one free)

6 REDUCE FRICTION

Edit out all non-essential copy. ✓ Overcome objections. ✓ Clean, clear navigation.

7 "BOSSYPANTS" CALL TO ACTION

Use a verb to get higher click-through rates. ✓ Avoid using "Submit" ✓ Count Me In ✓ Join Now ✓ Register Now ✓ Show Me More ✓ How it Works ✓ Discover Yourself ✓ Let's Do It! ✓ **Be Awesome**

8 8TH GRADE READING LEVEL

Write to an 8th grade reading level. ✓ Big words hurt your credibility. ✓ Edit "lingo" out. ✓ Test your copy here: Perry Marshall Readability Analyzer

9 THE ONE SENTENCE THAT WILL CHANGE YOUR COPY WRITING FOREVER

"MUST HAVE" for all your copy writing. ✓ We ***donor** and **organization together*** help ***beneficiary* + *benefit**

got questions? just ask Mandy
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More great tips: www.connectednonprofit.com

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