

# Persuasive words, aka sales copy.



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To: Ryan

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→ The words must sell, because that's what they are there for.

We want to overpromise and overdeliver.

One thing I love is the wording used on the Eight Sleep website.

It says when you land on their page.

"Nights that fuel your best days."

"Turn any bed into the ultimate sleeping experience."

Cwoar, I get excited to buy one, and I already have one.

That could have just been said.

"Sleep colder."

"Spend 7k on your bed because it's worth it."

Words matter.

In the world of YouTube, I sometimes get people to write down 10x titles. Sometimes for a big project, even up to 40x titles.

As you write them down, they just keep getting better and better.

The same goes for sales copy, you need to keep revisiting what you've written and ask yourself. How can I make this better?

This isn't a ChatGPT job, this is something you need to really work on: persuasive words.

If you ever want to get good at writing, try a fiction book once in a while. Do you know why?

Because there's only one purpose of a fiction book, to keep you reading, to keep you moving on to the next page.

Keep revisiting, keep improving, write words that sell.

Because that's what they're there for.

Ok, tomorrow we get into the nitty gritty.

Ready to join my mentorship? If so, [click here](#)

If not, until tomorrow.

James

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