

The **5** Most Psychologically Seductive Copywriting Tricks Producing Profits Today



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Captain Copy



Captain's Log

“I Prove To Decision Makers Why They **MUST** Do Business With **You!**”

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So you want to begin writing an ad, sales letter, landing page, email, or any kind of marketing material to attract new customers and retain existing ones. You know what you want to say about your business, but how are you going to ensure your material gets noticed, and elicits a response?

Well, here are 5 fool-proof ways to ensure your message gets read, and really ‘hits home’ with the reader so they will be itching to contact you; either to find out more about your business, or to spend ANY kind of money with you!

Here we go, starting at point #5 and ending with IMPERATIVE point #1:

5. DO NOT Write In A Complicated Way



When you’re reaching out to your customers and prospects, the **last** thing you need is for them to misunderstand- or perhaps even worse- NOT understand what it is you’re trying to tell them about your product or service. This is as common sense as it comes, but many marketers get it wrong.

If you want your reader to engage in your material and be encouraged to act on your offer NOW, you simply cannot afford to confuse them. **Have you ever heard of a copywriter, or any marketer for that fact, being scolded for being too clear?** It just doesn’t happen. If you want the desired results, you MUST be clear with your copy!

It’s incredible when you see some of the garbage- for lack of a better term- that’s written on websites, reports, space ads, or any marketing collateral, really; it says a lot without saying ANYTHING! There are many examples of this in practice; among the worst offenders though are those in the software industry.

Here’s an example of a poorly written description of a company’s offerings, which I came across in an email recently:

“We are a business advisory consulting firm that is launching Canadian company with a vision to acquire existing industrial processing businesses and drive value through synergies realized from combined operations.”

Wow, doesn’t that make you want to buy from them IMMEDIATELY? I can’t believe how well they sold me on the importance of doing business with them! All joking aside, this description (other than being grammatically incorrect) is

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horrendously dull, isn't clear, and in no way, shape, or form explains the unique value that the company brings to its customers. They are committing the cardinal sin of being too complicated! Wouldn't **this** have been much more effective in generating interest with the firm's desired audience:

“Company XYZ is in the business of improving YOUR business! With our staff's extensive experience in (such and such industry), when we join forces with you, you are guaranteed to see improved operations that provide a more pleasant, and efficient front-line for your customers to work with! This is made possible through our unique customer solutions software that specifically addresses YOUR company's most important problems!”

While this example is merely a small part of a successful direct-response piece, it does show you the difference that being clear can make.

Did you have ANY idea what the company in the first description actually did? With the second, we can see that the company is a software solutions provider for improving customer service by addressing their client's most pressing business needs.

You will never go wrong with being clear. Period.

DO NOT use excessive industry jargon (there is an exception to this in rule #1), or overly complex explanations for ideas that can be explained in much clearer terms. It's always safer to pretend that you're speaking with the layman, instead of the 'industry guru.' For example, use “**brand new**” instead of “**bleeding edge**,” “**use**” instead of “**utilize**,” “**working together**” instead of “**synergy**,” “**big returns**” instead of “**scalable**”

You're writing copy to establish a relationship with customers and to have them spend money with you, not attempting to receive an 'A' on an essay written for your strategic management professor!

Steer clear of complex wording, convoluted explanations, and highly technical writing when sending any marketing material to your prospects. If you don't, not only will they likely not read your piece, but if they somehow do, they'll struggle mightily in seeing any value in what you're writing, as well as be very confused!

4. Tell A Story



People LOVE to hear stories. You know this because... **you** like hearing stories! It's human nature to find oneself wrapped up in a good read, or hanging on to every last

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syllable of a friend recounting his tale of last weekend's exploits! It makes for great entertainment, and most people have a very hard time pulling themselves away from a good story that they're immersed in. Why not use this strategy to your benefit and attract your customers and prospects to your business?

Story telling develops rapport with your prospect. It's a very effective way to melt their selling resistance and build positive feelings towards you; it shows your human side, and drives home the fact that you're giving them something interesting here, not just "selling" to make money.

If your prospect can relate to what's going on in the story, so much the better. But regardless of whether or not they have experienced something just like it, you nonetheless are receiving their attention as they become more emotionally involved in what it is you're telling them!

