

8. Protection techniques and mechanisms for copywriting

What is Persuasive copywriting?

Let's get back to the basics for a second.

Copywriting is the art and science of writing sales copy.

This is a swanky way of saying business material.

Sales copy is primarily advertisements. Think sales letters, direct mail, landing pages, websites, and so on.

Ultimately the goal of sales copy is to drive revenue, generate leads, or increase brand awareness.

Naturally, persuasive copywriting is the component of sales copy that persuades readers to take action...

Maybe that's ordering a product, signing up to an email list, or entering their information into a form. It depends on the exact campaign.

No need to bore you with a long definition, though. Let's get into some deadly-effective persuasive copywriting techniques next.

Persuasive copywriting techniques

These are some of the most effective persuasive copywriting strategies you can use.

They are backed by psychology and science—the hallmark of any good writing technique.

Try them out for yourself and be creative. Put your own twist on them and use them in unique combinations.

1. You're not writing who you think you're writing for

It's very easy to make up a magical character in our heads when we're writing copy.

You may think you're writing a sales letter to a 40 year old man whose day job is as an accountant, and he wants to earn passive income. When, in fact, you're not writing to that person at all.

John Doe—the 40 year old accountant from Boston—doesn't see himself as that character.

He sees himself as a man that loves spending time with kids, playing in a local baseball league on the weekends, and hitting the gym.

John has a good sense of humor, enjoys craft beer, and lives an organized lifestyle.

Writing for a generic buyer persona won't get you anywhere.

John, your real customer, won't resonate with the material. Nor will his friends. Nor will his family.

When his son sees an advertorial online that is geared toward his dad, he won't share it. It's too generic and doesn't remind him of the real person.

Next time you're writing, write to John.

What I mean by this is that you need to have a clear ideal audience in mind. I'm talking about what they do on the weekends, their values, beliefs, etc.

Copy becomes much more authentic, personal, and emotional when you do this.

And, that's how you persuade.

It's also the reason that most organizations rank experience management as their highest priority.

Customers demand tailored experiences.

Every segment is vastly different in terms of wants, needs, and values.

Sending everyone the same copy is a surefire way to receive yawns and discontent.

Study the target audience through market reports, case studies, whitepapers, and other freely available data.

Heck, send out questionnaires, perform focus groups, or do primary studies of your own if possible.

Use the findings to write copy that resonates with a hyper-segment on a deep level. That's much better than blasting everyone with the same material.

It's also what helps businesses to drive real results with sales copy.

2. Timely offers create urgency

Imagine the following two scenarios from your customer's perspective.

The first: They visit your landing page the offer is permanent. They can come back at any time to receive it.

The second: The offer on the landing page only lasts 48 hours. Once that time has passed, it's gone forever!

Needless to say, customers will feel much more *urgent* in the second scenario. This is because they must take action now, or they'll miss out.

That's called *fear of missing out*, or FOMO for short in psychology.

John M. Grohol, Psy.D. stated this in regard to fear of missing out:

The fear of missing out (FOMO) has become pervasive in society. Teens and adults text while driving, because the possibility of a social connection is more important than their own lives (and the lives of others). They interrupt one call to take another, even when they don't know who's on the other line (but to be honest, we've been doing this for years before caller ID). They check their

Twitter stream while on a date, because something more interesting or entertaining just might be happening.

But, let's go a step deeper.

What is urgency, really? It's a form of *fear*.

And, fear is built into all of our DNA and the reptile part of the brain.

It's what keeps us moving. It keeps us pushing.

That's why when a reader absorbs urgent copy, it makes them fear they'll miss out on something they may never experience again.

Look at how this travel company states the last time of booking and how many users are viewing each deal:

People interested in one of these hotels will feel a fire under their butt as others may take the deal before them.

That brings me to my next point.

3. Create a drought

Another form of urgency is achieved through *scarcity*.

This is when there's a limited supply or lack of any given product.

That also implies that if customers don't take action sooner, others may take it before them, and there will be none left!

That's why things that have a limited quantity are always more appealing.

