Chase Dimond | Email Marketing Ner...
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My agency has generated $100M+ for clients with copywriting.

All of our copywriters follow the same process to write copy.

Steal our 9-step process to write high-converting copy.

// THREAD //

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1) Determine your objective

Identify what you want to accomplish with your copy:

- Do you want them to sign up?
- Do you want them to buy something?
- Do you want them to schedule a call?

Whatever it is, figure it out.

Everything you do from here on will revolve around it.

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2) Do research

You already know what your objective is.

The next step is to understand your target.

Find out their:

- Likes
- Dislikes
- Fears
- Ambitions
- Pain points
- Goals
- Objections

I wrote a thread on how to do this, check it out!

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Getting inside your target's head is the most crucial part of copywriting.

The problem is... very few people know how to actually do this.

Here's how to learn everything there is to know about your target...

And then turn it into high-converting copy.

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3) Structure it

Now, you need to create the outline for your copy.

There are many frameworks you can use:

- AIDA
- PAS
- PASTOR
- Before After Bridge
- Features Advantages Benefits

Pick the one that works best for the type of copy you're writing (ad, email, landing page, etc)

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4) Write

By this point, you already have the framework.

All you gotta do now is fill in the blanks.

A good rule of thumb for this part:

Write as much as you can.

Don't worry about editing, trimming down, or rewriting what you just wrote.

We'll get to that later.

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5) Take a break

After writing your first draft,
your brain will be fried.

You must recalibrate.

In order to do that, you can:

- Hit the gym
- Get lunch
- Grab a coffee
- Take a walk
- Play with your kids

Do anything that makes you
forget about copywriting for a
moment.

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6) Edit

Your copy is already good.

Now it's time to make it great.

Here's how to do that:

- Remove unnecessary parts
- Break paragraphs into sentences
- Break sentences into words
- Simplify words/sentences
- Format for scanners

Do these steps as many times as you need.

7) Proofread

Good, the copy is done!

The next step is to check for errors in it.

For better results, do it 3 times:

First, use an online grammar checker.

Second, ask someone to read it and check for errors.

Third, read it yourself and check for errors again.

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8) Publish

Not much to do here besides hitting send.

Just double-check everything before doing so.

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9) Test

After your copy is published...

You have to improve it constantly.

How?

By testing:

- Headlines
- Subject lines
- Leads
- Body copy
- Offers
- CTAs
- Angles
- USPs
- Big Ideas

See what works and double down on it.