Here's an example of a story you could tell in your sales letter, if you ran an organic, health-oriented restaurant or related business:

When Stephanie Logan was 8 years old, her father contracted a rare form of colon cancer.

The Logan's family doctor predicted that he would have 6 months to live. He was off by one; Mr. Logan lasted 5.

In his last 5 months here, Mr. Logan attempted to live life to the fullest; he took the vacations that he was never able to do with his family before now, treating them to incredibly memorable experiences in the Bahamas and several European countries.

He loved his family with every ounce of his soul, and made sure to impart some wisdom on the children before he went. One of the things that stuck out in Stephanie's mind was her father's advice about diet.

"If I was able to do it all over again, I would have eaten more fruits and vegetables, more organic, healthy choices, and been conscious of what specifically I was eating and drinking on a daily basis."

Stephanie took this advice to heart, and from then on became much more aware of what kind of foods she was putting in to her body, as well as persistently requesting

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her mom to get more organic foods, even though she wasn't fully aware of what "organic" entailed.

She made it a personal mission to heed her late father's advice, and started to become quite knowledgeable in diet issues and exercise management as she grew up.

Stephanie ended up receiving her Bachelor of Science degree in Health Sciences when she was 24, and was wondering what to do with herself after graduation.

After much thought and some jobs that just didn't tickle her fancy, Stephanie decided to go in to business for herself.

Again, while using her dad as a powerful influence, she eventually decided to rent some empty space with her substantial savings and establish a small café. The café was entirely geared to smart food choices, while balancing organics and tasty, mouth-watering creations that you could enjoy any time of the day!

How do I know this? It's simple, really.

I live in Cloverdale, about 5 minutes east of a little café called "Green Expressions" in the heart of old-town Cloverdale. This is Stephanie's store, and one that she's been proudly operating since 2001.

I learned about all this and more when my wife and I stopped in last week to check out the food and try something different for a change on a beautiful, sunny Saturday afternoon. Stephanie relayed much of her life story as we listened intently, thoroughly enjoying our organic Caesar wraps and drinking a mango fruit smoothie.

We were so touched (and impressed) with her story, and with the service we got... in fact, after I clumsily knocked over my wife's half-drunk smoothie with my arm, they replaced it at no charge... that I would be happy to recommend it to anyone who is looking for a healthy, delicious alternative to dining out at any time of the day!

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Oh, I should also mention that the collection of art she has in the café is worth coming in for alone!

You see, this is an example of the kind of picture you can paint in your prospect's head. It should be mentioned that this is not a true story; it is inspired by true events (I would recommend NEVER writing a story or any kind of copy that is incorrect or meant to mislead), but shows you how you can indeed tug on the reader's heartstrings. You can educate, inform, and entertain all in the same breath, while pulling the reader in to your message. By the end of reading that passage, I'm positive you'd be MUCH MORE willing to continue reading (and patronizing) that café, than you would if you first learned about it from the typical, uninspired menu-flyer in the mail or on your doorstep.

Clearly, this formula can be used for **any** business that you own; as long as you have a true, interesting story, it will be read! **People remember experiences much more than they remember words or "things."** **Give someone a memorable experience and you'll be amazed at what positive results can come from it;** initial awareness, interest, trial, and loyalty as well! Never underestimate the power of story telling: it may be the difference between you making nothing, and making many thousands of dollars you otherwise would NOT have had the opportunity to collect!

3. Be SPECIFIC



If you're paying your hard-earned money for advertising of any kind, why would you NOT be specific? This is another example of where you can lose out on a **ton** of money if you fail to implement this fairly simple, but important point.

This topic alone could fill up an entire copywriting encyclopedia, and is **VERY** important, so this discussion is merely a snap-shot overview of the issue... and there are a myriad of them when talking about specificity!

First, don't dance around the issue of what your product and service is. This **must be an absolute GIVEN!** You should NOT be advertising or using any kind of marketing material if you cannot clearly, unequivocally, and *specifically* address what it is you do, make, provide, or offer your customers. Period. This issue cannot be devoted any more time here, as it's assumed you know how to do this, or can go through it in tandem with a direct-response copywriter.

