COPYHACKERS

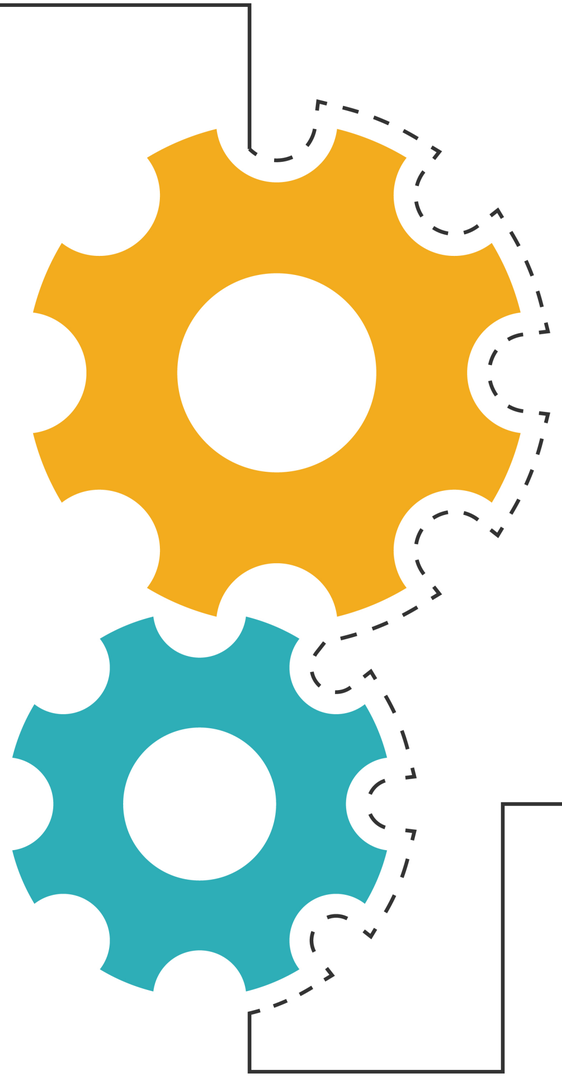
The practice of turning VOC data into experiment-worthy copy

This is how we do it

I learned everything about life from Mr Rogers. And about copy.

What do you do with the mad that you feel
When you feel so mad you could bite?
When the whole wide world seems oh so wrong,
And nothing you do seems very right?
What do you do - do you punch a bag?
Do you pound some clay or some dough?
Do you round up friends for a game of tag?
Or see how fast you go?
It's great to be able to stop,
When you've planned the thing that's wrong,
And be able to do something else instead
And think this song:
I can stop when I want to,
Can stop when I wish,
Can stop, stop, stop anytime.
And what a good feeling to feel like this,
And know that the feeling is really mine -
Know that there's something deep inside
That helps us become what we can.
For a girl can be someday a lady,
And a boy can be someday a man.

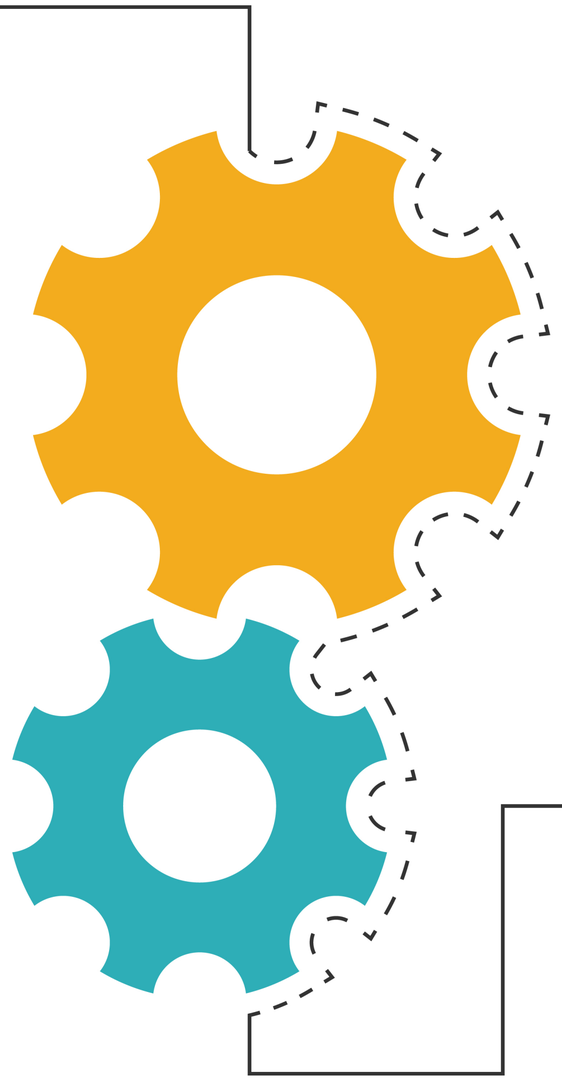
Take what your audience says.



Make it rhyme and layer it over music.

VALIDATION-READY SONG!

Take the most interesting of the voice of the customer.



Push it through copywriting frameworks and formulas, and add better practices.

VALIDATION-READY COPY!

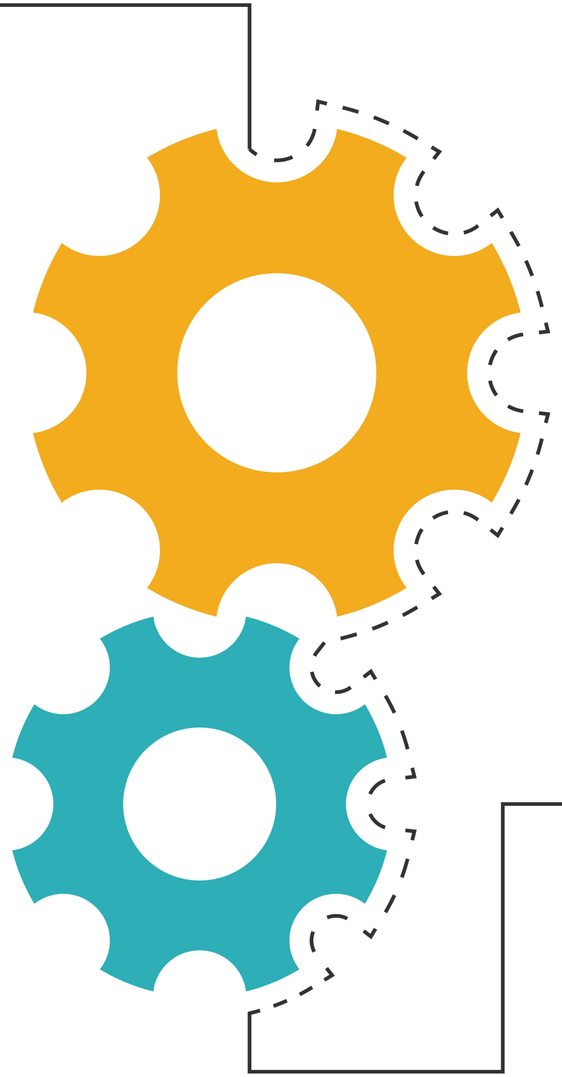
SOME COPYWRITING BETTER PRACTICES

- Write headlines and buttons in the first person
- Put first-person headlines in quotation marks
- Use frameworks to lay out your argument / page
- Use formulas to improve your headlines, body, bullets, etc
- Find a big idea that causes the reader to suspend disbelief
- Always Be Clear

SOME FORMS OF VALIDATION:

- Preference tests
- Clarity tests
- User tests (in-lab, virtual facilitated, virtual unfacilitated)
- Internal tests: audience gut-check, “Breakthrough or bust?”

“what I learned is if you think you need rehab you do”



Always be clear.

IF YOU THINK YOU NEED REHAB, YOU DO

VALIDATION:

“Breakthrough or bust?”

@COPYHACKERS

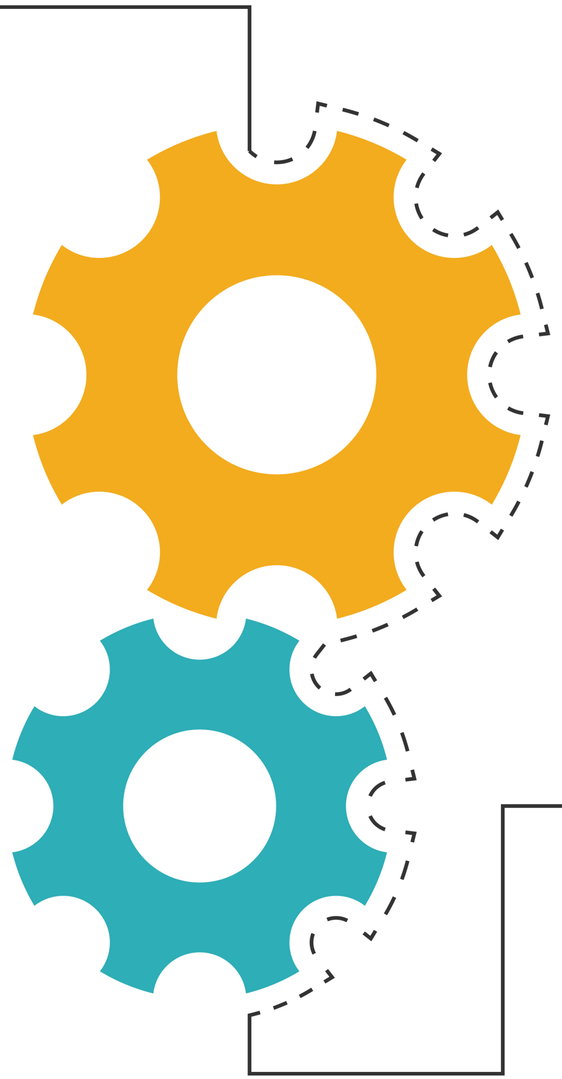
VALIDATION:

Breakthrough.

