



MATT GRAY



@matt_gray_

Branding principles I know at
33, I wish I had known at 21:

5.2k Likes **1.1k Retweets** **145 Replies**

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Reactive Marketing

React to stories and news developments.

Show customers that you're on the side of the people.

Example:

- A guy on Tinder insults a woman's ASOS dress
- ASOS makes her the new model
- Story goes viral with 80+ media placements





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Frictionless Communication

Customers have limited attention spans.

A lack of understanding leads to an instant loss of interest.

Make your copy and visual components clear and concise.





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Be Real to Be Relatable

Connect with customers authentically and personally.

Be relatable by using:

- Real words
- Real stories
- Real people

✖ Amazon Handmade

Artisan only

We have an Artisan application and audit process to ensure we're building a shop of genuinely handcrafted goods.

No hidden fees

Joining Handmade, creating your shop, and listing products is free. When you make a sale, Handmade will deduct a **12% referral fee**.

Custom Profile

Your Artisan profile has a custom URL to make it easy for Customers to find your shop.

✓ Etsy

A one-of-a-kind community

Etsy is a global online marketplace, where people come together to make, sell, buy and collect unique items.

Support independent creators

There's no Etsy warehouse – just millions of people selling the things they love. We make the whole process easy, helping you connect directly with makers to find something extraordinary.

Peace of mind

Your privacy is the highest priority of our dedicated team. And if you ever need assistance, we are always ready to step in for support.

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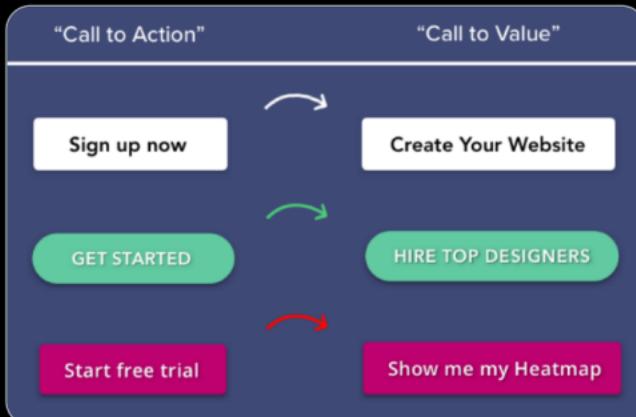
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Signpost Your Customers

Don't assume that your customers know what to do next.

Handhold them with your language along the way:

- Encourage active engagement
- Direct your customers to take the next step
- Make it clear what you want them to do



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Be Antifragile

Own the story or the story will own you.

To take ownership:

- Don't be too serious
- Embrace flaws/bad publicity

Example: KFC's clever PR response turned its chicken shortage crisis into a positive.



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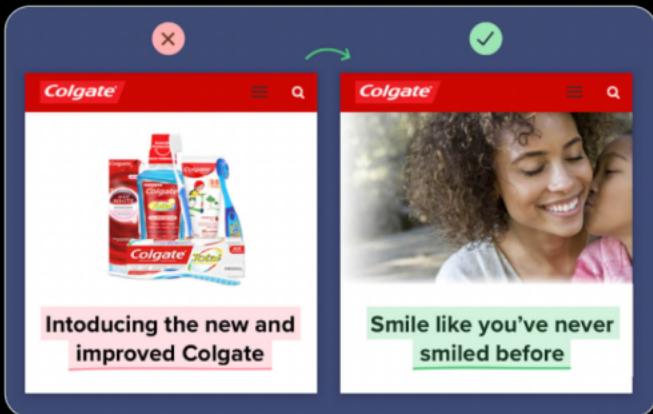
Focus on the Headline

Your headline will make or break your marketing.

If you write a bad headline, your readers won't bother reading the rest of the copy.

To nail the headline:

- Spark curiosity
- Grab attention
- Show a benefit





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Write for One Reader

You're not talking to 1,000 people.

You're addressing the single person reading your page.

- Talk to the reader personally using “you”
- Use language to place them in the moment
- Make it clear you understand who they are + what they deal with

The image shows a comparison between two versions of a newsletter preview card for "the•HUSTLE".

Left (Incorrect):

- Header: "the•HUSTLE"
- Subheader: "the•hustle
noun, singular"
- Text: "We send an email each morning with all the tech and business news needed for the day."

Right (Correct):

- Header: "the•HUSTLE"
- Subheader: "the•hustle
noun, singular"
- Text: "Your smart, good looking friend that sends you an email each morning with all the tech and business news you need to know for the day."

A red "X" icon is above the left card, and a green checkmark icon is above the right card. A curved arrow points from the left card to the right card, indicating the correct version.

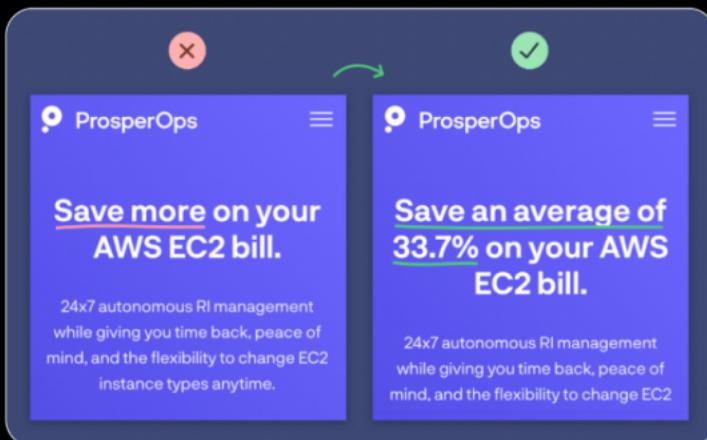
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Sell Benefits, Not Features

Take your customers on a hero's journey.

Make them feel pain, then feel relaxation.

- Painkillers sell better than vitamins
- Pain is the strongest motivator
- People only value solutions if they value your problem





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2. Join 40k+ who receive my free newsletter (see link in bio)

Want to go deeper?

If you enjoyed this post, you'll love my free newsletter - *Founder OS*.

Join 40,000+ subscribers in the bio link.

