

## Twitter Thread by Jeremy Moser

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**Copywriting is a key marketing skill.**

**Here are 10 copywriting tips that will increase clicks and conversions on your website, ads, emails, and more:**

Tip: Use timeframes

Real numbers are more compelling than generalizations like "fast" or "quickly."

Be specific and use direct timeframes to convey more value.

Example:



**Ship your orders  
faster.**



**Ship your orders  
in 1 day.**

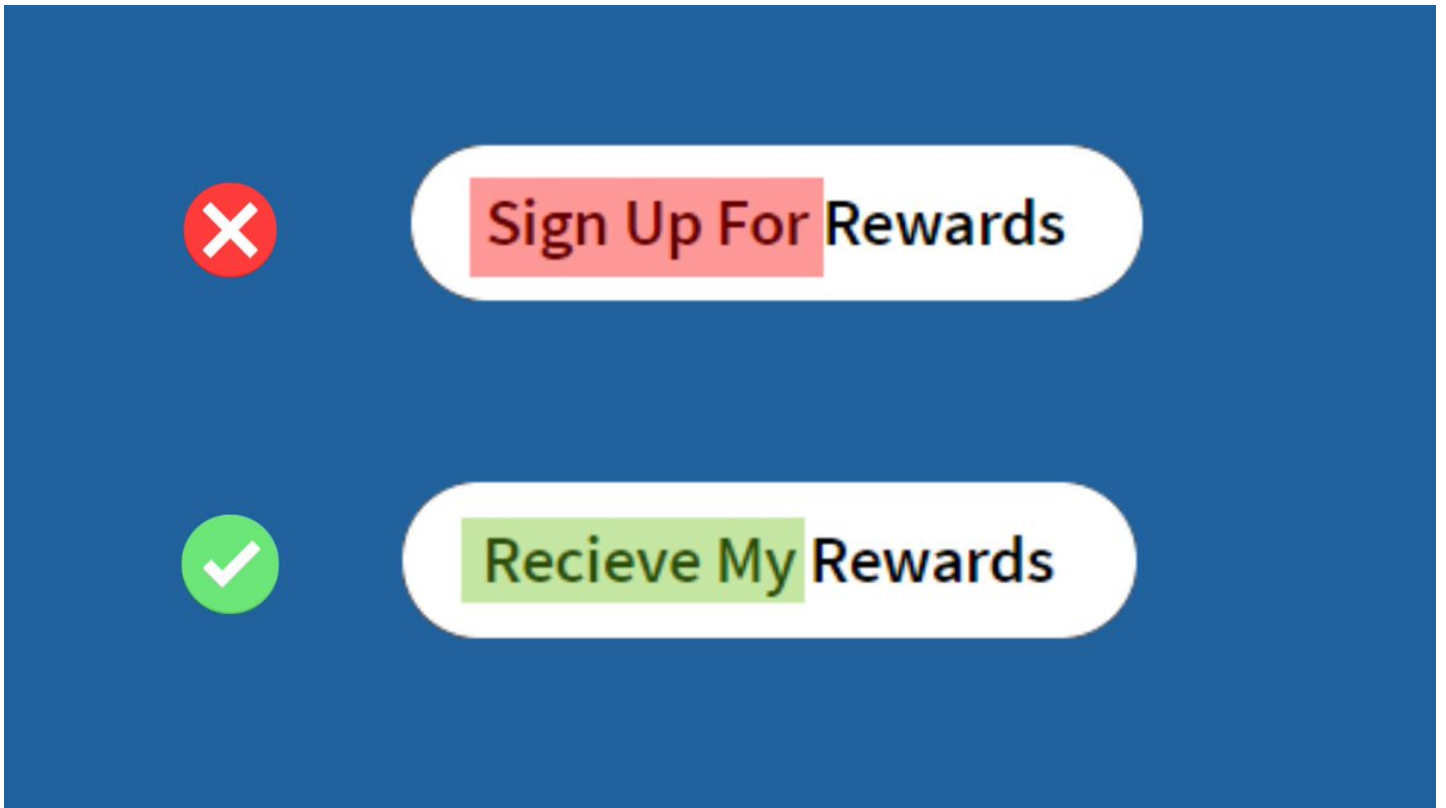
Tip: Remove friction words

Friction words are: sign up, submit, create account, book a call.

Each phrase produces friction by creating more perceived work.

Tell them what they'll get, not what they have to do.

Example:



Tip: One pain-point

"Hike like you mean it" isn't specific to a tangible pain-point

"Hike all day without blisters" highlights one specific pain-point that will be solved.

Example:



Hike like you mean it.



Hike all day without the blisters.

Tip: Replace buzzwords

"Supercharging" doesn't tell readers what your product actually helps them accomplish.

"Helps you reach inbox zero" does.

Example:



Our Gmail plugin supercharges email productivity.