400% more clicks and
26% more leads

“i sweat all the time - it doesn’t even have to be hot out”

“i’m sweating even when the A/C is on”



- **“First person headlines”**
- **Lead with visceral problem**

"IT DOESN'T EVEN HAVE TO BE HOT OUT. MY ARMPITS ARE ALWAYS WET."

VALIDATION:

Breakthrough.

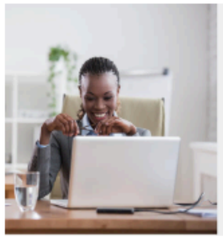
49% increase in paid conversions

WISTIA

3.5x the paid conversions.

@COPYHACKERS

You design.
You are a designer.



i can desi
and graph
clients. Ve
acquainta
cover for
for their
of these

i didn't h
completel
particula
from scra
turned m
designer"

You may have started using Canva for Wor
find budget to hire a freelance designer fo
social posts...

Maybe you were tired of quality problems o
keep waiting for your busy in-house designe
ads and posts. That may be why you started
the first place.

But since then, something's shifted.

Since then, you've transformed into a desig

You're the kind of designer who avoids crea
templates. You save time with Magic Resize,
with folders and 400,000+ premium pics. Yo
Photoshop color settings, channels, paths. Y
into templates. You stay consistent with a B
make animated gifs.

It can be easy to minimize how much you ge
Because everything's pretty. And nothing fe
your awesomeness fool you. With Canva for
you are a designer.

Design something beau

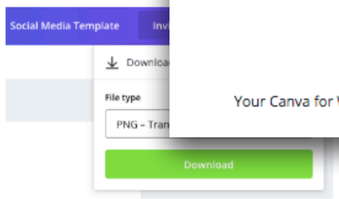
That moment you realize **your design should've been transparent**

Logos. T-shirt designs. Confetti gra

Any design that isn't a rectangle or
transparent background instead of
you can't save it as a .jpg or .pdf. Yo
.png file.

Which you can do!

Because you've got Canva for Work
as transparent .png images like so:



This way, you won't have to worry about trying to remove the background on that logo you just made... or on the book cover that's going on your Facebook page...

or on the cool quote-graphic (featuring Albert Einstein's frizzy head!) you're planning to embed in an email. You're all set.

Save my next design as a transparent PNG

Save nearly 25% by **switching to an annual plan today**

Switch to Canva for Work yearly billing, and you'll save $3 per month per team member.

Your business could save more than $35/year for every team member on your plan by switching to the Canva for Work annual plan. And you won't have to sacrifice features, storage - anything. You'll get everything you've come to depend on in Canva for Work **plus** savings that stack up.

Your CFO will love saving money.

And your CMO will love uninterrupted team access to Canva for Work.

Switch to annual billing and save 23%

Your Canva for Work trial - and this offer - ends in just 48 hours:

Canva

Nearly 20% drop in churn.

@COPYHACKERS

This is about how we find messages.
(whether we can a/b test or not)

OBVZ + GREAT

- Interviewing customers
- New / Ex- / Customer surveys
- On-site polls
- Competitor audits
- In-lab user tests and FMHs

COPYWRITERS LOVE TO ADD

- Interviewing the founders (the original “customers”)
- Thank-you page surveys
- UserTesting.com
- Mining sales call recordings
- Mining support tickets
- Mining Facebook comments
- Online review mining

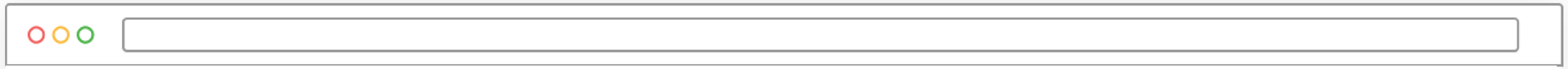
ONLINE REVIEW MINING SHORTCUT

Google

site:amazon.com inurl:"product-reviews" "tired of" keyword

ONLINE REVIEW MINING SHORTCUT

site:amazon.com inurl:"product-reviews" "tired of" acne



Google

site:amazon.com inurl:"product-reviews" "tired of" acne

All Images Videos Shopping News More Settings Tools

About 1,230 results (0.32 seconds)

Customer reviews: The Acne.org Regimen - Complete ... - Amaz…

https://www.amazon.com/Acne-org...Acne.../product-reviews/B001680RPS?...

Find helpful customer reviews and review ratings for The **Acne**.org Regimen ... Long story short I got **tired of** looking at my nasty face in the mirror and not being ...

Customer reviews: AcneFree Severe Acne Treatment ... - Amazo…

https://www.amazon.com/AcneFree...Acne.../product-reviews/B000KK53L6?...

I used to use proactiv for about 3 years when my **acne** got bad but eventually like many customers I got **tired of** the hidden fees and overcharges. My skin wasn't ...

Customer reviews: Neutralyze Moderate to Severe Acne ... - Am…

https://www.amazon.com/...Severe-Acne.../product-reviews/B00YBBPGCQ

And if that fails....I will have to see the doctor for some serious stuff. I'm so sick and **tired of** being 26 years old and breaking out with **acne** as bad as I was when I ...

@COPYHAC

ONLINE REVIEW MINING SHORTCUT

site:amazon.com inurl:"product-reviews" "tired of" plumbing

Google

site:amazon.com inurl:"product-reviews" "tired of" plumbing

All Images Videos News Shopping More Settings Tools

About 1,840 results (0.35 seconds)

Customer reviews: Toto CST406MF#01 Plumbing Part ... - Amaz…

https://www.amazon.com/...01-Plumbing.../product-reviews/B009YA1E5W

Toto CST406MF#01 **Plumbing** Part, Cotton White; ›; Customer reviews ... under the glaze (looked like a sharpie mark) and I was **tired of** shipping back so I kept it.

Customer reviews: General Pipe Cleaners R-3NKH 3 ... - Amazo…

https://www.amazon.com/General...R...3.../product-reviews/B000DZGJZW

Plumbers cost a fortune, particularly if the clog comes at night or on a weekend. .... I was **tired of** my toilets clogging and hated to call the **plumber** every time.

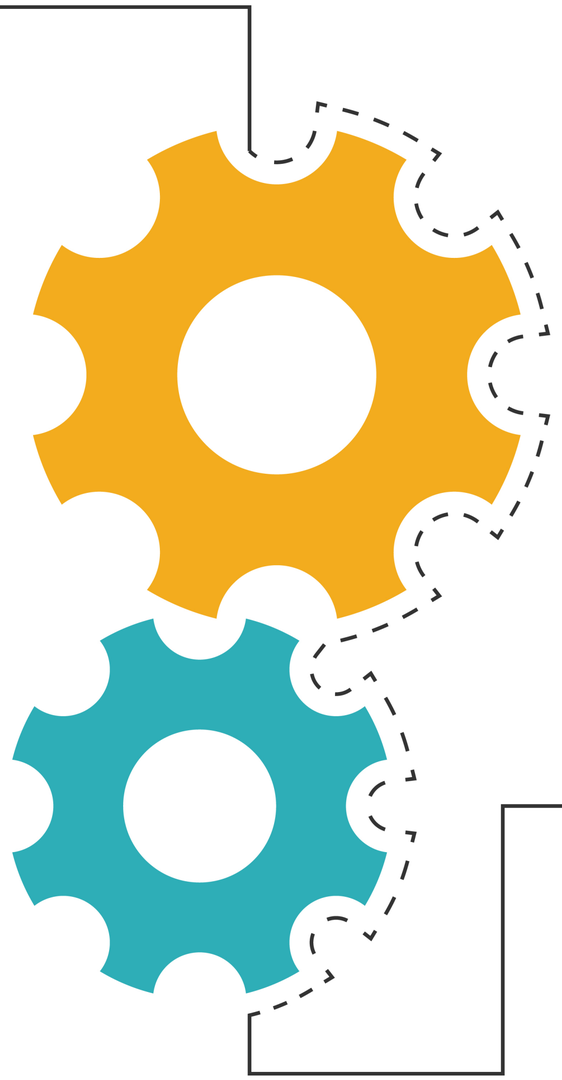
Customer reviews: Kleer Drain 100 Instant Drain Opener - Amaz…

https://www.amazon.com/Kleer-Drain.../product-reviews/B000DZD0VI?...5

While waiting for the landlord to finally send a **plumber** I got **tired of** waiting and bought this at the store. Came home and launched whatever was clogging the ...

@COPYHAC

Take the most interesting of the voice of the customer.



Push it through copywriting frameworks and formulas, and add better practices.

VALIDATION-READY COPY!

COPYHACKERS

1

We use interviews to find the story, the value proposition and the big idea.

Value props, stories and big ideas often come from...

