

Jeff's 8 Rules of Copywriting

How to write copy that gets
read and gets results



Everything is copy.

Copy is how you express yourself through words, build relationships with your audience, and get people to take action. Whether it's an email, a video script, or a text reminder = all we have is words. And all those words are copy.

The words you choose are critical. It's a tough pill to swallow, but the reality is that people don't care about you. They're busy. They have 20 tabs open on their browser. They're scrolling as they rush out the door, and they're hitting "delete" on whatever they can. You are an interruption. You are an inconvenience. It sucks to get an email from you.

You have to remember this at all times and bring that perspective into your writing.

There's huge competition for attention. Your audience's inbox is crazy-town.

You have to reach through this fog of distraction and apathy. You have to make them care. And the way you do that is through great writing that connects with your audience.

Spend as much time editing your work as you do writing. Your copy should be as long as it needs to be, but not a word longer (or you risk wasting their time). Don't be afraid to leave stuff on the cutting room floor.

Got it? So with the tough love out of the way, here's how to write copy they'll actually read – and that will get you results:



Jeff

Copy Rule #1: **Understand Whom You're Writing To**

Before you start writing, you need to deeply understand your avatar (i.e., your audience). Get to know their struggles, fears, and pain points. Find out about their **desires, aspirations, and opportunities for transformation**.

Isn't this what you do when you're starting a new relationship? You're so into this person, **you can't learn enough about them...**

You may have more than one avatar. You need to think about segments within your audience and where each segment is along their journey with you. Someone who just opted in is going to have a **very different relationship** with you than someone who has been in your world for a few years.

Ask yourself:

"Where is this person in their relationship with me and my offer?"

"How can I use this copy to move the relationship to a deeper level of connection?"

This is how you **craft copy that resonates with them on a deep level**.

Copy Rule #2: Know Your Goal

Every campaign, sequence, and landing page has a goal. And every piece of copy in that campaign or sequence has a goal. You need to know that goal. You need to **know your goal** and make sure **every piece of copy** supports that goal.

Take emails for a sales campaign:

The purpose of an email is almost never to make the sale... Instead, it's to get the click, to get **your audience to take the next step**.

Your email may do some pre-selling, but that's not what it's really about – it's about **driving them to the sales page**.

So ask yourself:

"What is the job of this piece of copy?"

And then write to that goal.

... every piece of copy has a goal and you need to know that goal

Copy Rule #3: Hooks Matter

A hook is a message that captures attention and influences someone to take action. The best hooks create curiosity. They hold your audience's focus and compel them to take the next step – whether that's to keep reading or to click the “buy now” button.

Your hooks will form the outline of an entire campaign.

Once you get the hook, the copy flows. So focus first on coming up with great hooks.

Let's say you're writing a sales page or landing page. If you're going to grab your audience's attention, you'll need a strong headline. So make sure you **build your hooks into your headlines.**

Strong hooks help you write for a reader who's skimming. Assume your audience is skimming... If they're just skimming and seeing subheads on a web page, you want **the subheads to tell a story by themselves.** The purpose of a headline is to get them to read the subhead. The purpose of the subhead is to get them to read the first sentence of the next paragraph.

You have to take advantage of those moments, otherwise, your audience will click away – and your words will dissolve into the sea of online clutter.

Copy Rule #4: Create Mystery

Storytelling is one of the **most valuable skills** to develop in copywriting.

Told well, **stories create a strong connection with your audience** because they tap into and evoke emotions.

Think about how you can use stories to **illustrate the transformation** your product offers. This is one of the ways you can have your audience visualize themselves achieving the desired outcome.

Part of great storytelling involves mystery. Introduce opportunities in your stories for foreshadowing. How? By intentionally leaving things out and making the reader wonder. It means that sometimes you opt for being vague instead of clear and specific.

When the reader has to use their imagination, they are more emotionally engaged... and they'll hang around to hear what you have to say next.

Copy Rule #5: **Don't Bury the Lead**

A common mistake is to hide the most important elements of your story within a bunch of **unnecessary or distracting information**.

Let's say you're hosting an event, and before they even get a call to action to register you waste time talking about all the logistical details... That's burying the lead.

Whether it's an email or a webpage, **you need a hook from the very first sentence** (remember rule #3: hooks matter).

Bottom line: don't fall so in love with your words that you're unintentionally taking their eyes off your prize.

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Copy Rule #6: Don't Create Objections

To sell effectively, you need to overcome objections your prospects may have to your offer (e.g., “I don't have enough time” or “I don't have enough money”).

And while it may seem obvious, you want to **overcome those objections without introducing new objections.**

Sometimes I see this happen when people try to give **all** the information their prospects may need to make a decision.

Let's say you're describing the transformation your online course provides. Don't suddenly start talking about all of the exercises or how many modules you have or when the coaching calls take place... This is can all just sound like work to your prospects.

Keep the **focus on the transformation.**

Here's a great exercise:

Sit down, and **take an honest assessment of your email sequence and campaign copy** to see if you've created objections with your copy or your copy hooks. Highlight those, edit them, remove them. Be ruthless.

Copy Rule #7: In Emails, Always Use a P.S.

After the headline, the P.S. is the **single most-read section** in email.

The P.S. is often treated as an afterthought when it really should be one of the **most strategically important elements** of an email. This is valuable real estate. Don't waste it.

You should sweat the P.S. as much as you do your hooks.

You can restate your offer in your P.S., but I often go in a different direction – often with a short story (again, **evoking emotions** in your readers is one of the **best ways to grab their attention**). So don't be afraid of a long P.S.; make it as long as it needs to be.

Also, don't be afraid of more than one P.S. – as long as the second P.S. is different enough from the first.

Copy Rule #8: **Positioning Matters**

Everything you do, every sales letter, every email, every Reel, every TikTok, every blog post is **either hurting your positioning or helping your positioning**. You have to remember that at all times.

What is positioning? It's how you're seen in the marketplace. It's **people's perception of you**.

Are you seen as a leader that others want to follow and pay attention to, or are you just part of the noise?

Building your positioning is as important as making sales.

The entire perception your audience has about you is because of your copy. And one of the best ways to build your positioning is through your copy. **Your copy has to build your positioning.**

Once you've established positioning, you can't ever take it for granted. You always have to remind your audience.

Whenever you approach any piece of copywriting, ask yourself:

"What is this doing for my positioning?"

And if it's **not helping your positioning**, you need to try again.

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