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Copywriting is more about psychology than it is about writing.

Here are 9 psychology-based copywriting tactics to boost your conversions.

From a \$150M email marketer:



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## 1) Don't round-up numbers

People tend to assume round-up numbers are fake.

Use raw:

- Statistics
- Quantities
- Percentages

Raw numbers >>> perfect numbers.



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## 2) Reframe your price

Large amounts of money tend to scare people away.

Make your price look smaller by presenting it as a daily investment.

For example:

"\$99/month" -> "Less than the cost of your daily coffee/day."

The lower the perceived price, the more people will buy.



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### 3) Use a countdown timer

People are more willing to take action if they have a deadline.

Place a countdown timer:

- Above the fold
- Before your CTAs
- At the end of your copy

Easy way to create action-inducing urgency.

(Great for emails and landing pages)



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## 4) Don't try to be perfect

Mention flaws your product may have (or even make fun of them).

For example:

"Your Roomba will get stuck sometimes, but at least you can stretch your legs while picking it up!".

Imperfection makes your product look authentic.

Authenticity sells.



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## 5) Sum up at the bottom

Prospects might forget much of your copy by the time they finish reading.

Add a "recap" section at the end of your copy.

In it, include:

- A brief of your offer
- Urgency/Scarcity
- A clear CTA

This will reinforce key points and drive conversions.



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## 6) Keep your copy fresh

People react positively to new things just because they're new.

So, update your copy's:

- Headline
- Angle
- Structure
- Body
- CTAs

To give it a fresh look every now and then.

A new twist on the same offer creates a whole "new" offer.



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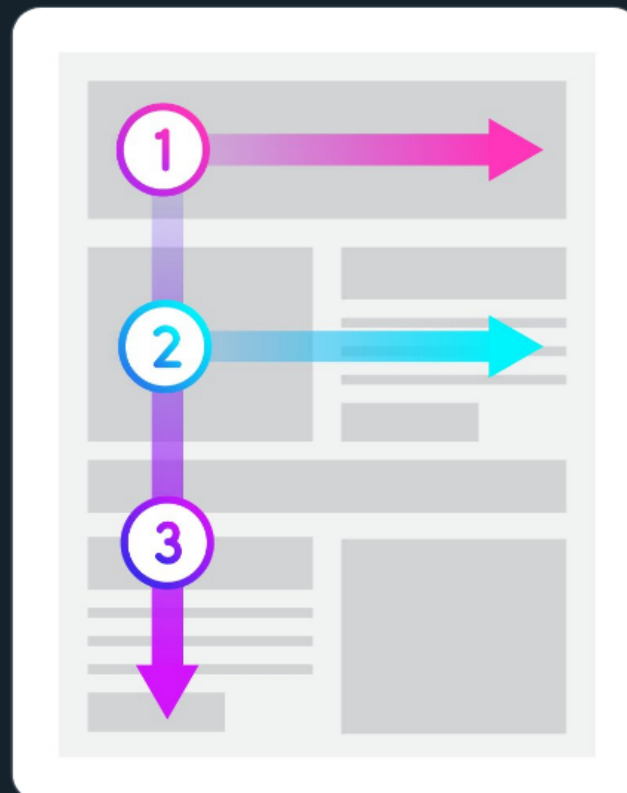
## 7) Follow an F-pattern

People read content from left to right and from top to bottom (see image).

Arrange your copy's information accordingly.

This will make your content easy, non-tiring, and entertaining.

All of which are necessary to keep people reading.







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## 8) Induce FOMO

People hate missing out on opportunities.

Show people what they might miss if they don't act immediately.

Example:

"Offering exclusive bonuses, VIP perks, and unlimited updates, available only to the first 100 buyers.".

Fear is a powerful action catalyst.



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## 9) Reduce decision fatigue

The more options you give, the less likely it is for the prospect to pick one.

When asking people to buy from you, show them a single CTA to buy a single thing.

Give fewer choices, and get more action.