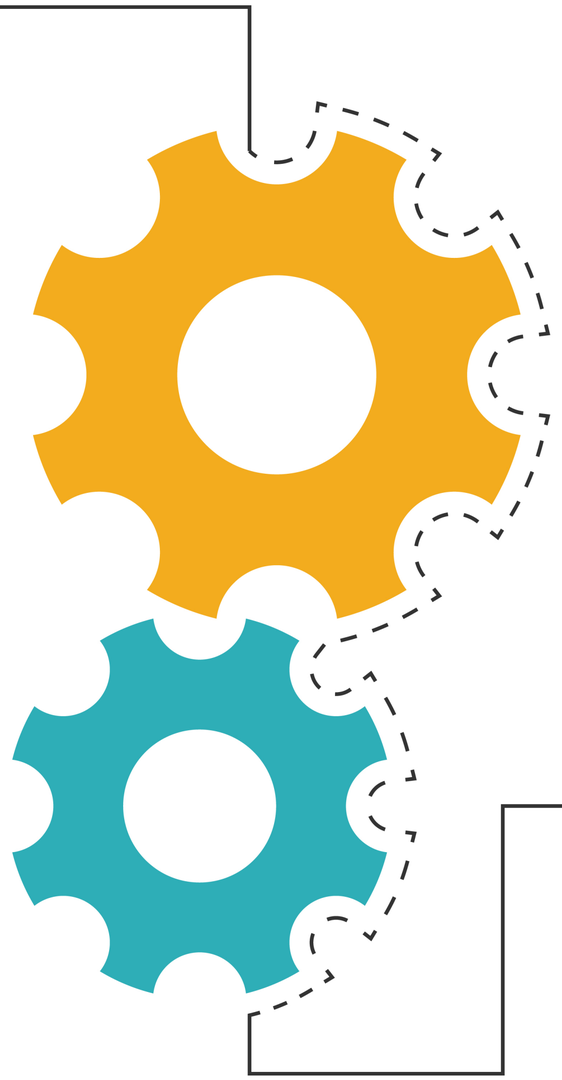
Founder Interviews

1. Have the interview on Zoom (video)
2. Take directional notes during
3. Record the call, with permission
4. Use rev.com to transcribe it
5. Print and read the transcript with a highlighter

“I always start with the assumption that most engineers love building shit”

- Travis Kimmel, Cofounder of GitPrime

“I always start with the assumption that most engineers love building shit”



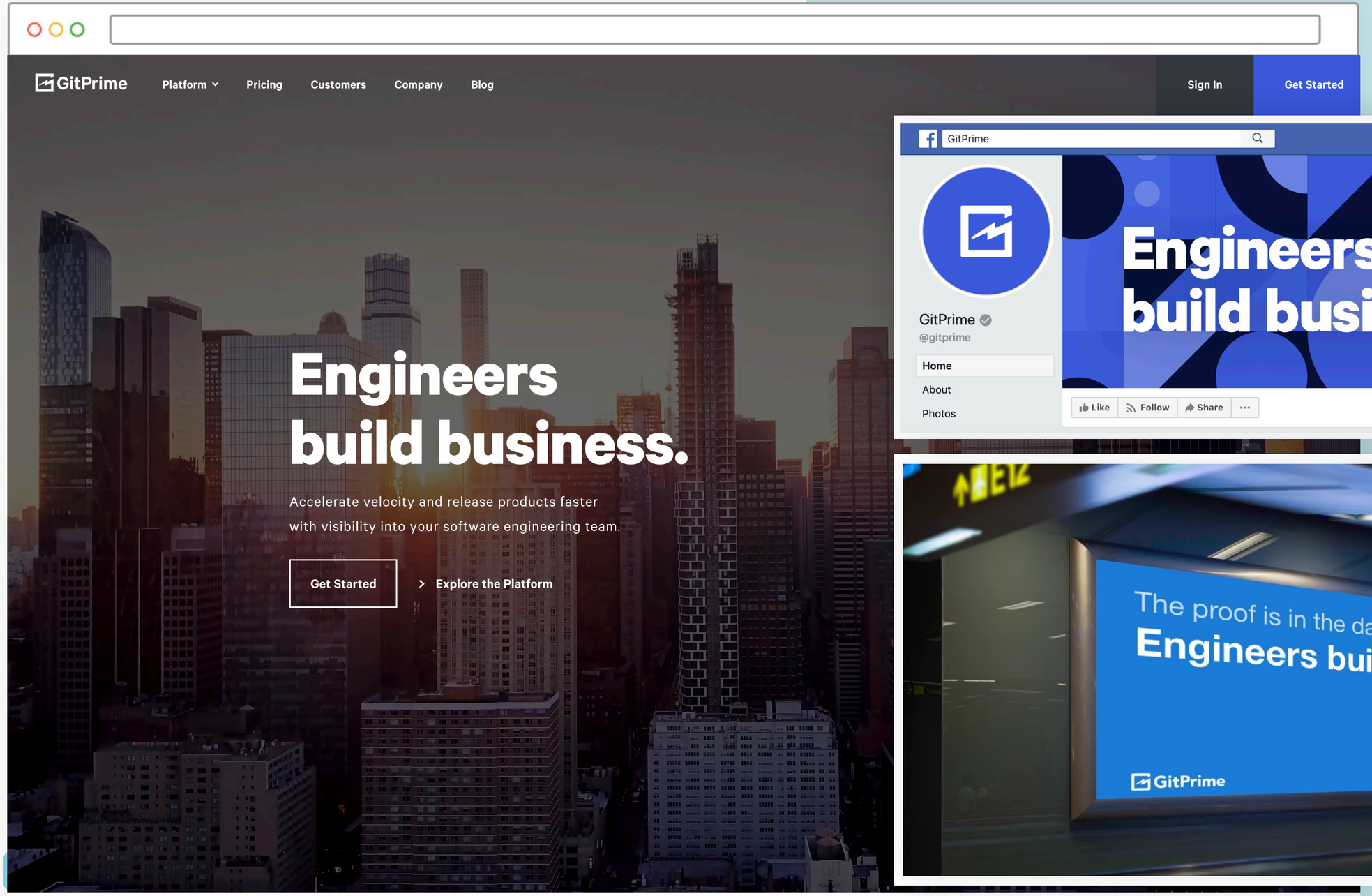
- **Want to believe / suspend disbelief**
- **Unique + highly desirable**
- **Memorable**

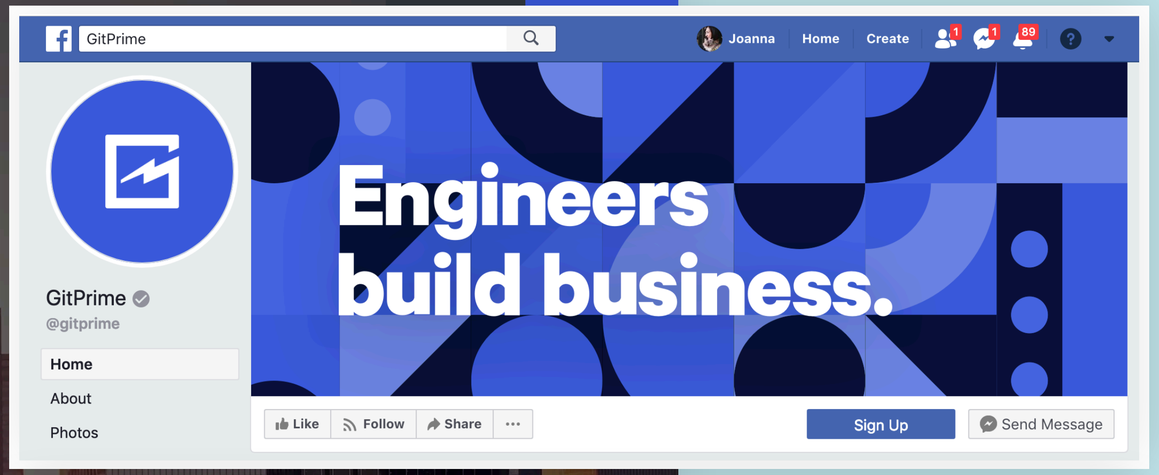
- ENGINEERS BUILD BUSINESS.

VALIDATION: "ENGINEERS BUILD BUSINESS"

- [ ] Executive stakeholders and decision-makers
- [ ] Senior engineering leaders and product leaders
- [ ] Engineering operators
- [ ] Engineers

- [ ] Acquisition
- [ ] Activation
- [ ] Retention
- [ ] Revenue
- [ ] Referrals


GitPrime
Platform
Pricing
Customers
Company
Blog
Sign In
Get Started
Engineers build business.
Accelerate velocity and release products faster with visibility into your software engineering team.
Get Started
Explore the Platform
ATLASSIAN
PayPal
Adobe
splunk>
vmware
SENTRY


GitPrime
Joanna
Home
Create
GitPrime
@gitprime
Home
About
Photos
Engineers build business.
Like
Follow
Share
Sign Up
Send Message

