

How To Get Your Customers To Help You Write Your Copy

**AKA How to write high-converting copy
even if you're not an artistic genius or copywriting
isn't your strongest skill**

Presented by Eden Bidani | Green Light Copy

The secret of all high-converting copy?

- **It's not about being "salesy"**
- **It's not about using psychological or emotional "hacks"**

Mindset Shift #1:

High-converting copy is about good communication.

It's about forging a *deep, genuine connection* with your prospects through the power of the written word.

Mindset Shift #2:

You're not selling anything.

You're in the business of solving problems.

Mindset Shift #3:

**Your product or service is the means to an end.
And not an end in itself.**

What is "conversion copywriting"?

- **Encourages action (whether that action is a click, a download, filling out a form, or buying now)**
- **Positions the pains/problems/goals of your target audience with your product/service as the solution**
- **Uses your audience's own words and language to communicate**

Brand copywriting

- **It's about vision and purpose, and about your "why"**
- **Where can you find it? Taglines, About Us pages, brochures, organic content or paid/sponsored content, guest posts or anywhere the "brand voice" needs applying**

Creative copywriting

- **It's about capturing attention - fueled by an underlying concept**
- **Where can you find it? Taglines, advertisements, marketing campaigns, creative product descriptions**

Direct response copywriting

- **It's about driving actions - but in a more "salesy" way**
- **Where can you find it? Advertorials, video sales letters, sales letters, infomercials, direct mail, cold emails**

Conversion copywriting

- Is about communicating your value to your customers, how you solve their problems, *using their own words to do so* to show them that you "get" them and that you're here to solve their problems

The Conversion Copywriting Process

A step-by-step methodology for finding the right words and messages to use to forge these deep connections and encourage action

Conversion copywriting happens in 3 phases:

- 1. Research & Discovery**
- 2. Writing & Editing**
- 3. Validation & Testing**

Part 1: Research & Discovery

- **Do this part thoroughly and everything else will be easy**
- **R&D is 75-80% of the work of writing high-converting copy**

Part 1: Research

- **We want to find out who your audience is beyond buyer personas or segmented audiences**
- **What they do (work and leisure)**
- **Where they hang out (online and offline)**
- **Cultural, spiritual, political, and other preferences**

Part 1: Research

- **Which social media platforms they use**
- **What types of media they consume on a regular basis**

Part 1: Discovery

- **Now you go undercover**
- **Think like an anthropologist - you're looking to observe and learn and record, never to judge or make assumptions**
- **Look for words, phrases, sentences and full paragraphs/stories describing their experiences**

Part 1: Discovery

- **Their hopes and dreams**
- **Where they see themselves in 2-5 years from now**
- **Where would they like to go**
- **What will they have achieved**

Part 1: Discovery

- **What problems they're experiencing in their lives**
- **If they've heard of other products or services that solve these problems and have tried them before**
- **Did this help/solve their problems?**
- **Why or why not?**

Part 1: Discovery

- **Check out also competitor reviews, Google My Business, Yelp, TrustPilot, Amazon, Capterra, G2, any place where people share their opinions and feedback about competing products and services**

Part 1: Discovery

- **Why it's crucial to conduct surveys and customer interviews (if you can)**
- **Ask Your Target Market - SurveyMonkey - Google Surveys - Typeform for running surveys**
- **Answer The Public - SparkToro for further audience data**

Part 1: Discovery

- Once we've collected all this data, we plug it into a spreadsheet to help us stay organized
- Sample sheet here -
<https://docs.google.com/spreadsheets/d/1sVvY0j3FNwM22ASpMjyeRSRXpDWUy2YrNt-BujZxd08/edit#gid=0>

Part 1: Discovery

- **The patterns start popping off the page**
- **What their #1 problem is**
- **What their #1 dream is**
- **And how to position your solution within that context**

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Part 2: Writing & Editing

- **Take what you've learned and plug it into copywriting frameworks**
- **These frameworks help take the guesswork out of how to put the pieces together and help guide the flow of information in a logical way for your customers**

Part 2: Writing & Editing

- **PAS: Problem - Agitation - Solution**
- **AIDA: Attention - Interest - Desire - Action**
- **See more at <https://copyhackers.com/2015/10/copywriting-formula/>**

Part 2: Writing & Editing

- **The importance of writing for context (platform & presentation)**
- **Use wireframes, landing page and website builders, and mockup generators to help you figure out what messages should go where and how they fit with relation to media elements such as images, videos, and more**

Part 2: Writing & Editing

- **Writing in wireframes also means if you're getting design help, your designer or developer will get those visual cues from you as to how the copy should fit on the page and they won't drown the copy in the design. It will also help you edit!**
- **Also use tools like Grammarly, Readability App, and Hemingway App to help you improve the readability of your copy**