Consider the cookie jar experiment run by Worchel and other researchers back in 1975. (Not the actual name, but it sounds funnier.)

They took a total of 200 female undergraduates and had them rate the attractiveness of cookies that were either in abundant or scarce supply.

In one case, the jar was full. They could've eaten until their stomachs exploded.

In the second, the jar barely had any cookies left.

Guess which cookies were rated as more desirable.

The scarce jar!

Why does this happen? Many reasons, including:

1. **Scarcity creates exclusivity:** Customers who have a scarce item feel like they've achieved exclusive access, and they own something many others don't. It appeals to the ego and identity. Think VIP areas, special airport lounges, etc.
2. **Scarcity implies value:** If everyone else has been buying it to the point of there being very little left, it must be amazing! (What your customers are thinking.)
3. **Scarcity makes people feel powerful:** Customers own something most do not. This can make them feel special, unique, and part of the clubhouse. Think Gucci, BMW, or Louis Vuitton.

Countdown deals like what eBay does on their website are one of the best ways to create scarcity. However, it needs to be accompanied by urgent copy. You can imply scarcity by:

- Highlighting low inventory/stock. "Only 5 left in stock" is an example.
- Pushing limited offers, especially during the holidays.
- Displaying real-time purchases of other customers.
- Creating limited edition products like luxury brands do.

4. Elaborate on their pain points

Why do people buy a product?

To solve a problem, right?

That's why your persuasive copy needs to clearly identify the pain point the customer is experiencing *and* explain how the product will solve it.

This goes back to the first point that I taught you, which is knowing the customer like the back of your hand.

Otherwise, your copy will drain your marketing budget and generate little to no results.

Pain points are on a spectrum, too.

Someone in need of a new t-shirt isn't experiencing as bad a problem like someone whose toilet is leaking and flooding their house.

One is low-grade, while the other is a pull-your-hair-out and need-it-solved-now kind of issue.

The first step is to ask yourself, “What problem is my customer experiencing for them to need my product or service?”

Think deep. Think emotional. Write down as many ideas as possible.

For instance, why do people use my copywriting courses? Some reasons include:

- They don’t have the skills or knowledge to write effective copy/content themselves.
- They’ve been burned by poor writers in the past and need a professional to rely on.
- Their colleagues are bugging them to start blogging and generating inbound leads, thus, they need a writer like me.
- Landing pages, product pages, etc., aren’t delivering the performance they want.
- They know their existing copy or content sucks.
- The list goes on...

I can then engineer copy, proposals, and phone calls to revolve around these things while positioning myself as the fix.

Look how a debt consolidation company does this on its homepage:

They mention the customer’s problem: dealing with debt and getting finances in better shape.

Then, they offer a confidential and personal consultation to become debt-free.

5. Take a note from neuro-linguistic programming

Neuro-linguistic programming, or NLP for short, is the study of how language affects the brain.

Because, as a copywriter, you know that words have the power to influence and persuade.

It goes a step deeper, though.

NLP techniques are based on neuroscience, psychology, and related studies. They give any standard copywriting method a run for its money.

One specific NLP strategy to consider is *framing*.

This is the process of strategically putting a positive or negative emphasis on a point to create a certain response.

Both are effective, but you need to treat them like a loaded gun.

Wording something positively will make customers favor it and look at it in a better light.

On the flip side, negatively framing something can make customers feel urgency, irritation, and similar emotions.

Let's take these two headline examples into consideration:

1. Stop Spending So Much on Healthcare – Try NeraHealth Insurance
2. Save \$480/year By Using NeraHealth Insurance Today

The first is negatively framed. It's telling readers to stop spending extra money on healthcare.

This could work as it can make customers feel stressed that they're overspending.

However, the second is positively framed by stating the exact dollar amount customers will save.

Depending on the emotion you're trying to elicit and how your brand presents itself will change how you frame copy.

6. Tell them clearly what do next

Customers are smart. In fact, they're more resourceful than ever.

Consider smartphones, review sites, and social media. They have all of the information in the world at their fingertips.

