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Five keys to creating effective copy

1. **Use words that make you sound knowledgeable** about the product or service you're trying to sell. Understand the industry buzzwords, standards, hot buttons. Testimonials and customer quotes will also provide credibility.
2. **Make the target audience feel and emotion.** It is widely known that people make a decision first on emotion and then justify it later with logic. Appeal to your audience's emotion. Your copy should inspire them to feel fear, joy, anger, shame, love, affiliation, or frustration.
3. **Personalize** your letter or email to create intimacy with the potential customer
4. **Have conviction** in what you're saying. Demonstrate that you believe in the product or service – get excited about it! Identify with your audience's needs, wants, and desires.
5. **Use a conversational tone** to get your message across. Your audience should feel that you are in the room with them, speaking with them face to face.

Top 10 Persuasive Words

According to a study conducted by Yale University, the words that have been found to be the most persuasive include:

1. The customer's name
2. You
3. Discover
4. New
5. Proven
6. Results
7. Guarantee
8. Save
9. Easy
10. Money