The proof is in the data:
Engineers build business.
GitPrime
gitprime.com

COPYHACKERS

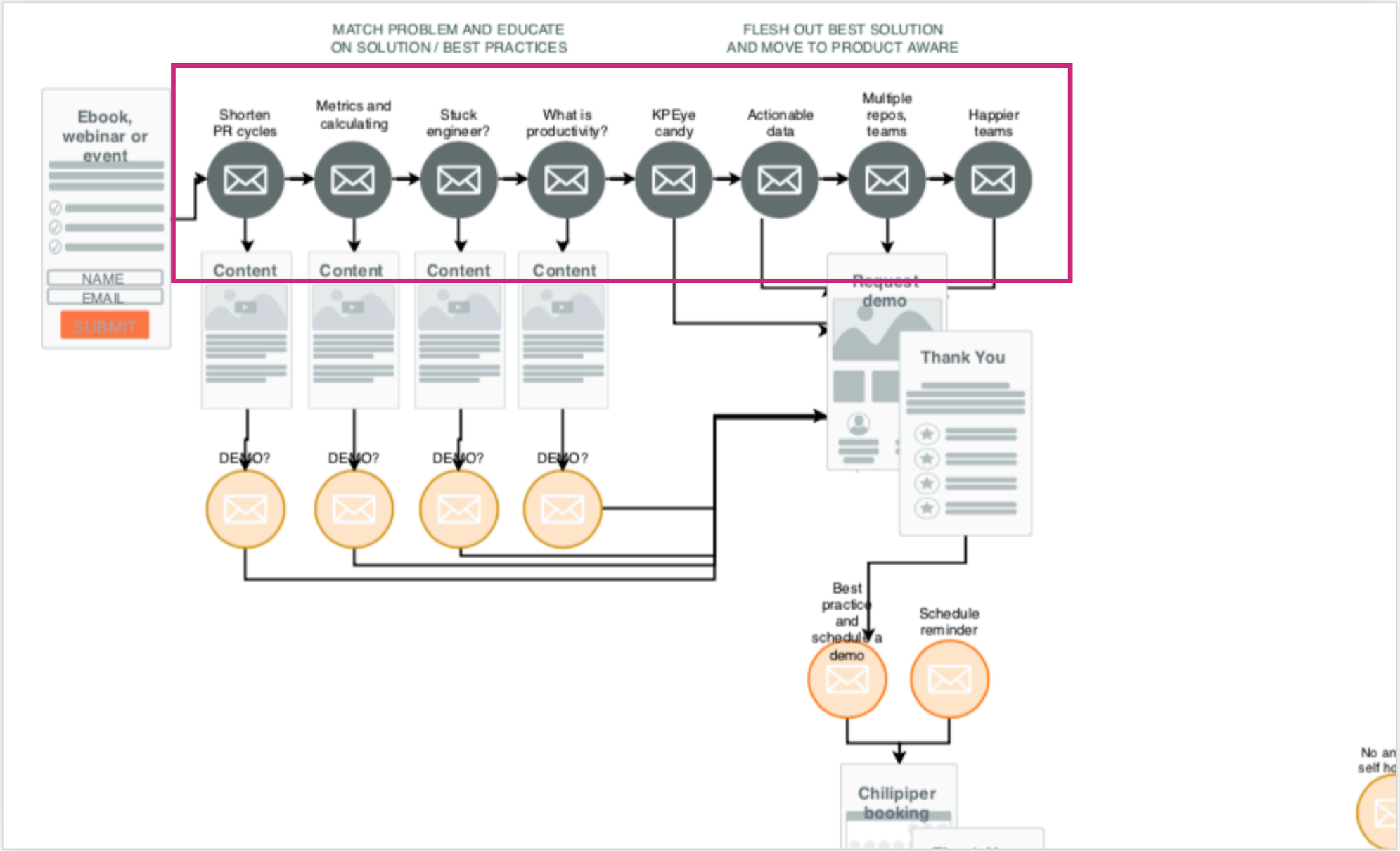
2 We use sales call / demo recordings for plotting and writing email sequences.

QUESTION:

You've collected leads on that Unbounce landing page. Now...

QUESTION:

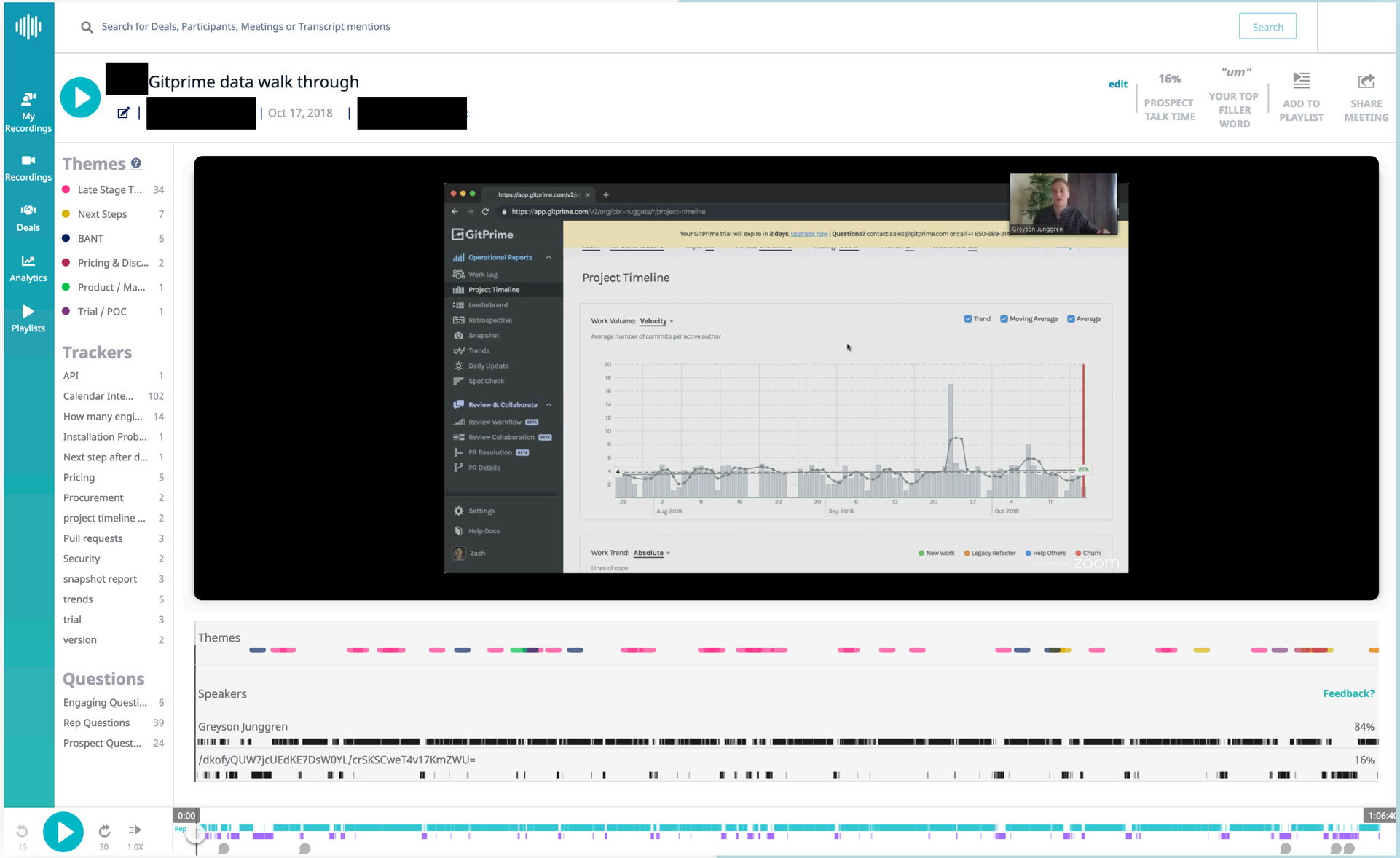
How do you plot the nurturing emails?


MATCH PROBLEM AND EDUCATE
ON SOLUTION / BEST PRACTICES
FLESH OUT BEST SOLUTION
AND MOVE TO PRODUCT AWARE
Ebook, webinar or event
NAME
EMAIL
SUBMIT
Shorten PR cycles
Metrics and calculating
Stuck engineer?
What is productivity?
KPEye candy
Actionable data
Multiple repos, teams
Happier teams
Content
Content
Content
Content
DEMO?
DEMO?
DEMO?
DEMO?
Request demo
Thank You
Best practice and schedule a demo
Schedule reminder
Chilipiper booking

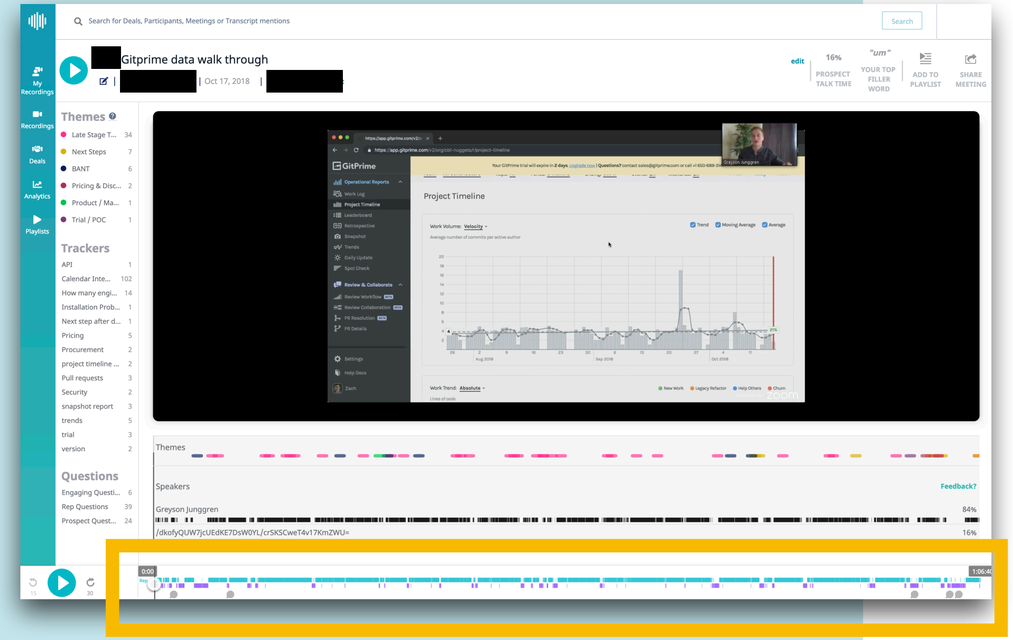
What message comes first? Second? What's the sequence / order?