Part 2: Writing & Editing

- **Unbounce - Webflow - Leadpages - Draftium (personal favorite)**
- **Ad Mockup Generators such as
<https://adparlor.com/ad-mockups/>**

Part 3: Validation & Testing

- **What's important - we're not always right 100% of the time**
- **This process stops you from blindly guessing at what might work, and helps you make hypotheses instead**
- **Having gone through Part 1: Research & Discovery you now have a wealth of data to use during testing and validation**

Part 3: Validation & Testing

- **Validate to guide you. Better if we find out now than later...**
- **Validate using 3rd party sources such as CopyTesting (by CXL Institute) or UserTesting.com or 5 Second Tests**
- **You're not looking for feedback like "I didn't like it" which lacks context, you're looking to validate whether the concepts on your page are expressed clearly**

Part 3: Validation & Testing

- **Once you've completed any edits after validation you can move on to actually testing**
- **Testing is when you make it live or start running organic/paid traffic to it (or start sending it out if it's emails/pitches)**

Part 3: Validation & Testing

- **Tracking performance will give you an idea of what you can do to continually improve**
- **This is a process, not a one-and-done thing**
- **We're always learning - there's always room for improvement**

**Examples of excellent
conversion copy based directly
off voice of customer research**

Basecamp

Basecamp is the **premier project management + internal communication** tool for **remote WFH teams** worldwide.

[How it works](#) [Before & after](#) [Got clients?](#) [Pricing](#)

★★★★★ *"extremely user friendly"* ★★★★★ *"perfect solution for remote teams"* ★★★★★ *"truly amazing!"*

The All-In-One Toolkit for Working Remotely.

Before Basecamp: You're wondering how you'll quickly transition your team to remote work. People are stressed, work feels scattered, projects are slipping, and it's tough to see + manage everything. **After Basecamp:** Soon you'll be feeling like "hey, we got this". Everything will be organized in one place, your team will be working together (even though they're apart), you'll be on top of things, and a sense of calm will set in.

[Give Basecamp a Try](#)

4,309 companies signed up in the last week alone!

AHREFS



The screenshot shows the Ahrefs website homepage with a blue background. At the top left is the Ahrefs logo and navigation links for Tools, Our data, Resources, and Pricing. At the top right are links for Sign in and Start trial. The main headline reads: "With Ahrefs, you don't have to be an SEO pro to rank higher  and get more traffic ". Below this is an orange button that says "Start a 7-day trial for \$7". At the bottom left, it states "+3,310 trials started in the last 7 days". At the bottom right, it lists logos for FACEBOOK, Adobe, LinkedIn, NETFLIX, and UBER, with the text "Ahrefs is trusted by marketers from the world's biggest brands" below them.

ahrefs Tools ▾ Our data Resources ▾ Pricing

Sign in Start trial

With Ahrefs, you don't have to be an SEO pro to rank higher  and get more traffic 

Start a 7-day trial for \$7

+3,310 trials started in the last 7 days

FACEBOOK  Adobe  LinkedIn  NETFLIX  UBER 

Ahrefs is trusted by marketers from the world's biggest brands

SavvyCal

The screenshot displays the SavvyCal website interface. At the top left is the SavvyCal logo, and at the top right are links for 'Pricing' and 'Sign In'. The main heading reads 'Sending your scheduling link shouldn't feel weird', with the latter part highlighted in yellow. Below this, a sub-headline states: 'Most scheduling tools put the burden on the recipient. SavvyCal makes it easy for both parties to find the best time to meet—in an instant.' A 'Sign up with Google' button is centered below the text, with the note 'Free to get started · Set up in minutes' underneath. At the bottom, a browser window shows a calendar for 'January - February 2021' with a 'Partnership Chat' event on January 31st. The calendar grid shows days from Sunday to Saturday, with the 6th of the month highlighted as 'Today'.

SavvyCal Pricing Sign In

Sending your scheduling link shouldn't feel weird

Most scheduling tools put the burden on the recipient. SavvyCal makes it easy for both parties to find the best time to meet—in an instant.

Sign up with Google

Free to get started · Set up in minutes

Interactive Demo — savvycal.com/derrick/peter

January - February 2021 Today < >

Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5
6					

Partnership Chat

Effective Experiments

effective
experiments.

Why Effective Experiments

Features

Compare

Blog

Request A Demo

Turn CRO chaos into experimentation excellence

Organize, optimize, and scale your experimentation program with the [Experimentation Ops™](#) platform and framework

Request a demo

Proudly supporting enterprise experimentation teams



Conscious Business Institute

CONSCIOUS
BUSINESS INSTITUTE

FOR WHOM

DIFFERENCE

HOW IT WORKS

BENEFITS

PRICING

CONTACT

APPLY NOW

Join us for “the most
life-changing
experience of your
adult life”

- as described by a VP at Intel

Unlock your true life and career
potential inside The Conscious
Business Master Program

APPLY NOW

Take 10 minutes to apply



Thank you!