



VIRAL COPYWRITING
POSTS

5 Tips to Become a Better Copywriter

LEARN COPYWRITING IN 3 MINUTES





Chase Dimond

Copywriting Tip:

Make your Calls-to-action specific.

"Buy now" → "Get instant access + lifetime updates"

"Sign up" → "Get weekly value-packed emails"

"Join today" → "Join 1,920 other marketers inside"

More specific = more clicks = more \$\$\$.



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Copywriting Hack:

Replace adjectives for verbs in your copy.

Instead of saying: “Our new face wash is effective, healthy, and perfect for your skin”.

Say: “Our face wash cleans your pores, moisturizes your skin, and adjusts to your skin type”.

Action >>> Description.



Chase Dimond

Copywriting Tip:

**Start your sentences with transition words,
some examples:**

- And**
- Because**
- Besides**
- Normally**
- Naturally**
- Of course**
- You know**
- That's why**
- By the way**
- Let me guess**
- I know what you're thinking**

It will make your copy flow better.



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Copywriting tip:

Switch technical terms for benefits.

- Portable media player → 1000 songs in your pocket**
- Waterproof phone case → Stress-free pictures at the beach**
- 25 GB of cloud space → All your files in one place**

People don't buy technical terms.

They buy benefits.



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Copywriting Tip:

Sell with your own story.

Use this format:

- 1) I had a problem with ____**
- 2) It hurt because ____**
- 3) I tried to solve it with ____, ____, and ____**
- 4) Until I finally found ____ solution**
- 5) Now I am ____**

Your own story is your most powerful marketing asset.

Use it.



Chase Dimond

Every day I'm committed to showing up to provide value for you.

In return, all I ask is that you like and comment on this post.

Thank you!