# For Powerful Copy, Laser Focus Your Language



It's what makes sales copy WORK.

Every. Single. Word of your copy is there for a reason. To make your audience want something. To make them take action. But they won't listen to you if they feel you're wasting their time.

Fluff/filler will kill your copy.

Your audience's PROBLEM is the only thing that matters. It's the focus of your existence as you write. And the purpose of your words is to prove that YOU are the one offering the SOLUTION they've been seeking.

Good copy makes you the golden voice of AUTHORITY as your audience reads. Describe your reader's problem to them. But don't they know already? Yes, but they don't know that YOU know. Shock them with your prescience and empathy with THEIR situation.

Never let them forget what you offer. What they should forget is to wonder whether anyone else might offer it. Your product or service must seem like the ONLY option as they read. And it should be firmly implanted in their minds that it's the BEST option for them. No need to look for alternatives.

This doesn't need to be explicitly said. It should be IMPLICIT in the words you use and how you use them. Your words are your tools. Use those tools to make the reader feel you're speaking DIRECTLY to them.

You know their experiences. You know their situation. And you're there to make their life better. Your ad is what they've been WAITING for. Now they know what they NEED and HOW TO GET it. They've searched high and low, and nobody has understood but YOU.

When you make Every. Word. Count in your copy, your audience never has the chance to get bored or drift off somewhere else. They CAN'T AFFORD TO.