Nonetheless, they still need some guidance.

You're the pro about whatever you're writing about, after all.

That's why clear instructions and calls to action are so effective at persuading. Telling customers what action to take next—such as calling a number, visiting a website, or likewise, takes *thinking* out of the equation. They can head towards checking out or the next important action faster and with fewer issues.

The most effective way to do so is with a call to action.

See how a local digital agency in my area uses several CTA's on its homepage?

7. Let testimonials speak for themselves

Social proof is everything.

It's easily one of the most powerful ways to convince, persuade, and convert.

As a matter of fact, 92% of consumers read online reviews before making a purchase.

This is because of a beautiful thing called *groupthink*.

If many other people are enjoying a product and leaving good reviews, it makes us much more likely to purchase it ourselves.

Why is this?

Simply because the other customers have saved us time by doing the research, buying the item, and using it to come to a conclusion.

After all, groupthink is an evolutionary mechanism to help us save time and make better decisions. It's not so bad!

That's why you need to make sure testimonials are clearly presented on sales letters, landing pages, and other places where conversions matter the most.

8. Paint a picture of using your product

Have you ever thought long and hard about imagination for a second?

It's crazy!

You can literally see, feel, and smell something without actually experiencing it.

Visualizing also creates strong emotions because your brain can't tell the difference between reality and imagination or dreams.

Interesting, huh?

For example, have you ever woken up from a nightmare sweating or out of breath? Your brain reacts that way *just in case* it's real to protect you. It's also why promoting readers to imagine themselves using your product is so persuasive.

It lets them experience what it'd be like to use a product through their own emotions, imagination, and ideas.

This is the ultimate form of persuasion because you present the canvas, and *they* paint the picture.

You can do so by writing incredible amounts of detail as David Ogilvy did in this ad for Rolls Royce:

Every section touches on the details, materials, and features that make up the car.

This helps readers picture seeing it in person.

What seals the deal is Ogilvy mentioning situations like "If the noise from other cars distresses you, you can close the windows and still get fresh air through an efficient ventilating system."

This further paints a picture in the reader's head, helping them imagine the luxurious feeling being in a Rolls Royce would offer.

9. Predict the reader's objections ahead of time

Here's when you need to tune into your inner psychic and the powers of the universe...

Or just read market reports and study customers...

Yeah, let's just do that.

Because customers are going to have objections about a product's price, features, return policy, and more.

Think of this as speed bumps toward generating a sale.

They can zoom 100km/h towards the checkout or continually slow down because they have to consider objections.

The first is better.

It's an offer for a book teaching American's how to invest in gold.

As you could imagine, readers are going to have some questions and objections like:

- How do you properly invest in gold?
- Is it a safe investment?
- How much money can you make?
- Etc.

This is precisely why Agora presents proof to resolve these objections along the sales page in this section:

It shows readers that gold has remained a steady investment over the last 100 years despite economic crashes and collapses.

I recommend asking, "What questions or objections will my customers have?" as you write copy.

The key is to ask yourself this for every major section of the material, too.

This is because not every customer will object to the same thing.

For some, it's the price. For others, it's specific features.

Then, back up every point with data, testimonials, and proof to alleviate the tension.

This will help them feel better about what you're promoting and the idea of purchasing it.

10. Create an FAQ section or page

I love this persuasive copywriting technique for sales pages, sales letters, and similar material.

An FAQ (frequently asked questions) section or pages answers questions that customers commonly ask about a product, service, or something else.

They're extremely convenient and effective because consumers can quickly learn about policies, shipping, returns, etc., while you help them move closer to the sale with less friction.

For example, here's an FAQ section that I included at the end of the sales page for my Sell Like Hell copywriting course.

I know from speaking with many of my students that they want to understand what my mentoring entails, what the refund policy is, how long the course takes, and what happens after they purchase it.

So, I bundled up those questions into a quick FAQ at the end.

11. Appeal to the customer's ego

Be honest.

We all want certain things based on our ego...

It might be wealth, good looks, health, an attractive partner; you name it.