ANSWER:

Study the flow of a handful of sales calls.



@COPYHACKERS



- Watch their expressions as they see the demo
- Skip to the parts where the prospect is talking
- Make notes to self in ALL CAPS (particularly when you don't want to forget a great idea or insight)
- Put interesting language in "quotation marks"

@COPYHACKERS

Watch for “documentary-style” moments.

START WITH A SCRUM.
- who's gonna do what
- what if the requirements changed?

"throw a monkey wrench"

- currently good at communicating
- it's a self-reporting thing so it's sometimes hard to know when things are going sideways - people think they're getting something done but then it spirals on them with negative effects
- would be nice to have something more concrete and insightful
- problem is relying on each of our team members' perspective - need to take it down to the in-the-weeds level - how big of the problem they're working on is an actual problem (vs taking it word of mouth, from their point of view)
- Sometimes people can overestimate or underestimate what they're dealing with
- Senior leaders are too far removed "Can't we just tighten our belts, buckle down and work harder to get this done?" they don't realize the extent to which people are contributing already - a lot of people are making sacrifices already - hard to divorce the conversation from pushing a little harder… getting the senior leadership to understand the commitment level - that area doesn't need improvement but the practical and functional things do
- productivity

"it aggregates different code repositories - it sounds like it's a resource to grab different code examples so you can effectively shoehorn them in or leverage them" <— thinks that because of GitHub

"seems like it would give a nice high-level view"

"it's a pretty [illegible] give some high-level information about how you can improve the team process [illegible] the team members are doing, where the problems are in the coding process, where the biggest bottlenecks may be, and give you some reports so you can go in and fix it. now how it actually does that?"

—> confusion around the secret sauce - what exactly will it show me and how useful will it be. "looks really cool as an abstract feature, but when you go to apply the actual usefulness of it, it falls short of being something you actually need." <— engineers love details. include more "behind the kimono" stuff for people to read more or access in [illegible] content forms - show reporting tools

—> any blind spots

—> any aha moments: "oh i didn't realize martin was spending three quarters of his time continually reworking every line of code every time this particular requirement changes"

"how much low-hanging fruit can this thing solve for us?"

"the gravity that individual contributors bring"

"see at a high-level and anticipate areas where we have problems"

"this would give us some very tangible metrics to work with in some very specific areas. it comes down to quantity, quality and specificity of identifying the problems."

"[illegible]ed about the overhead - the overhead and the upkeep. where does the data come from that gitprime reports on? how much attention are my guys gonna have to focus on this? are the inputs intuitive? do they make sense? or is it gonna be a real drag? if you take for example a time keeping system - they sound great in theory and everyone thinks the outputs will be useful… but then people spend more time trying to figure out how to record their time than they actually do working. if this takes more than 5 to 10% of their work effort in the day, it'll be a really difficult sell and it'll be really difficult to get people to use it."

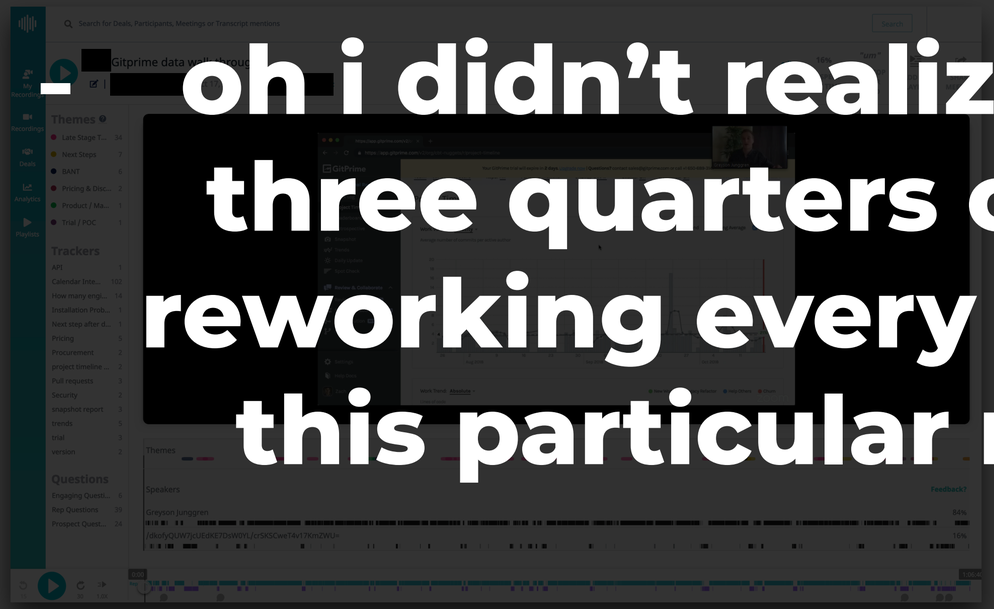
(((gitprime runs in the background. your team does nothing different.)))

"it might make some people nervous about their performance because it's going to make people self-conscious because now there are statistics that show how much trouble they may be having but that might be a difficult portion of the project. people might avoid doing certain things that are necessary because they feel like it will look like they are not doing a good job."

"the biggest thing we want is to increase productivity and turnaround time. get things done efficiently in a more robust fashion. if gitprime can give me these results, that'll make me want to use it. all things being equal, if gitprime does not take a lot of additional effort but does deliver insights into how we can deliver the process - improve the strength of the final product and the speed of its release - while making our lives easier organizationally, fantastic. that's why we would want it."

"if it's too abstract, too cumbersome, too difficult and intricate for the guys to get trained up on and if it ends up being a data burden, i would definitely not want to use it. sometimes things turn a little report-happy - you end up updating all these reports that go nowhere. people end up doing busy work with continuous management reports. that would be a definite negative. i wouldn't want to use gitprime if that's the road we get taken down."

—> made him want to explore "this and a product similar to it" <— perhaps sold on the idea but not on gitprime specifically



- oh i didn't realize martin was spending three quarters of his time continually reworking every line of code every time this particular requirement changes

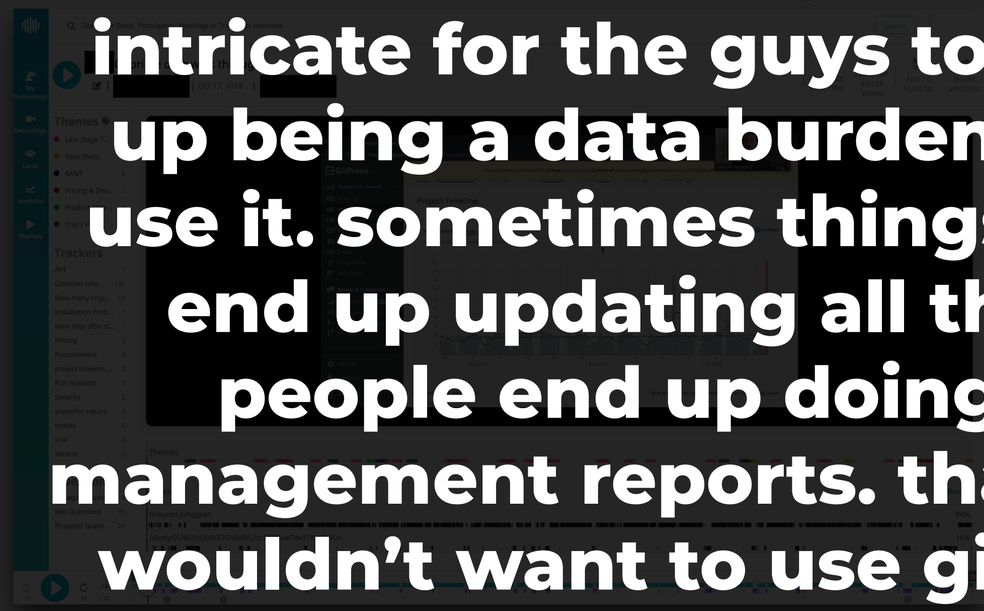
@COPYHACKERS

Watch for phrases like “I’m worried about” and “Can you show me...?”

“

i’m worried about the overhead - the overhead and the upkeep. where does the data come from that gitprime reports on? how much attention are my guys gonna have to focus on this? are the inputs intuitive? do they make sense? or is it gonna be a real drag? if you take for example a time keeping system - they sound great in theory and everyone thinks the outputs will be useful... but then people spend more time trying to figure out how to record their time than they actually do working. if this takes more than 5 to 10% of their work effort in the day, it’ll be a really difficult sell and it’ll be really difficult to get people to use it.

”



“if it’s too abstract, too cumbersome, too difficult and intricate for the guys to get trained up on and if it ends up being a data burden, i would definitely not want to use it. sometimes things turn a little report-happy - you end up updating all these reports that go nowhere. people end up doing busy work with continuous management reports. that would be a definite negative. i wouldn’t want to use gitprime if that’s the road we get taken down.”

In Excel, plot the topics they cover, in the order they cover them, across a simple timeline to understand discussion flow.

(This is how you “get inside the customer’s head.)

