

YOU'RE JUST BEING

L A Z Y



A call to action by Joanna Wiebe,
purveyor of conversion copy, keeper of reality
and co-creator of Copy Hackers and Airstory



CRAZY COPY
ZEALOT PEAK

ADVANCED
LAZINESS
ZONE

"SUBMIT"
SWAMP

TYPOCITY
2 MILES

LP2 LP1
LP3

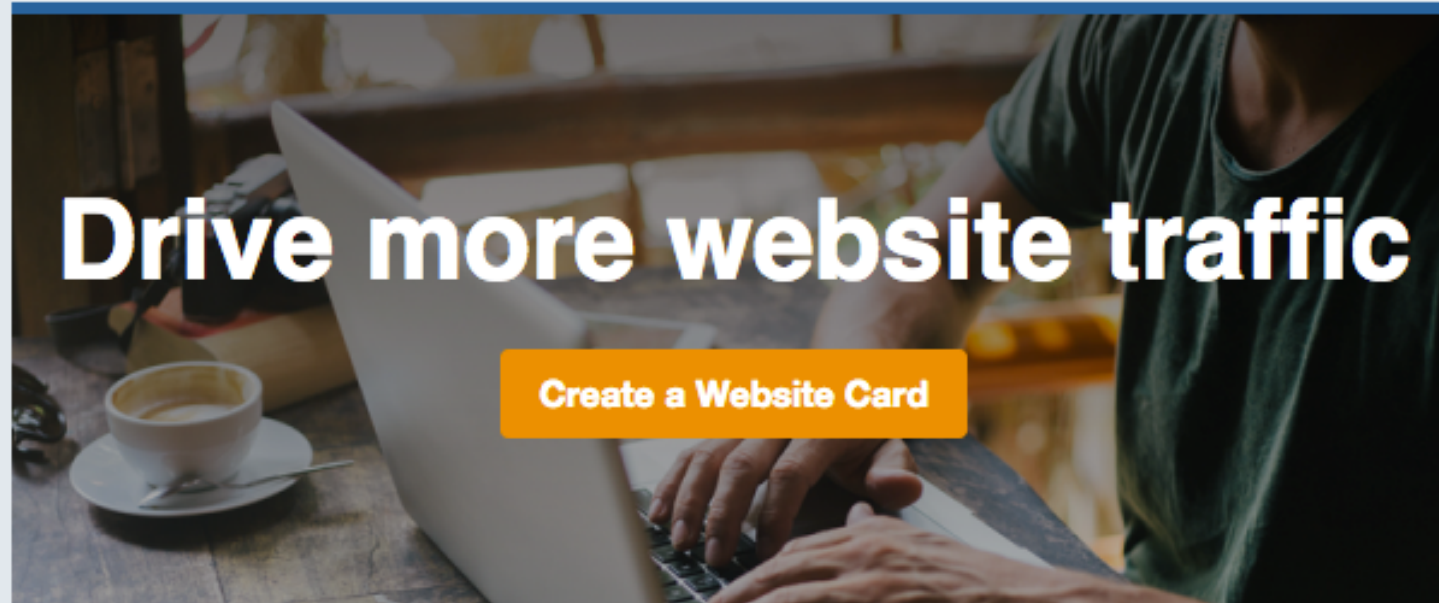
WELCOME
TO MY SITE

YOU ALREADY KNOW THE
THINGS YOU NEED TO DO
FOR BETTER RESULTS

Twitter for Business <info@twitter.com> Unsubscribe to me

3:23 PM (2 hours ago)

Set up a Website Card today.



HI @JRUTHWIEBE

Your website and your Twitter account: they can both stand alone, but they're more powerful together.

A Website Card makes it easy to connect them and boost your traffic and conversions. Compared to just Tweeting out a link, it's a simple and creative way to give users more context about your site. In fact, our data shows that using a Website Card drives **43% more engagement.***

Learn how to set one up and get started today:

change your campaign objective.

Compose Tweets

Write your Tweet here. TWEET 140 characters remaining

CARD (optional) WEBSITE CARD What is this? # Select card

Website URL

Add image

Headline (70 characters remaining)
e.g. Learn about our products!

Select a call to action.
Read more

Tweet (promoted-only)

Select Tweets

Select an existing Tweet

Select at least three Tweets to promote in this campaign. Tip: Consider composing a few new Tweets. Fresh content is more engaging to users, and higher engagement helps your ad get displayed more often.

A

Write a compelling Tweet and tell potential customers why they should visit your website.

B

Add your website URL.

C

Add an image to make your Tweet stand out.

D

Select a strong call to action.

DRIVE MORE WEBSITE TRAFFIC TODAY ON TWITTER.