Usually, there is some form of ego that goes into our wants, needs, desires, and goals.

This is especially the case when it comes to buying products, services, and consumerism in general.

After all, deep-down primal desires are what push us to take action and purchase products.

You can use this to your advantage by leveraging it as a *persuasive copywriting technique*.

Here's how...

Firstly, make sure you **understand the target audience** like the back of your hand.

Read Reddit threads, snoop on social media, reverse engineer online reviews and read whitepapers. Anything you gotta do to get into their head.

This will help you **determine *what* they want and *why* they want it**.

For example, some people only want to build a six to seven-figure business so they can show it off, prove people wrong, and live a luxurious life.

I'm not saying any of these things are wrong, but they mostly derive from ego, self-image, establishing a certain identity, etc.

Continuing with that example, you could write sales copy around:

- Building a business that will allow you to travel the world, drive exotic cars, and eat at the fanciest restaurants.
- Show all of your family and friends that doubted you were wrong and that you were right the entire time about your business idea.
- Be seen as a leading entrepreneur in your industry that can teach others how to be successful.

That brings me to my next idea.

12. Use bold statements and fascination tidbits

The reality is that very few people will read your sales copy without objecting or thinking, *"Hmm, I don't know if I believe that."*

You need to make your points concrete. Believable. Authoritative.

How do you do that?

Through data and science.

Keep with me.

You see, one of the best ways to back up claims you make is to source relevant statistics, graphs, charts, and studies.

This makes you and your ad more credible and also helps persuade people.

They help you make bold statements (that you can back up) while fascinating the reader into reading the rest of the advertisement.

For example, imagine I told you that copywriting could make you millions of dollars and leave you hanging...

You might think that's cool but would be itching to hear more. How do you achieve that income? Who are people earning that much?

Imagine instead that I brought up legends like Clayton Makepeace that have regularly made millions in royalties since the '90s. I show you examples of his work, link to his website, embed an interview, etc.

Suddenly my point becomes more convincing, right?

That's why I want you to research examples, science, and data every time you're writing a campaign.

Heck, I go over why data helped me so much when writing this Forbes FinTech magazine ad in one of my YouTube videos.

This will give you heaps of resources to cite. Go through the results and find examples that can help back up your points and ideas.

Persuasive copywriting example

While I've shown you examples of persuasive copywriting for individual techniques and strategies, I want to cover a few more in-depth.

Stefan Georgi's RMBC Method course page

Stefan Georgi is a legendary copywriter who has generated over \$700 million for his clients.

And, yes, you read that number right.

He sells an online course called The RMBC Method.

RMBC stands for research, mechanism, brief, and copy.

It's his secret formula for writing high-performing sales letters in as little as two days.

Nonetheless, his sales page is baller and a great example of persuasive copywriting.

Let's begin with the above-the-fold section. A five minute video explains everything you need to know about the course, what you get, and how it will benefit you.

The headline makes the results of the course and how life-changing it is by claiming this method took Stefan from living in a trailer to generating over \$700 million.

The most important part of a piece of copy is the headline. People look at the headline before anything else, even the picture. The headline determines whether or not people continue reading.

People have developed sophisticated defense mechanisms to protect their minds from information overload with all the marketing, advertising, social media noise, and businesses vying for an ounce of their attention.

For this reason, the headline should focus on *one simple idea*.

This one idea should encompass everything the product or service is about. But the headline is never about the actual product — it's about the benefit; what's in it for the reader. It should get just enough attention to draw the reader in.

After nine years of iPhone's global reach and living through versions 3, 4, 5, and 6, the anticipation for the next version reached a fever pitch. In only three

words, Apple has crafted the perfect headline telling the world that the next big product has finally arrived.

The number 7 has a universally positive connotation that implies good luck, viscerally evoking good feelings in the reader's mind. Put together, the big arrival of a hotly anticipated product was distilled into one simple idea:

This is 7.

This is analogous to planting a seed in the target reader's mind. And letting it grow.