Second, **when writing direct-response copy, you must be specific as to how the reader will feel, react, think, etc. before, after, and during use of your product or service.** For example, if you own a restoration company, why not address the issues that are really

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stewing in your prospect's mind; evoke the emotions that are related to those issues and fire them up to pick up the phone and call you!

For instance, instead of saying:

"We handle all your restoration needs, but specialize in fire damage."

Why not say something like this:

*"Fire and smoke damage is not only incredibly devastating emotionally, physically, and on the wallet, but it also occurs much more frequently than you think. All it takes is an unattended oven left on, a damaged power cord, a cigarette that's improperly butted out, or a fallen candle to create a living **nightmare**. Your possessions, home and your very being can be compromised in a frighteningly short period of time. XYZ Restoration has many years of experience in fire restoration service, and thus can minimize the toll that fire and smoke damage plays on your home."*

This is an example of a revamp I did for a client. This was for a webpage (one in dire need of specificity, among other persuasive elements), but suffice to say, does the second example not resonate **MUCH** more with the reader? It empathizes with the prospect (which is an incredibly important emotional trigger), stirs up emotion, and just generally makes you feel much more certain about the company's ability to help in a time of need. As mentioned, while there could have been **much** more detail provided on the issue, it still illustrates the importance of BEING SPECIFIC.

It's like this: when writing an ad for a family attorney, instead of the usual "Specializing in personal injury, divorce, corporate law, etc," why wouldn't you expand on that thought? "...the *crippling* effect that a divorce can have, where **everything** turns personal and you're squared off with a one-time significant other that is scratching and clawing for every last shred of possessions you once shared. How can you *possibly* be expected to come out of this without feeling like you've "lost?"

The ad would of course go on to extol the virtues of the lawyer in question, and how he or she is the best solution to the reader's problems, as well as the various benefits in dealing with the lawyer (mentally, emotionally, and financially).

Another example of specificity at work, which again could make the difference between you making **nothing** and you making several thousand dollars, is in describing the relatively simple. For instance, flower pots aren't very sexy. They're what are called a "low involvement" product (other than for people that may collect flower pots or have some personal attachment to them...) so being specific about what they do and what they can offer people is vital in making money.

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Instead of writing “beautiful, Italian-made flower pots for sale,” why not “hand-crafted flower pots designed by the skilled Florencias, a third generation of porcelain artists nestled in the heart of Naples, Italy. These masterful structures with their rustic character and sleek, gorgeously detailed design are the perfect guardian for your prized flowers during their quest to grow as tall and healthy as possible. They’ll make you feel as warm inside as the precious flowers they’re intended to protect do!”

Again, it shows you the difference that being specific and relaying the details and benefits of a product can make in creating positive feelings within your reader; feelings that do an infinitely better job in positioning the prospect to want to do business with you!

Do not hesitate to expand on your ideas, so long as they’re specific, clear, and they’re relevant to the intended audience! If it speaks to your prospect, it’ll be read!



2. Speak To The Reader As Though You're Talking In Person!

If you want to find out a great way to alienate your prospects and have them turn away from your business, write your copy like you would a research paper.

If your copy does not come across as genuine, as though it **isn't** building rapport and creating emotional involvement with your reader, you're dead in the water. No matter how enticing the benefits of your product or service may be to the prospect, how detailed and clear your product's features and message are, **if you do not speak to the reader as though you were talking with them face-to-face, the reader will view this as “selling” and won't give your piece the time of day.**

The more ‘sales-y’ your copy reads—or comes across like a TV or radio commercial in print—your chances of failure increase exponentially. If you can write like you're having an actual conversation with the reader—using language you'd actually use if you were speaking face-to-face—you're able to drop the reader's selling guard... their B.S. detector if you will... and induce them into a sales conversation they don't even realize they're having. This is key in gaining the prospect's emotional buy-in.

When you write your copy, keep in mind that you are **INDEED** speaking to a person on the other end. This is not a machine, not a business, not even a **group** of people; it's a single person and he or she should be addressed as such!

Here's an example:

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“Our proprietary system, which is a leader in its industry, is one that clients trust to build great value.”

