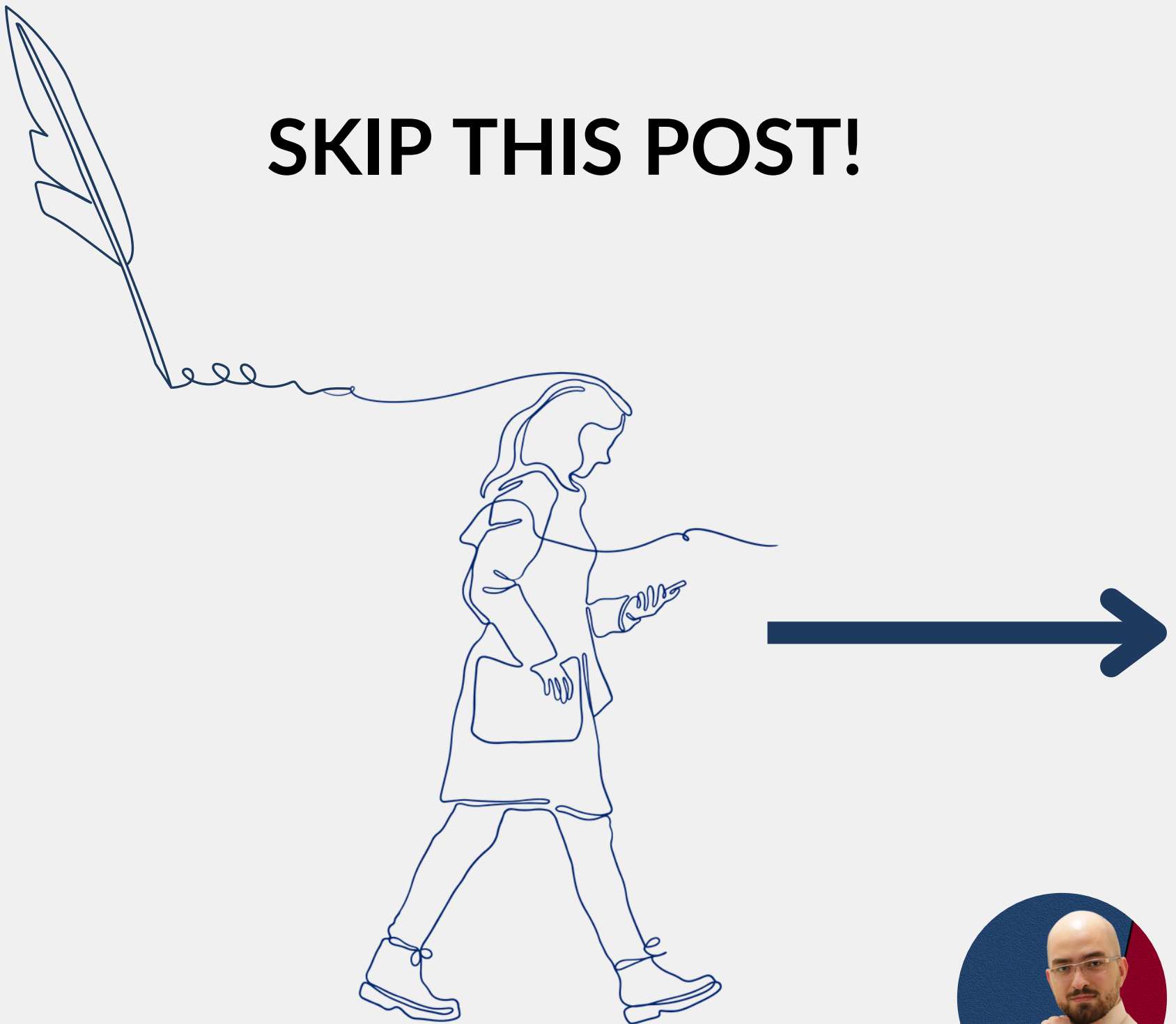# Want to Keep Losing Leads With Bad Copy?

SKIP THIS POST!

Armin Parvin

You've always been writing bad copy.

Look at your performance …

Armin Parvin

It's time to change ...

But how?

Armin Parvin

Bad copy is different from great copy in many ways.

Armin Parvin

BAD COPY:

Armin Parvin

Bad copy does not trigger familiar emotions.

Why does it matter?

Armin Parvin

We connect with words only IF they elicit emotions we have felt before.

If you don't resurface those feelings, it's bad news.

Armin Parvin

2. Bad copy either talks to nobody or talks to everybody.

Why does it matter?

Armin Parvin

Talk to your reader directly.

General nouns & talking to many people at once makes your copy sound distant.

Armin Parvin

3. Bad copy doesn't target the reader's pain points.

Why does it matter?

Armin Parvin

We read lots of words every day. Not all of them stand out.

Show the reader that there is something in it for them. How? Solve their pain point.

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ON THE OTHER HAND ...

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GOOD COPY:

Armin Parvin

→

1. Good copy taps into the identity of the reader.

Why does it matter?

Armin Parvin

Everyone relates to a certain identity.

People call themselves a "writer", "doctor", "businessman", etc. Make sure to use this to your advantage when writing copy.

Armin Parvin

2. Good copy comes from deep research.

Why does it matter?

Armin Parvin

We want to get into our readers' minds. How can we do that?

By knowing them better than they know themselves. Deep research is A MUST.

Armin Parvin

→

3. Good copy creates visual imagery in the reader's mind.

Why does it matter?

Armin Parvin

→

We humans like to picture things in our minds.

Make use of this to give your readers the image they crave.

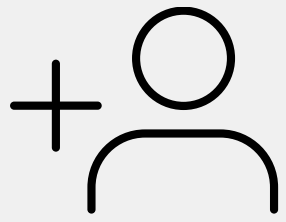**Armin Parvin**

→

BONUS POINT:

Armin Parvin

Put as much time as possible into your research.

No copy beats the one that comes from a well-conducted research.

Armin Parvin

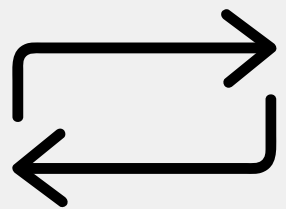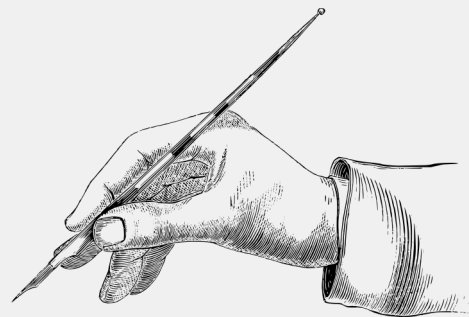# Found this useful?

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Armin Parvin