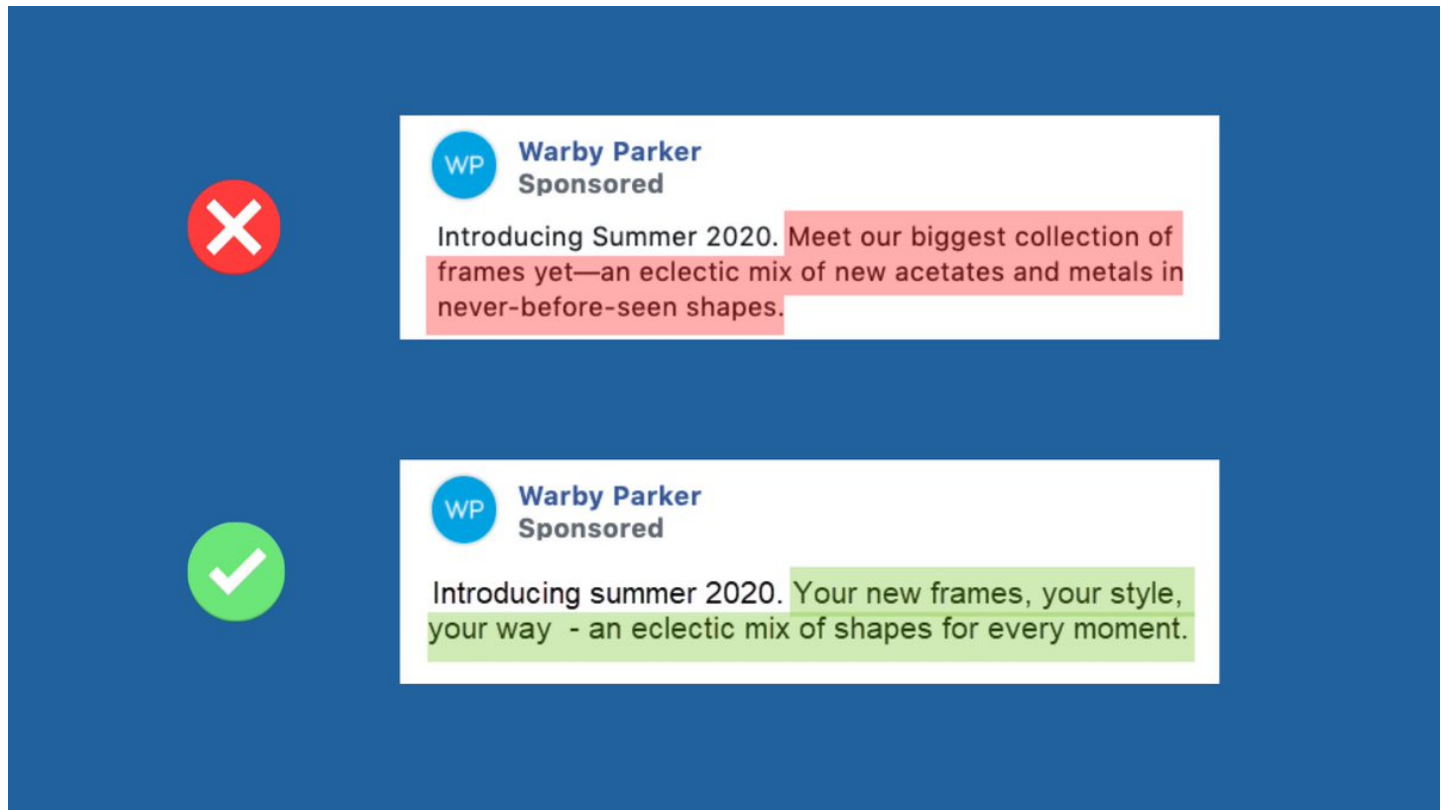
Our Gmail plugin helps you reach inbox zero.

Tip: It's about THEM, not YOU

Don't boast about what you've done. Tell users how their life will be improved by your product.

Use "You" variations frequently.

Example:



The image shows two examples of Warby Parker sponsored ads on a blue background. The top ad is marked with a red 'X' and the bottom one with a green checkmark. Both ads feature the Warby Parker logo and the text "Warby Parker Sponsored".

**Incorrect Example (Red X):**

Introducing Summer 2020. Meet our biggest collection of frames yet—an eclectic mix of new acetates and metals in never-before-seen shapes.

**Correct Example (Green Checkmark):**

Introducing summer 2020. Your new frames, your style, your way - an eclectic mix of shapes for every moment.

Tip: Concrete descriptions

Phrases like "command center" produce imagery in the reader's mind.

Help your readers visualize your product by anchoring it to a concrete description.

Example:



Your **tool** for remote work



Your **command center** for remote work

Tip: Curiosity gap

Curiosity gap = identification of new and valuable knowledge. The gap in the reader's existing knowledge compels them to click.

This is great for email subject lines.