Create a Website Card

All campaigns

Across all funding sources

Create new campaign

Enter a credit card that will be used to pay for your advertising costs

Dismiss

Filter by

All objectives

Launched campaigns

Aug 12 - Aug 26, 2015

There are no matching campaigns for the selected criteria.

The data reported on this page is an estimate, and should not be considered official for billing purposes.

L A Z Y

YOU ARE GUILTY OF ABOUT A
BILLION MOMENTS OF COPY
LAZINESS

at least 3

YOU ARE GUILTY OF ~~ABOUT A~~
~~BILLION~~ MOMENTS OF COPY
LAZINESS

YOU “FILL IN THE WORDS”

--> -->

UP TO
20% OFF
SMART STYLE*

Sub-header
Lorem ipsum dolor sit
amet, consectetur

Take your pick from suits, shirts, shoes and more

SHOP NOW
>

SECONDARY LINK >



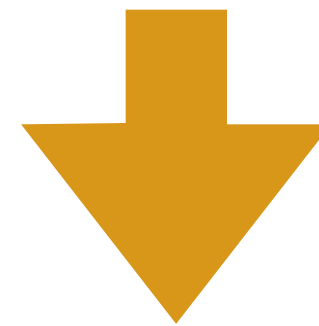
YOU DEFAULT TO EASY WINS

[Sideshow Collectibles](#)

Action Figure Scale Collectibles.
Get a \$25 Promo Code Now!
[SideshowToy.com](#)

[Sideshow Collectibles](#)

Action Figure Scale Collectibles.
Exclusively Available at Sideshow
[SideshowToy.com](#)



5% lower CTR

YOU SAY WHAT YOUR COMPETITORS SAY

Clothes you'll love
perfect for your shape
and style

Get instant fashion recommendations selected just for you, complete with outfits for all occasions. It's just like having your own personal stylist!

[SIGN UP NOW](#)

Dressipi is free to use and is completely online



X DIFFERENTIATORS

X PROMISE

X PERSONALITY

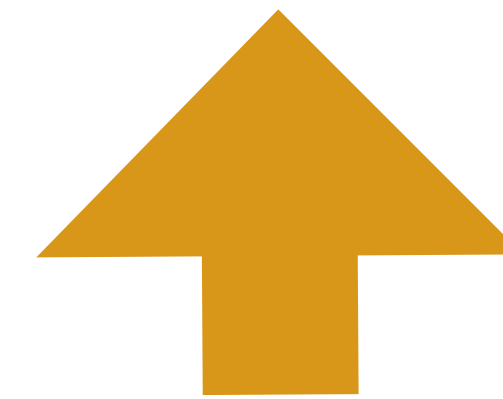
✓ DIFFERENTIATORS

✓ PROMISE

✓ PERSONALITY

Control description line:
Cover Drops, Spills & Water Damage!

Variation B description line:
Covers Clumsiness and Stupidity.



87% CTR increase
(40% lower CPC)
(14% lower CPA)

Not trying

Clothes you'll love perfect for your shape and style

Get instant fashion recommendations selected just for you, complete with outfits for all occasions. It's just like having your own personal stylist!

SIGN UP NOW

Dressipi is free to use and is completely online



Trying

Big bum? Thick waist? Not-so-perky boobs...? Find outfits you'll look fab in - just as you are.

Get instant fashion recommendations selected just for you, complete with outfits for all occasions. It's just like having your own personal stylist!

SHOW ME OUTFITS I'LL LOVE

Free to use. 100% private. No bad lighting (unlike in the shops).



123.9% more clicks

WORD-SHAPED-AIR

Invoicing Software Made Easy

FreshBooks is the #1 invoicing software designed for small business owners. Join 5 million people using FreshBooks to painlessly send invoices, track time and capture expenses.

[Start your 30 day trial today](#)

Start experiencing stress-free accounting.

Simplify your life with Sage 50 Accounting software (formerly Simply Accounting).

[Start My Free Trial](#)

No credit card required
*All fields are required

First Name*
Last Name*
Email Address*
Business Phone*
I am ...*
Please Select ...

Hassle-free Invoicing

Zoho Invoice is a simple, intuitive invoicing software designed to help you craft the perfect invoice, track payments and get paid faster online.

[GET STARTED NOW](#)

Save Time and Effort
With our Online Invoicing Software...

The easiest way to online invoicing

[Try for free](#) [See features](#)

Invoicing & Accounting Software

Create your first invoice in less than 1 minute.

Be the boss of your own accounting and get the overview of your business.

