

Copywriting Cheat Sheet

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Marketing Psychology

Reciprocation	Provide value first. Consumers compelled to level "indebtedness"
Social Proof	People like us, use things like this
Scarcity	Loss aversion is a greater motivator than opportunity to gain
Trust	Prove the product works. Create authoritative brand that resonates with audience

Telling Stories

Beginning	Sets the scene for the current normal, introduces relatable character(s)
Middle	Introduces conflict to the story. A challenge, problem or threat
End	Resolution of the conflict and outcome of the new normal

Copywriting Frameworks

Headings	Identify the problem, segregate audience, high click through rate
Benefits	Features tell, benefits sell. Clearly illustrate value to consumer
Hero Story	Real use case, founders story or testimonial
Trust	Prove the product works and brand is reputable
Social Proof	This product is being used by this tribe
Scarcity	A compelling reason for the reader to take immediate action
Pricing	Stack value, high perceived value
Action	Clear, simple call to action
Risk	Reduce perceived risk with guarantees
FAQ	Educate and address sales objections

A ttention	I nterest	D esire	A ction
P roblem	A dvantages	P roof	A ction

Common Sales Objections

It's too expensive	Show value and cost of not having product
It'll take too long or too difficult	Demonstrate ease of use and simple steps to effective results
It wouldn't work for me	Testimonials, case studies, relate to specific visitor problems
Unbelievable or unrealistic	Build trust, show company credentials and product successes. Social proofing. Demonstrate realistic limitations
I have never heard of you	Social proof, media mentions, trust icons. Retargeting ads and retargeted influencer marketing can increase brand awareness.
I don't need this right now	Scarcity and loss aversion, limited time discounts and offers, countdown timers

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<https://jamesbachini.com/resources/CopywritingCheatSheet.pdf>

CheatSheets: HTML / Javascript / CSS / REGEX / SEO / Analytics