	Starts with...	then...	leads to...	followed by...	leading to...	leading to...	followed by...
Lead A: Enterprise (Call 1)	Ship faster						
Lead B: Enterprise (Call 1)	Better PR cycles						
Lead C: Midmarket (Call 1)	Ship better						
Lead D: Enterprise (Call 1)	Shorten PR cycles						

	Starts with...	then...	leads to...	followed by...	leading to...	leading to...	followed by...
Lead A: Enterprise (Call 1)	Ship faster	Team won't trust data	Data-driven engineering / Engineer KPIs	What about across multiple teams / repos?	Measuring remote teams	Actionable data	Easy for team to adopt
Lead B: Enterprise (Call 1)	Better PR cycles	Who's stuck / Find bottlenecks early	Need calculations / Team won't trust data	Measuring remote teams	Data-driven engineering / Engineer KPIs	JIRA does this?	Need calculations / Team won't trust data
Lead C: Midmarket (Call 1)	Ship better	Ship faster	More collaboration	Data-driven engineering / Engineer KPIs	Team won't trust data	What about across multiple teams / repos?	
Lead D: Enterprise (Call 1)	Shorten PR cycles	Metrics / How to measure productivity?	Find bottlenecks early	Increasing engagement too	Are senior people helping juniors?		

	Starts with...	then...	leads to...	followed by...	leading to...	leading to...	followed by...
Lead A: Enterprise (Call 1)	Ship faster	Team won't trust data	Data-driven engineering / Engineer KPIs	What about across multiple teams / repos?	Measuring remote teams	Actionable data	Easy for team to adopt
Lead B: Enterprise (Call 1)	Better PR cycles	Who's stuck / Find bottlenecks early	Need calculations / Team won't trust data	Measuring remote teams	Data-driven engineering / Engineer KPIs	JIRA does this?	Need calculations / Team won't trust data
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01

Email 1:
Shorten PR cycles

so you can ship
better product faster

	Starts with...	then...	leads to...	followed by...	leading to...	leading to...	followed by...
Lead A: Enterprise (Call 1)	Ship faster	Team won't trust data	Data-driven engineering / Engineer KPIs	What about across multiple teams / repos?	Measuring remote teams	Actionable data	Easy for team to adopt
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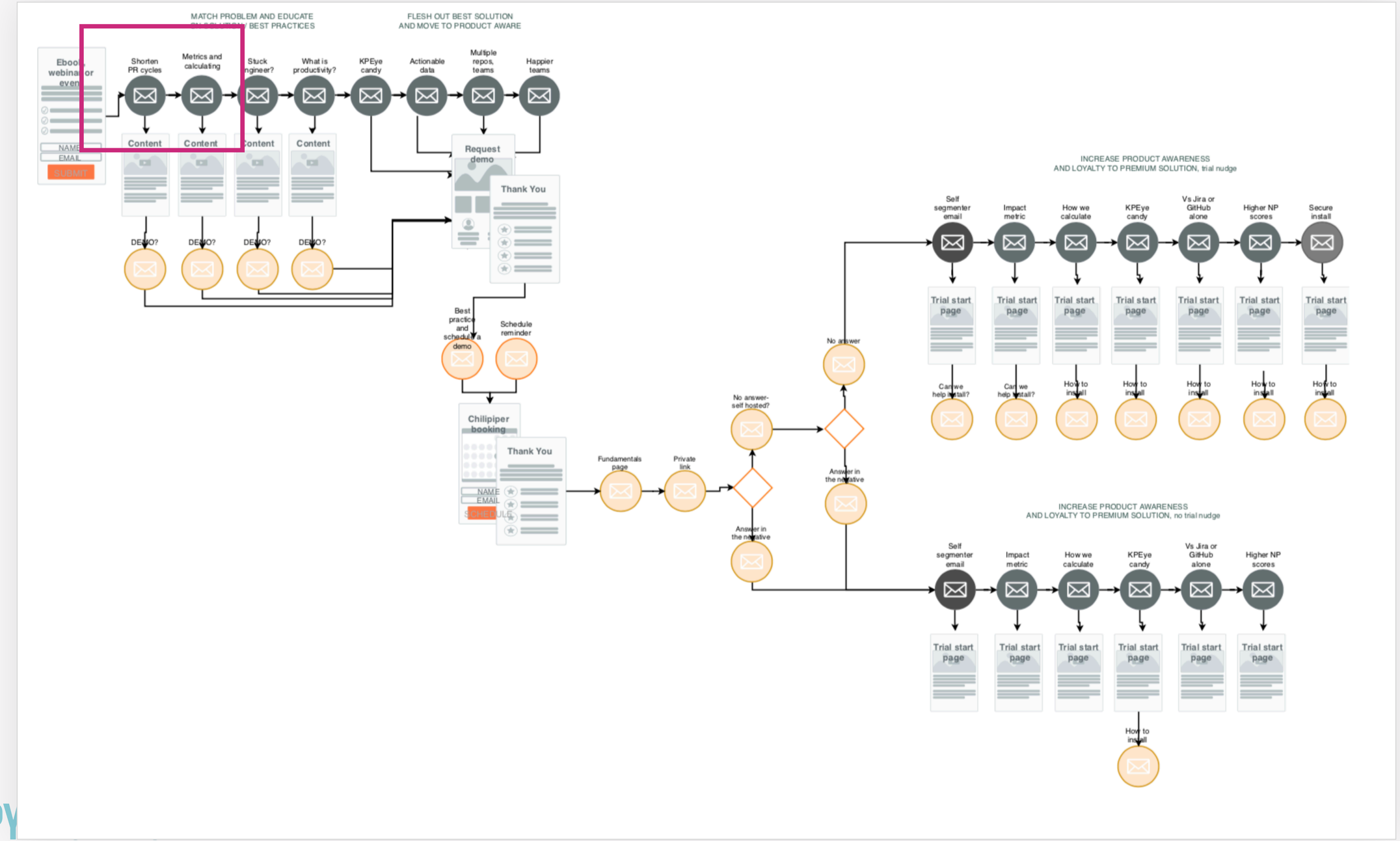
Lead D: Enterprise (Call 1)	Shorten PR cycles	Metrics / How to measure productivity?	Find bottlenecks early	Increasing engagement too	Are senior people helping juniors?		

02

Email 2:
Measuring & calculating

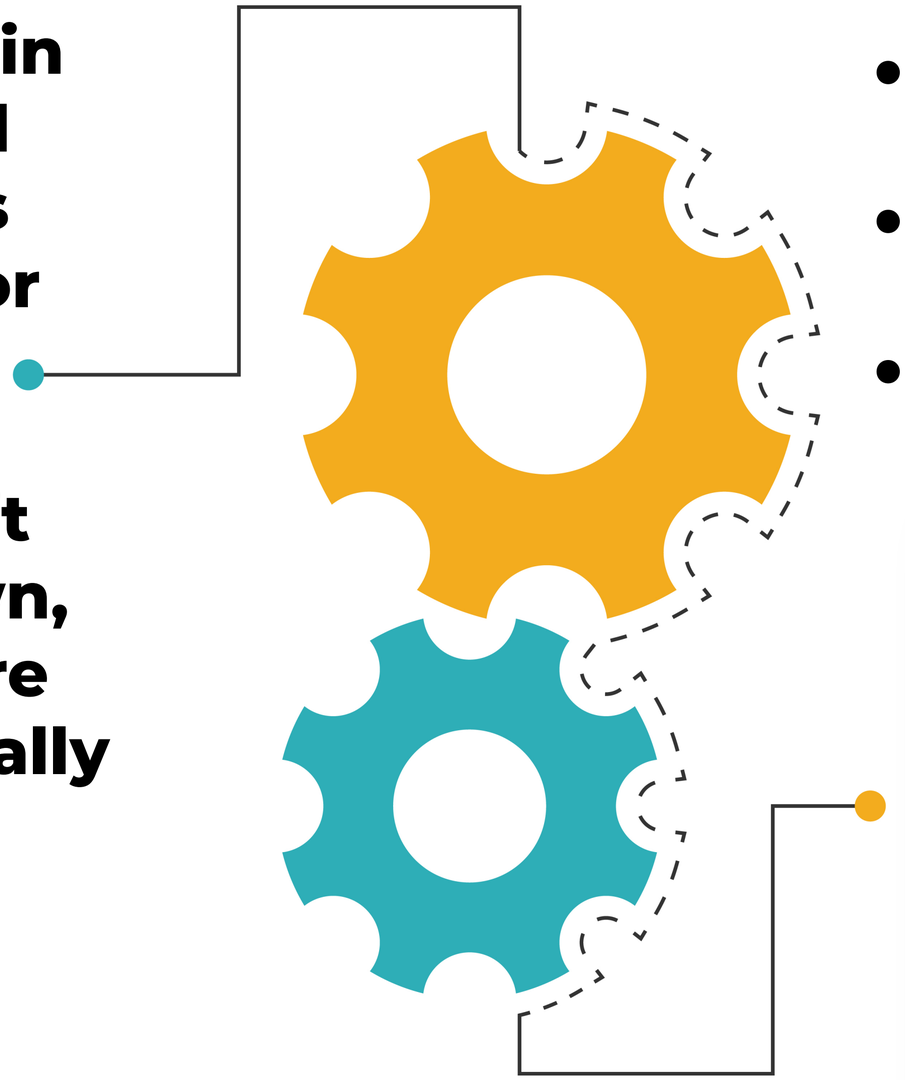
so you can implement data-driven engineering with good KPIs