[SIGN UP](#)

The leading recurring billing and subscription management platform for SMB's

[GET YOUR FREE TRIAL!](#)

[LET'S TALK!](#) [LOGIN](#)

[FEATURES](#) [PRICING](#) [COMPANY](#) [CUSTOMERS](#) [RESOURCES](#)

Spend less time invoicing and more time on your business

- Designed to help you invoice with total efficiency
- Professional-looking invoices that reflect well on your business
- Invoice anytime, anywhere from your laptop, tablet or smartphone
- Work seamlessly with accountants/bookkeepers

[Buy now and save](#)
[Or get a Free Trial](#)

intuit QuickBooks.



I'M TAKING

CRAZY

A young man with short, light brown hair and blue eyes is in the foreground, looking directly at the camera with a neutral expression. He is wearing a light-colored, possibly grey, t-shirt. In the background, a man with dark, wavy hair and a beard is wearing a tan suit jacket and a watch on his left wrist. He has his hand near his face in a thoughtful or listening pose. The background is softly blurred, showing what appears to be an office or public space with other people in the distance.

IT'S NOT YOUR FAULT.

THE WORLD LIKES LAZY.
YOUR BOSS LIKES LAZY.
DATA LIKES LAZY.

THE WORLD WANTS US TO BE

L A Z Y

A person in a blue shirt is being pulled under by a shark in the ocean. The shark's dorsal fin is visible on the right side of the frame. The text is overlaid on the scene.

BAD THINGS HAPPEN TO
PEOPLE WHO GET NOTICED



REACTING TO DIFFERENCE IS
NORMALIZED

A basketball player in a purple and yellow jersey (number 10) is shouting at a referee in a white shirt (number 33) during a game. The player's mouth is wide open, and his hands are raised in a gesture of protest. The referee is looking back at the player. The background is a blurred crowd of spectators.

MORE FOULS TO PLAYERS OF
ANOTHER RACE

A man with long, wavy blonde hair and a blue patterned shirt is on the left, holding a glass of amber liquid. A woman with long, wavy blonde hair and a colorful patterned top is on the right. They are both looking towards the camera with slightly concerned or questioning expressions. The background is a dimly lit room with a doorway and some wall-mounted objects.

MORE CREDIBILITY TO PEOPLE
WITH SIMILAR ACCENTS

IF YOU SAY THINGS OF
CONSEQUENCE, THERE MAY BE
CONSEQUENCES.

YOUR BOSS WANTS YOU TO BE

L A Z Y

“I’ve never studied copy. I can’t write to save my life.
So obviously I should critique your copy.”

- Every copy reviewer ever

That sounds weird.

We tried that before. Didn't work.

I don't like it. I just... don't like it.

That's off-brand.

I just want it to sound like Apple.

I could say that in 6 words - easy.

Reviewers


Tired, frustrated
copywriters


YOU DON'T SAY?



I'LL MAKE YOU A MENTAL WIZARD AS EASILY AS THIS-

Yes! Here at last is your chance to gain the **THINKING-MACHINE MIND** you've dreamed about . . . so easily and quickly you'll be astounded . . . and do it without risking a penny!

By **HARRY LORAYNE**

Let me explain! I don't care how poorly organized your mental powers are today — how difficult it is for you to concentrate . . . how bad your memory may be

— which will serve you every day for the rest of your life — is yours from the very first hour that you pick up this book!
And yet it's only the beginning!



“GREAT COPY IS
A FLUKE”



OUR PRODUCTS ARE INNOVATIVE.

OUR COPY IS NOT.

THE "CULT OF DATA" WANTS YOU TO BE

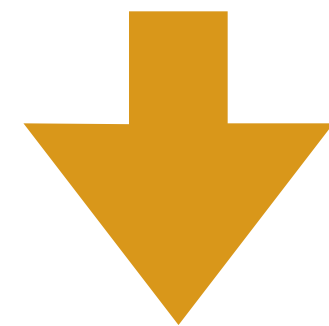
L A Z Y

YOU'VE TRIED NOTHING AND
YOU'RE ALL OUT OF IDEAS

1. TEST EVERYTHING.
2. OOOOHH... BUT NOT LIKE *THAT*.

[Sideshow Collectibles](#)

Action Figure Scale Collectibles.
Get a \$25 Promo Code Now!
[SideshowToy.com](#)



5% lower CTR

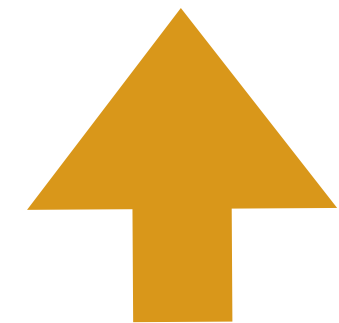
[Sideshow Collectibles](#)

Action Figure Scale Collectibles.
Exclusively Available at Sideshow
[SideshowToy.com](#)



[Sideshow Collectibles](#)

Action Figure Scale Collectibles.
Get a \$25 Promo Code Now!
SideshowToy.com



200 sales

THE WORLD LIKES LAZY.
YOUR BOSS LIKES LAZY.
DATA LIKES LAZY.