That’s pretty stuffy, and sure screams of corporate jargon that you’d find on a website or reading a white paper, or something along those lines. Honestly, could you picture yourself saying something like that to somebody’s face when discussing your business?

What you *should* be writing to promote a “conversation” with your prospect, and catching them **right** before they’re totally vulnerable, is something like:

“You see, our software is the best workforce management tool you can buy. Our customers have been very pleased with the results they’ve seen in their own businesses.”

Once you understand the differences here, it’s incredibly easy to spot when certain copy is “fake” and when it’s not. If you want to make a lasting impression on your prospect, it’s **HIGHLY** recommended that you write in the style of the second example. You want to create a relationship with the reader, right? Well, since you cannot be there in person, you may as well stack the odds in your favour and have your copy do the work for you!

You want to be a welcomed guest in your prospect’s office, not an uninvited pest. Get their “selling guard” down by speaking genuinely to them in your copy, just like you would if you were face-to-face with the same person!

And the **MOST important thing to remember** when writing copy that will engage your audience, pull at their heartstrings, and have them reaching for that phone or mouse to do business with you:

1. You **MUST** Consider WHO The Reader Specifically Is!



This may sound obvious, but bear with me; it certainly isn’t to most marketers!

As our last tip pointed out, it is *imperative* that you speak to your prospect just like you would if you were face-to-face with them at that time. So, given this important fact,

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doesn't it make sense to tailor your sales message- from headline, to opening, to proof, all the way to your P.S.- for the reader himself?

Casually writing your copy for any Dick or Jane out there (in the hopes of the message appealing to whoever the reader may be) is INCREDIBLY STUPID! Not to mention, a waste of your time and money. There are two considerations that relate to this point.

For instance, if you are a commercial insurance agent writing a sales letter to get business from a large corporation, and you address the letter to the director of sales, no matter how well written and attention-grabbing your copy and mail package may be, it's not going to **affect** the director of sales. If you're sending direct marketing pieces prospecting for business, you sure as heck better know who the EXACT audience (preferably the specific individual) is that can actually make a decision regarding your sales message.

It's like the government calling your house for the national census and speaking with your 4-year-old daughter about household income, occupation, and relationship statuses of the residents. You're not going to get the result you were hoping for! This should be straightforward. However, the second part of speaking to the specific reader isn't as easy to perform.

The second part relates to the actual CONTENT you present the reader with. So of course, you not only have to consider who you are specifically writing to, but **what** you're going to say to this person. If you're contacting John Doe about the thousands of dollars in tax savings you can offer him because of your specialized tax or financial advisor background, you better discuss that topic specifically and *how* and *why* it benefits John Doe himself. Nothing relating to his marketing, his golf game, or his favourite book. Nothing about people in general or business owners- **just content related to him and his specific problems or challenges!**

You want your piece to be read and acted upon! What chance do you have in accomplishing this if you're not addressing Doe's needs, wants, and desires? You don't have to personally know the man (though this would be a **huge** bonus if you did), but you do need to understand what drives someone in his position, in his industry, and what kind of problems, challenges, opportunities, and WANTS that can be filled.

People buy on emotion, and this is built on their wants. Needs and wants are very different, but make no mistake, people purchase because they **want** that thing, not because they may need it. People don't **need** cigarettes, do they? Of course not. They WANT THEM, AND THIS IS TRUE OF ANY CONSUMPTION DECISION, REGARDLESS OF INDUSTRY! Give your prospects and customers what they want, and they're almost certainly going to be coming back for more.

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Remember I mentioned in tip #5, that there was an exception to the rule “never use overly complex language and excessive industry jargon?” Well, that’ll be addressed here: If you know the reader of your piece is thoroughly knowledgeable in whatever product or service you are offering them, and it pertains specifically to their business or industry- as well as an important factor in the resolution of their problem- then you can write as much about it as you need to get your message across.

Such a scenario would be appropriate when writing to a senior computer programmer about the new software you develop that transcends coding to a simpler method while improving the end results for the programmer’s application. It would be expected that you would see a few acronyms, complex ideas and coding lingo that 95% of the rest of the world wouldn’t have a clue about.