Even if a reader has a perfectly functioning iPhone 6 and decides not to upgrade now, the sexy iPhone 7 will be marinating within the reader's mind. Subconsciously, at least. It may be a week later, or a year later, but the reader will eventually see his own iPhone 6 as archaic and want something new.

The simpler the idea, the more powerful the headline. The more powerful the headline, the more readily it penetrates the reader's mind — bypassing its information overload protection mechanisms.

In some of Apple's landing pages, there is no "buy" button. For example, Apple's iOS 10 page is purely informative and even offers a free upgrade to iOS 10 at the bottom.

In these cases, Apple's landing pages aren't about getting the customer to buy. Instead, they display their craftsmanship to build excitement and legitimate hype — and putting the customer right in the middle of it.

At the top of the iOS page, an impressive display of multiple phone screenshots surrounds the words "iOS 10" in the center: a refined Maps app, an improved Messaging app with cartoon emojis, news apps showing NASA's Juno probe entering Jupiter's orbit, sleek calendar reminder notifications, and more. As you scroll further down the page, there are even more visuals with captions showing how much more you could do if you upgrade to the latest iOS.

This page is targeted only to customers who already own an iPhone and speak the Apple lingo. If a reader sees this page and decides to get a new iPhone, that's great. But that's not the goal. It is to show how much more existing customers could accomplish using the latest iOS version.

Plus, Apple is not selling their new operating system. They are selling a *new and improved experience*. That is what their customers want, and Apple understands this.

To properly target your landing page to the right audience, these five questions will help you hone your strategy:

1. How will people find this page?
2. Is this page for existing customers or for prospective customers?
3. What is average user's experience before they find this page?
4. What do I want visitors to do after they read the page?

5. How will the average user's experience improve once they find this page and take action?

Once you answer these questions in detail, you have enough information to create a well-targeted landing page with a powerful call-to-action.

With attention spans as short as ever, people usually process information in short and snappy sound bites. People rarely think in complete sentences.

Writing in a way people actually think — using sound bites — is the best way to get 'in tune' with your audience. Sound bites are easy to remember. They stick.

Apple's copywriters are masters at writing sound bites that convert both new and existing customers into loyal fans. The following examples demonstrate how Apple uses sound bites to entice customers to buy their products.

During the holiday season, Apple shifts their marketing strategy to get in tune with holiday shoppers. In this page, Apple is marketing accessories for the iPad Pro. The sound bite here is *Presents for their present*.

This is a loaded one. What makes this stick is the rhyme and repetition. In just four words, Apple is showing options for a perfect holiday present for a friend or family member who already owns an iPad.

Here's another example of a sound bite involving the iPhone SE, a redesigned 4-inch iPhone. Many people still use older and smaller iPhones with 4-inch screens, showing a sizable market remains for smaller phones. Not everyone wants a bigger phone like the iPhone 6+. Knowing this, Apple reinvented the smaller iPhone with a more powerful chip, a retina display, and a better camera with higher resolution, while keeping the size the same as the original 4-inch version.

In just five words, Apple says all this with another thought-provoking sound bite: *A big step for small*. Plus, there's another sound bite tucked within the copy below: "... an iPhone that looks small. But lives large."

One who still uses an old 4-inch iPhone would understand he can have an iPhone of the same size that is just as powerful as the latest iPhone.

One of the cardinal sins of technology copywriting, especially in B2C, is getting overly technical.

But rules are meant to be broken. Knowing when to do so is an art in and of itself. Very few copywriters can do this and get away with it. Apple's copywriters are among those few.

Using numbers and technical jargon in marketing copy is generally a major no-no. But used wisely, it can actually help increase clarity and boost credibility with your target audience.

Do most readers care what ‘i5’ or ‘i7’ mean? Or whether it is 5th generation vs 4th or 6th? Not likely. How about knowing what the “6000” after Intel HD Graphics means? No. Should readers care? No.

And why not say “less than 3 pounds” and “just over half an inch thick”? Why must Apple be so precise, to two decimal points, about the MacBook Air’s dimensions?

The point here is the reader would be more impressed with Apple’s *precision* and *attention to detail* than the actual specifications. If Apple is so meticulous with the precision of its product’s design and pays diligent attention to detail, then this product must be worth buying.

