

The Conversion Microcopy Playbook

Because one word can move your metric.

Great design gets attention. Great copy gets clicks.

This playbook shows the small text changes that quietly raise activation, trust, and conversions — without a redesign.

1. The Rule of Clarity

Your user's brain is lazy. Don't make it think.

Replace vague labels with action or outcome.

Bad	Better
Submit	Get My Quote
Continue	Start Booking
Sign Up	Join Free Today
Learn More	See How It Works
ок	Save & Continue

Friend tip: Every button should finish the sentence "I want to..."

If it doesn't, rewrite it.

🚀 2. The Rule of Trust

Tiny words remove big doubts. Add proof, reassurance, or context where users hesitate.

Risk Point	Fix
Payment forms	"Secure checkout, powered by Stripe"
Email capture	"No spam, ever."
Pricing page	"Cancel anytime."
Upload button	"Your data stays private."
Signup CTA	"Free forever on Starter Plan."

Friend tip: If a user hesitates, it's not your feature — it's your microcopy.



3. The Rule of Momentum

Every screen should move the user closer to value.

Kill the dead ends. Replace passive microcopy with motivational cues.

Instead of	Try
"Next"	"See Your Options"
"Done"	"Start Exploring"
"Welcome!"	"Let's get you cooking."
"Error"	"Let's fix that — try again below."

Friend tip: Microcopy is UX energy. Use it to push forward, not pause.

4. The Rule of Empathy

Talk like a person, not a system. Write to the emotion behind the click.

Context	Emotion	Better Microcopy
Form error	Frustration	"Almost there — just missing your email."
Signup success	Relief	"You're in. Let's build something great."
Empty state	Confusion	"No bookings yet — ready to post your first?"
Loading screen	Impatience	"Warming up your dashboard"

Friend tip: Your product speaks hundreds of micro-messages a day. Each one can build — or break trust.



5. The Rule of Testing

Never assume what works. Test it.

Run A/B tests on headlines, CTAs, and onboarding text monthly.

Checklist:

- Track button click-through rates
- Heatmap text interactions (Hotjar, FullStory)
- Compare retention before/after copy changes
- Collect user reactions ("What made you click?")

Friend tip: Copy testing takes hours, not weeks — and it compounds over time.



Bonus: Drexus' Top 5 Copy Wins

- 1. Added "Free forever" under a CTA → +41% signup rate
- 2. Changed "Book" to "Reserve Your Chef" → +23% conversion
- 3. Replaced "Try Now" with "See Live Demo" → +18% engagement
- 4. Added "No credit card needed" under email input → +30% completions
- Rewrote empty state from "No data" to "Ready to start?" → 2× activation

Final Reminder:

Design attracts. Microcopy converts.

The smallest words build the biggest confidence.

Good UX says what to do.

Great microcopy makes people want to do it.

Apple Falence

Jour Falence