MATCH PROBLEM AND EDUCATE
FLESH OUT BEST SOLUTION
AND MOVE TO PRODUCT AWARE
Ebook, webinar or even
NAME
EMAIL
SUBMIT
Shorten PR cycles
Metrics and calculating
Stuck engineer?
What is productivity?
KPEye candy
Actionable data
Multiple repos, teams
Happier teams
Content
Content
Content
Content
DEMO?
DEMO?
DEMO?
DEMO?
Request demo
Thank You
Best practice and schedule a demo
Schedule reminder
Chilipiper booking
NAME
EMAIL
SCHEDULE
Thank You
Fundamentals page
Private link
No answer- self hosted?
Answer in the negative
No answer
Answer in the negative
INCREASE PRODUCT AWARENESS
AND LOYALTY TO PREMIUM SOLUTION, trial nudge
Self segmenter email
Impact metric
How we calculate
KPEye candy
Vs Jira or GitHub alone
Higher NP scores
Secure install
Trial start page
Trial start page
Trial start page
Trial start page
Trial start page
Trial start page
Trial start page
Can we help install?
Can we help install?
How to install
How to install
How to install
How to install
How to install
INCREASE PRODUCT AWARENESS
AND LOYALTY TO PREMIUM SOLUTION, no trial nudge
Self segmenter email
Impact metric
How we calculate
KPEye candy
Vs Jira or GitHub alone
Higher NP scores
Trial start page
Trial start page
Trial start page
Trial start page
Trial start page
Trial start page
How to install

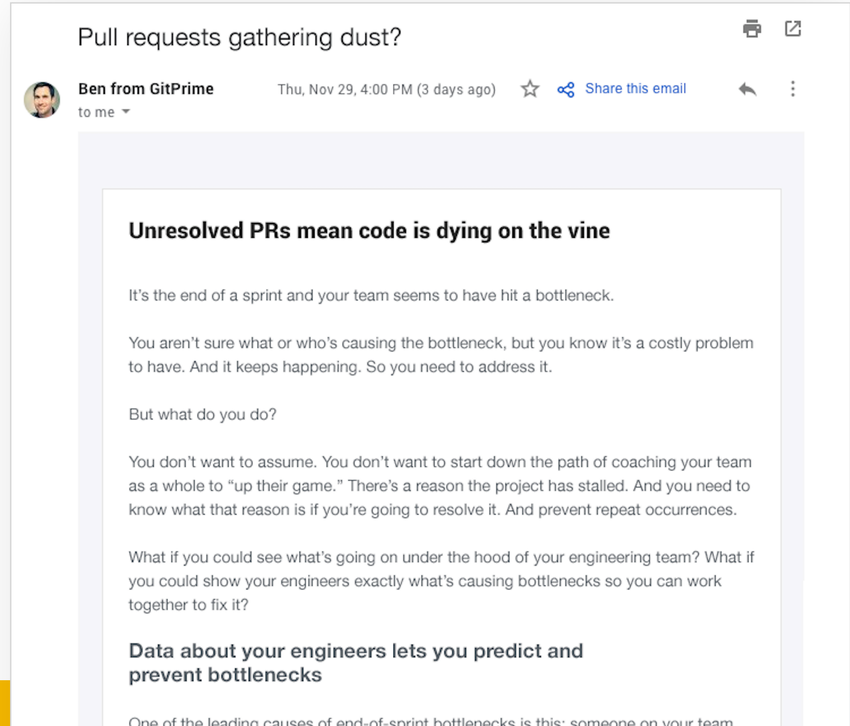
@COPY

You can also use sales call / demo recordings to WRITE your emails.

“when we’re in standups and an engineer’s been stuck for weeks but thought he could figure it out on his own, and now we’re late so he finally brings it up”



- **Problem**
- **Agitation**
- **Solution**



Pull requests gathering dust?

Ben from GitPrime Thu, Nov 29, 4:00 PM (3 days ago) Share this email

to me

Unresolved PRs mean code is dying on the vine

It’s the end of a sprint and your team seems to have hit a bottleneck.

You aren’t sure what or who’s causing the bottleneck, but you know it’s a costly problem to have. And it keeps happening. So you need to address it.

But what do you do?

You don’t want to assume. You don’t want to start down the path of coaching your team as a whole to “up their game.” There’s a reason the project has stalled. And you need to know what that reason is if you’re going to resolve it. And prevent repeat occurrences.

What if you could see what’s going on under the hood of your engineering team? What if you could show your engineers exactly what’s causing bottlenecks so you can work together to fix it?

Data about your engineers lets you predict and prevent bottlenecks

One of the leading causes of end-of-sprint bottlenecks is this: someone on your team

“when someone commits 1000 lines right before the weekend [when no one will prioritize reviewing it] and it dies on the vine”

“well it’s hard to know [who the bottleneck is]”

“what’s going on under the hood”

(HEARD THAT EXACT PHRASING A LOT)

Email 1: Shorten PR cycles with better visibility

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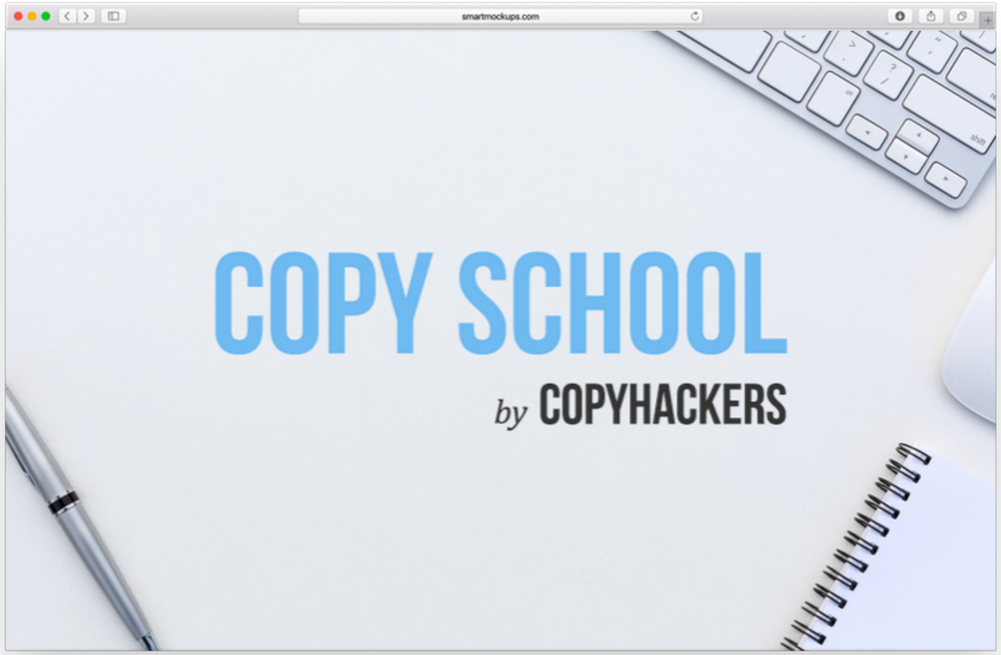
One of the leading causes of end-of-sprint bottlenecks is this: someone on your team commits 300+ lines of code all at once. Engineers who’d normally jump on a PR see that this particular PR is very large. It could take them into the evening to review it.

As a result, the oversized PR sits unreviewed. No comments. No collaboration. No hope

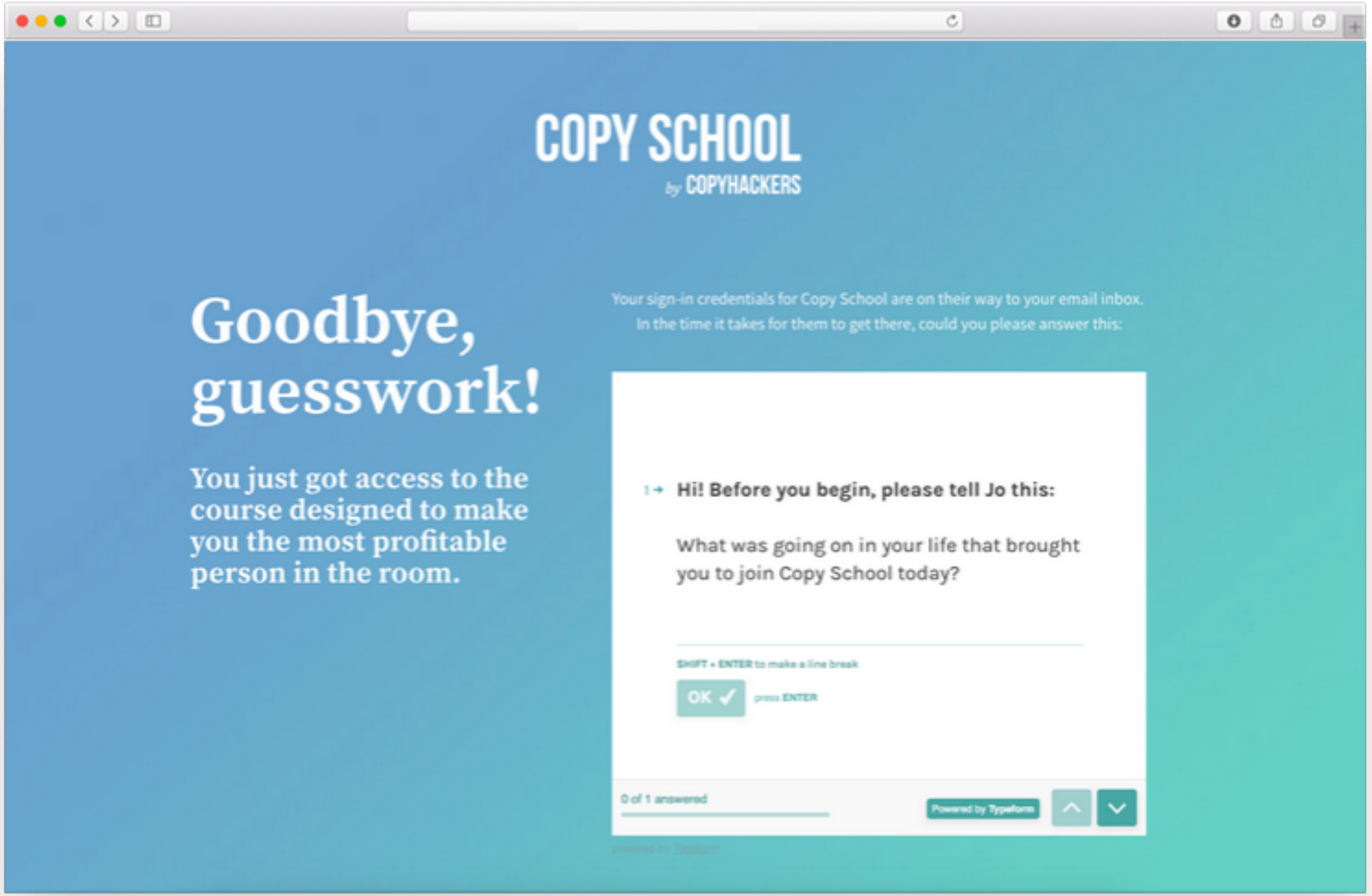
COPYHACKERS

3

We use thank-you page surveys for crafting messaging hierarchies. And writing sticky copy.