If the reader happens to be technologically savvy and is a loyal consumer of Apple’s products, he would know that this product is an upgrade over older versions just by looking at these specs.

In some cases, some strategically-placed technical jargon, used sparingly, establishes you as an insider who speaks the same language as the target audience.

One of the tenets of effective copywriting is to hit your ideal customer’s pain points hard and draw your customer in with problem-solving benefits.

Many technology copywriters make the mistake of listing the features of a product without showing the benefits, and their copy reads flat and boring. Benefits are more enticing.

In short: *features tell, benefits sell.*

Many MacBook Air users have complained of short battery lives and needing to recharge every few hours. Apple addresses this pain point in the following example:

Just saying the battery lasts 12 hours on the new MacBook Air is not enough — it is a *feature*, which by itself does not sell.

The *benefits* of the 12-hour battery life are you can *Make big things happen. All day long.* and *It won’t call it a day until you do.* Apple is saying you’d never have to worry about your Air’s battery dying while you use it. *That* sells.

The best converting copy is not about the product or service, it is about the customer. Customers are not just dollar signs. They are people with friends and families. They have emotions, thoughts, and dreams.

During the holiday season, Apple not only markets to their customers but also to customers looking for gifts to give their friends and family.

Apple spent years developing their brand and nurturing customer loyalty. Their use of version numbers and product comparisons, with technical specifications, creates anticipation for what is coming in the future. There were plenty of rumors and buzz about the iPhone 7 for months before it came out. Now that it is finally here, Apple put up a comparison sheet with the iPhone 7 versus the iPhone 6 and iPhone SE models.

Apple shows for each model which colors are available, memory capacities, screen sizes, types of display, processing chips, and their dimensions. From right to left, the model specs seem to get better and better — from the small iPhone SE to the largest and most powerful iPhone 7 Plus, enticing people with older models to trade up to the iPhone 8, X, and so on.

People buy products for emotional reasons. Attempting to rationally convince a person to buy a product isn't as effective as appealing to their emotions because a potential buyer could come up with valid objections or logical reasons not to buy.

Apple bypasses this by placing the product in the person's life, thereby "assuming the sale".

In the context of photos, everyone is astutely aware that memories fade over time. For that reason, they are constantly saving and organizing their photos into photo albums.

Apple is not selling a brand new upgraded camera or an app to organize your photos. They are selling the chance to keep your best memories and to quickly sort them without spending hours on a computer organizing photos.

The most clever piece of copy isn't in the white space above. It is in the photo on the iPhone display: *"Best of Summer"*.

These three words are a clear and concise demonstration of being able to retain and view your best photos within the Memories feature. It stands out. It's crystal clear. It appeals powerfully to the typical iPhone user with several thousand photos and no easy way to sort these photos.

Apple's usage of the word "Summer" is no accident. They know not to use "Winter" or "Autumn" because the weather is cold and people tend to stay inside. "Spring" isn't used either because people don't take vacations in the Spring as they do in the Summer.

More aptly put, placing a photo organization feature in a person's life is not about pictures or photo albums. It is about memories.

Usually, the rule of effective copywriting is to sell the product to a specific segment of a target audience and write accordingly.

Apple shatters this rule by writing to a very broad audience: *everyone*.

In this example, writing inclusively as opposed to exclusively works in Apple's favor for two reasons: 1) brand recognition, and 2) familiarity with the product.

Everyone knows who Apple is, and everyone knows what an iPhone is.

However, this strategy is best effective for companies with huge followings, strong brand recognition, and/or have products or services that fulfill a *universal* need.

Another reason Apple's copy is so powerful is that they break down the invisible barrier between a huge multi-billion dollar corporation and the individual "little guy" consumer.

How do they break this barrier down? Simply by using the word 'personal' in their copy. This makes for a powerful connection between the product and the consumer's feelings.

For instance, someone who uses the iPhone 7 could choose a color for his phone's case. Apple displays the available colors for a leather case or battery case for the customer to choose from.