Other than scenarios like this one, it’s best not to overwhelm your reader with complex language and insider-speak that they may not have any idea about. Remember, you want to make your copy as “user-friendly” as possible! You already need to ensure that your mailing is noticed, and opened, so it would be a *crying shame* if you came this far and totally turned-off the reader with copy that was so completely over their head, or unrelated to their personal situation. **Provide the LEAST AMOUNT OF SELLING RESISTANCE! In fact, you want your prospect to be *chomping at the bit* to do business with you...** there’s a lot that goes into achieving this, and it will be chipped away at all year-round when you receive my copywriting tricks. **Stay tuned!**

You will, sadly, not know very much at all about the vast majority of your prospects, at least on a personal level. To overcome this, you must write smart, effective copy that will engage your reader and have them wanting to contact you immediately to receive the solution to their problems. Of course, knowing who the person is, their industry, their various opportunities and challenges, what their business requires to be successful, and human psychology, will go a LONG way in capturing their attention and wallet.

There’s a great saying that pretty much captures the entire essence of this most important point. Taking it to heart, and doing as much as you can to put the idea into words is your BEST chance at succeeding in selling not only through words, but any form of selling:

“In order to sell John Doe what John Doe buys, you must see John Doe through John Doe’s eyes.”

It really doesn’t get any simpler than that. Put another way, you’re not going to be able to sell a vegan a new brand of meat-lovers pizza. You won’t be able to sell a deaf man the newest, most innovative headphones. Not only that, you’re not going to be able

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to sell a car owner car insurance, if you DON'T approach the car owner with a great offer and speak to her in a way that makes sense to her.

There are a million realtors out there, how come they don't all get the same amount of business? Well, because some know exactly how to cater to their audience, to make their services seem *irresistible* and far superior to any of the other realtors that can perform the exact SAME service.

Ask yourself, why did you go with the insurance provider, the realtor, or even the wireless provider you pay? Clearly, one did a better job than the others in convincing you. One appealed to some of your senses and made you feel more comfortable than the others did. Isn't that true?

The point is, you're not going to be able to sell ANY of your products or services if you don't make an emotional appeal to the decision maker. **Period.** If quality of service and a warranty period is the most important thing in John Doe's eyes, why are you just telling him that you have the lowest price in town, and that's your one Unique Selling Proposition? Again, you can't possibly re-write every sales letter to perfectly match each prospect's personality and specific wants, but you can certainly do your research and offer some kind of specific value to those people on your list that you KNOW is going to appeal to and engage your reader.

So much of the advertising and sales material you see around nowadays is so mindless and uninspiring. "*Joe Smith, Tax Professional. Specializing in: Personal, Family, Corporate, Small Business, Estates... Call for a Free Consultation*" **So what?** Is THAT making you jump to the phone right away to hire Joe? Take a look through your newspaper, local yellow pages, and even around town... there's so much of this it's absurd. **YOU HAVE SO MUCH OPPORTUNITY TO STAND OUT FROM THE CROWD IF YOU TAKE THE TIME TO UNDERSTAND YOUR PROSPECTS AND WHAT SPECIFICALLY YOU CAN SOLVE FOR THEM!**

If you heed the 5 tips in this report, you'll be well on your way to capturing your audience's attention with any marketing material you produce. The key lies in the copy. The power of words is never going out of style, and you can do you and your wallet a great favour by cutting through the mediocrity and virtually leaping off the page and slapping your prospect in the face! This is a good slap because it WILL engage and induce them to find out more about you and what you offer.

Prove to decision makers why they MUST do business with **you!** Let emotional, direct-response copy be your secret weapon to generating a never-ending, profitable

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stream of customers right to your doorstep... or wherever you want them to end up! **99% of business owners aren't.**

To Your Success,

The Captain

Captain Copy
Drew Bay



Contact me NOW to start putting these tips (and many others) into profitable action for *you*:

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Post this on your wall in your office, leave a copy in your workbook, or wherever you do your writing for your marketing.

1. You ***MUST*** consider WHO the reader specifically is
2. Speak to the reader as though you're talking in person
3. Be **SPECIFIC**
4. Tell a story
5. **DO NOT** write in a complicated way

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Captain's Log

“I prove to decision makers why they **MUST** do business with you!”