Immediately after a customer purchased Copy School 2018, we asked him / her...


COPY SCHOOL
by COPYHACKERS
Goodbye, guesswork!
You just got access to the course designed to make you the most profitable person in the room.
Your sign-in credentials for Copy School are on their way to your email inbox.
In the time it takes for them to get there, could you please answer this:
1 → Hi! Before you begin, please tell Jo this:
What was going on in your life that brought you to join Copy School today?
SHIFT + ENTER to make a line break
OK ✓
press ENTER
0 of 1 answered
Powered by Typeform

12 Mar 2018 02:52 AM

1

Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

Groping in the dark of uneducated purgatory destined to be chained to low wages and toxic work environments, yet unwilling to surrender, to the perils, of loserdom...

13 Mar 2018 04:24 PM

1 Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I wanted to become a copywriter but wanted the right skills to start off my own business without feeling insecure in my abilities.

12 Mar 2018 06:47 AM

1 Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I <3 Joanna and all the great content she puts out....and so as a copywriter who's newish to the field (1 year) and is confident on the business side of things, I want to focus on building my confidence and intuition in copywriting

13 Mar 2018 04:43 PM

1 Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm looking for some real help developing my copywriting skills and ideally the confidence that comes with mastery of them.

17 Mar 2018 05:26 PM

1 Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm always searching for the right words. To be able to articulate my message clearly would give me so much more confidence.

12 Mar 2018 03:31 PM

1 Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm tired of guessing what works and what doesn't. I want to write copy with more confidence and know that what I'm writing will give me the results I need.

13 Mar 2018 02:57 PM

1 Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm going to jump start my copywriting career by spending a month or so sending out cold emails.

Copy School will give me the confidence to charge confidently and submit powerful copy to clients.

13 Mar 2018 03:45 PM

1 Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm a designer / developer who also works on copy for all of the different mediums our products & services are located in. I guess I just want to be more confident in the copy that I create on a day to day basis.

@COPYHACKERS

We saw “confidence” enough to hypothesize that it was an important sales message.

So we added it to our launch sales emails.

SUBJECT

The most brutally honest “FINAL DAY” email ever...

CONTENT

“OMG!!! Doors are closing”

“Hurry!! LAST CHANCE”

“FINAL WARNING - GET OFF THE DAMN FENCE”

All true - but also a reckless and unforgivable abuse of caps lock.

Let’s tone it down and take a deep breath before it gets a bit too Nick-Cagey in here.

'Cos here’s the thing:

There are no “doors” - there is no “fence” - and thankfully there’s no Nick Cage hijacking the Copy Hackers keyboard either.

There’s just you, me, Copy School and the best way for the 3 of us to get you what you want.

And since our whole *raison d’etre* at Copy Hackers is to empower BADASS copywriters to own your ability to make it rain on demand...

(while 2Xing, 5Xing and even 10Xing the invoices and respect that come with)

I’m gonna call you to a higher standard and insist that you NOT disempower yourself by

1) letting this Copy School info go cold in a Chrome tab and

2) watching the countdown timer hit ZERO before

3) shrugging your shoulders with a *“Whoops... guess I missed it.”*

Because that's not very badass.

In return, I promise not to insult your intelligence with metaphors about doors and fences.

Cool? Cool.

Instead, I present to you...

Two real world options (please take one).

Option 1:

You’re not an active copywriter - freelance or in-house - and you have no immediate plans to make a serious go at it either.

Therefore it’s easy enough to say...

Thx Jo, enjoyed the show, but it’s time for me to pack it in and line up my fave Nick Cage flick

Option 2:

You’re an active (or aspiring) copywriter who has or *will* have landing pages to write, email campaigns to sequence and a long-form sales page that will put your client or boss on

And when it comes to delivering that high-value work, you can't afford to guess.

Not anymore.

Because it's costing you a better job, more clients, better clients, respect and - the big one - money. “Guessing” is the reason you’re still not promoting yourself like you know you should. It's why you're emailing your proposal to leads instead of confidently presenting it on a Zoom call and talking about price. And it's why you feel like an imposter anytime you even consider quoting something higher than a livable wage.

You play small.

Because you don’t trust yourself to generate big results. Yet.

You don't have the confidence. Yet.

But you're open to the idea... You’re starting to like the idea of, say, having an acute sense of confidence with every 5-figure (omg!) proposal you send... with every 10,000 word Airstory Doc you share... and with every masterful stroke of the Macbook Pro that you

You don’t want to “think” you're capable of doing a badass job.

You want to know.

And with that ultra-confident copywriter’s swagger, you want to be able to charge the fees that help copywriters like Tarzan Kay make six figures a year while working 4 days a week. Tarzan took 10x Emails, applied what she learned... and has never looked back. So did Prerna Malik, Marian Schembari and a world of copywriters.

Aren't you ready to take your place among their ranks?

Not because the countdown timer is ticking.

But because it's time.

Give Copy School a risk-free shot for 60 days at just $197/mo

~jo

PS: You should be charging at least $200 an hour with what you learn inside Copy School. (Not that you'll quote by the hour!)

With that rate, the math is simple. Even for this English major.

Invest $200 a month in Copy School. Pay for it with a single hour of work.

Give Copy School a risk-free shot for 60 days at just $197/mo

Ends tonight...

0	0	0	0
DAYS	HOURS	MINUTES	SECONDS

@COPYHACKERS

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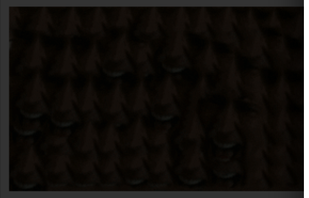

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rs.

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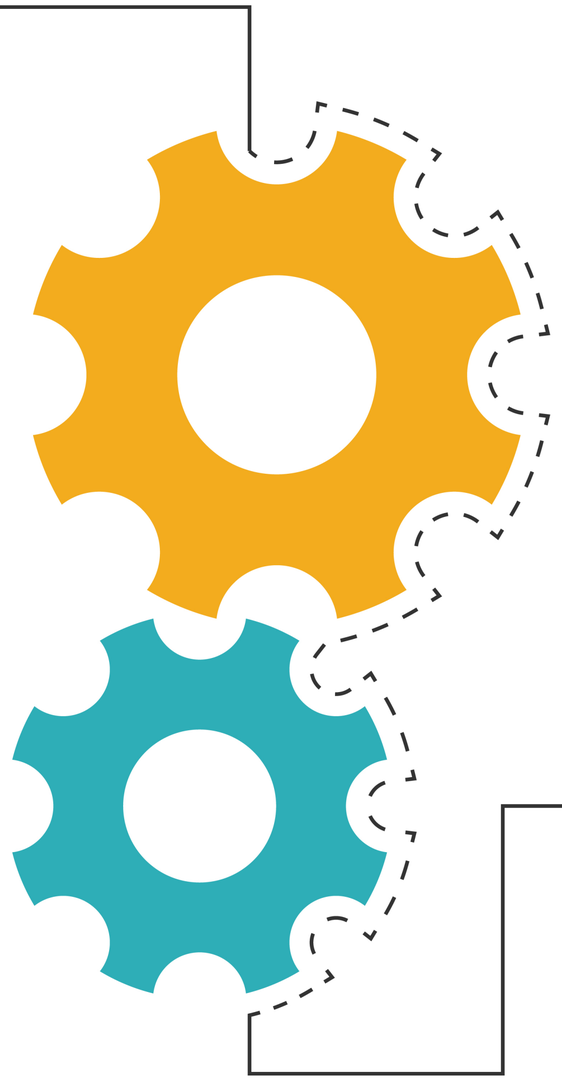
our of work.

@COPYHACKERS

COPYHACKERS

Test-worthy copy is not sitting inside your head. Or mine. It's in the hearts and minds of our customers and prospects. Our job is to lure it out, listen and repeat it back in persuasive ways.

Take the most interesting of the voice of the customer.



Push it through copywriting frameworks and formulas, and add better practices.

VALIDATION-READY COPY!

VALIDATION:

“Breakthrough or bust?”

@COPYHACKERS

Joanna Wiebe

COPYHACKERS CH AGENCY

copyhackers.com
joanna@copyhackers.com