But they don't stop there. They use the tagline: *Make it even more personal*.

By adding a case with his favorite color, he is adding a *personal* touch to his own iPhone 7. This evokes feelings of uniqueness and a deeper connection with the product.

Without a call to action, a piece of copy is nearly worthless. One of the most important sales maxims is ABC — *always be closing*— that is, to always ask for the sale. However, it helps to not be too pushy with the call to action.

Apple does this by offering two actions for the prospective customer to take.

One is to buy the product. The other respects the possibility that the customer isn't ready to buy, and offers the chance to read more about the product before buying.

There are two things to note here:

First, Apple's call to action is succinct and to the point. Apple doesn't try to make it too catchy or clever. In this case, the word choice is dead simple — and brutally effective.

Second, it offers two actions for the prospect to take: 1) *learn more*, or 2) *buy*.

A great call to action doesn't try to force the customer into buying by presenting it as the only option. Offering to learn more about the product gives

the prospect an “out”, relieving the pressure to buy. The additional content builds the all-important trust with the prospect.

To write an effective call to action, keep it simple, concise, and to the point. Whenever applicable, give the visitor an option to read more about the product before buying.

Technical writing tends to read dry and boring because it lacks *power words* — words that invoke emotion in the reader.

There are two different kinds of power words. The first includes words that refer to the first person — the reader himself: *you* and *your*. The second includes vivid and emotionally-charged words such as *imagine*, *power*, *vision*, *touching*, *new*, and *choose*.

In the above example, Apple’s iPad Pro copy is loaded with power words. Words like *your fingertips* and *you choose*, get the reader to visualize the product in their hands — by choice.

People want the best computing they can afford, and Apple strategically uses these words: *an uncompromising vision of personal computing* and *incredible power*.

To apply this to your own copywriting, focus on the reader more than the product. Use the word *you* or *your* more frequently than the product or brand names. Help your reader visualize using your product. Use vivid words or active verbs. If you’re selling an upgrade, emphasize its newness and list the ways your customers benefit from the newest features.

With people scanning websites for headlines and keywords, it is vital to keep copy as clear and concise as possible. Using definite and concrete language without any unnecessary words is most effective. Long-form content, while valuable, need to be split up into digestible bits for the brain to process. Sometimes Apple takes this to the extreme, adding a little wit on top.

Note the clever use of punctuation in this tagline:

Light. Years ahead.

Without the period after “light”, it would read “light years ahead” and it would not make much sense in this context.

Instead, these three words are broken up into two sentences. The first sentence says the MacBook is lightweight and easy to carry. The second sentence implies the device is ahead of its time in terms of design and power. Apple condenses all this into just three words with a witty use of punctuation — all without seeming like they’re trying too hard.

Not only does Apple use screenshots and sleek images of their products, they also use video to get visitors to imagine using the product themselves. Video compounds the power of the adage, “a picture is worth a thousand words” thousands of times over.

Research has found that product videos can increase conversions by up to 80%, and the shorter the video, the better.

The following video about iOS 10 from Apple is only less than 1 minute long but is packed with new and exciting information about the new iOS.

By demonstrating the product in action, visitors will be able to easily imagine using it themselves. This effectively acts as a shortcut towards a successful sale.

The iPhone’s biggest competitors are Google Nexus and Samsung Galaxy, fighting tooth and nail to steal Apple’s market share.

With such stiff competition, it sometimes pays to antagonize the biggest competitor by comparing the products — feature by feature, benefit by benefit — showing why your product is better than the competition.

There are a few ways to accomplish this:

- A comparison table with several competitor products can be helpful as long as it is objective.
- A more aggressive approach of systematically beating the living daylights out of a villain — real or manufactured — can be effective as a powerful contrast to your product’s features and benefits.
- A specific competitor isn’t always necessary. It can be well-known pain points such as red tape, inefficient bureaucracies, server outages and downtime, fad diets that don’t work, poor Western nutrition, etc...

The key to this is being able to antagonize your competition without antagonizing your target customers. Easier said than done, I know.