Example:



**Wednesday's Crypto Analysis Forecast**



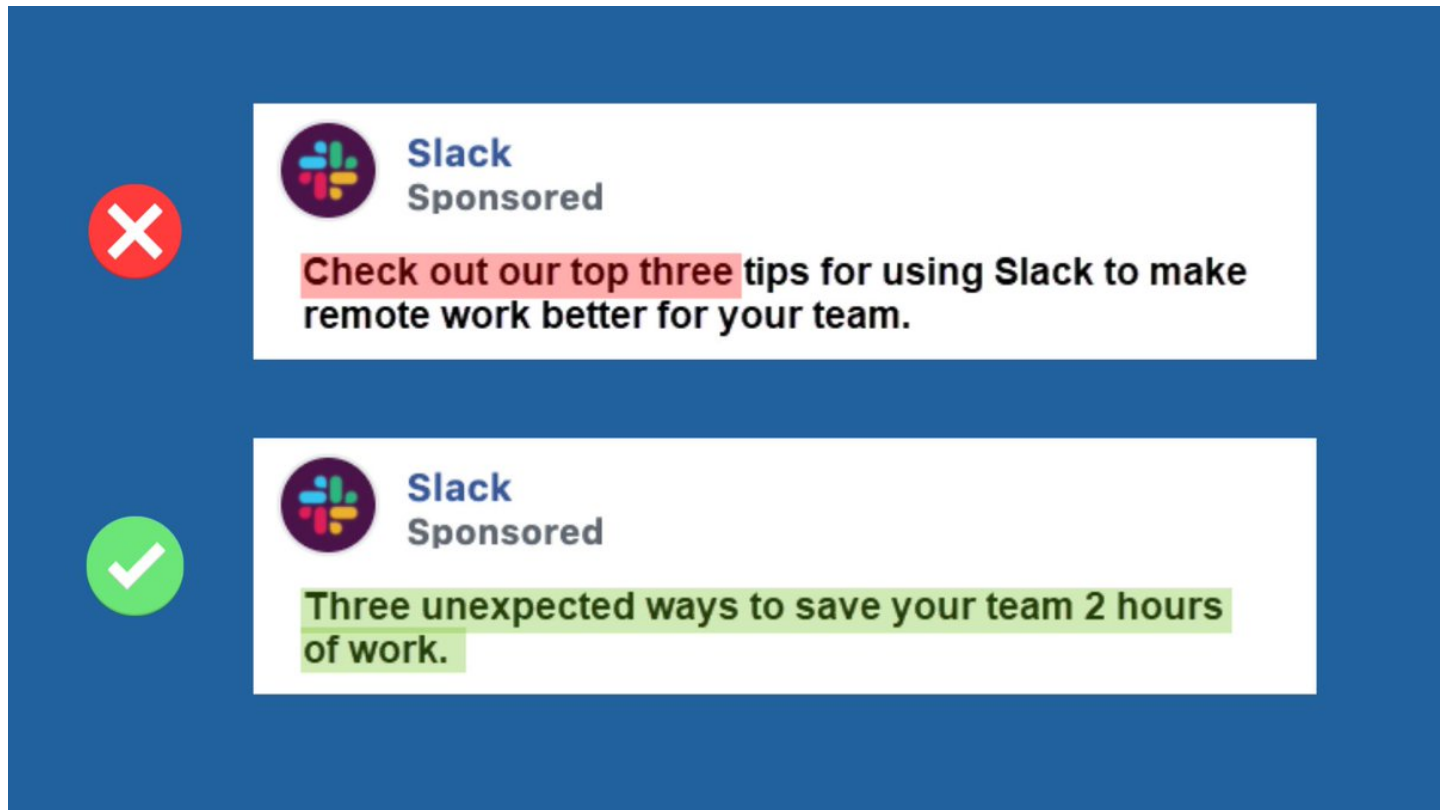
**Must-Read Crypto Analysis... From Someone Who Lived 100 Years Ago!**

Tip: Lower their risk

Asking a user to "check out" your offer forces them to risk time and effort without a clear reward.

Lower their risk by making it clear what they'll get in exchange for their attention.

Example:



The image shows two examples of Slack sponsored messages on a blue background. The top message is marked with a red circle containing a white 'X', indicating it is a poor example. It features the Slack logo and the text "Slack Sponsored" followed by "Check out our top three tips for using Slack to make remote work better for your team." The bottom message is marked with a green circle containing a white checkmark, indicating it is a good example. It features the Slack logo and the text "Slack Sponsored" followed by "Three unexpected ways to save your team 2 hours of work." The text in the bottom message is highlighted in green.

Tip: Conversational copy

If you don't use phrases in real conversations, don't use them in your marketing copy.

Users should instantly understand what you do and why it's beneficial to them.

Example:



Automate data  
to streamline  
connectivity



Easy automation  
for busy people.

Tip: Speak with, not at.

Don't dominate the conversation. Speak with your target audience instead of commanding them to action.

Instead, explain how you enable their transformation.

Example:



Use Shopify for everything you need



With you wherever you're going

Were these tips helpful?

1. Retweet the 1st tweet above if you are feeling generous ■
2. Follow me [@jmoserr](#) for more weekly marketing, business, and writing threads!

Want to write landing pages that drive conversions?

I just launched a guided course to help you do just that.

<https://t.co/zr9XRRMjm5>