

Copywriting Shortcuts

Here's How To Shave Hours Off Your Copywriting

10 Most Used Words (Headlines)

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|--------|----------|
| ✓ You | ✓ Money |
| ✓ Your | ✓ Now |
| ✓ How | ✓ People |
| ✓ New | ✓ Want |
| ✓ Who | ✓ Why |

16 Most Persuasive Words (Body Copy)

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|---------------|-----------------|
| ✓ Suddenly | ✓ Revolutionary |
| ✓ Now | ✓ Startling |
| ✓ Announcing | ✓ Miracle |
| ✓ Introducing | ✓ Magic |
| ✓ Improvement | ✓ Offer |
| ✓ Amazing | ✓ Quick |
| ✓ Sensational | ✓ Challenge |
| ✓ Remarkable | ✓ Wanted |

6 Things to Eliminate "Writer's Block"

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|---------|--------|
| ✓ Who | ✓ When |
| ✓ What | ✓ Why |
| ✓ Where | ✓ How |