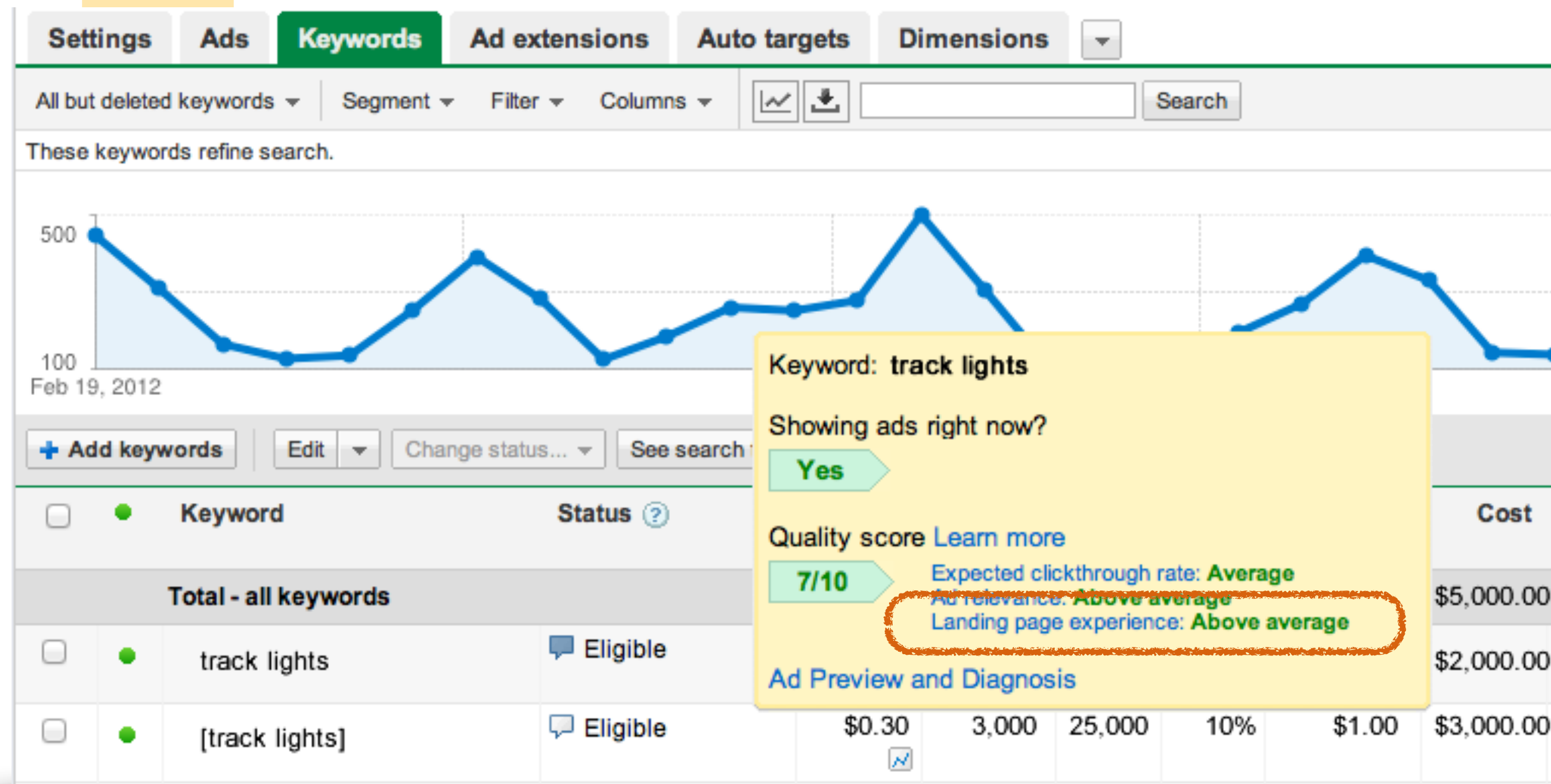
HOW TO KEEP BEING

L A Z Y

YET WRITE THE MOST AMAZING COPY EWWWVS


(or give feedback
what will lead to)

USE TOOLS



Hemingway App makes your writing bold and clear.

The app highlights long, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over it for hints.

Adverbs are helpfully shown in blue. Get rid of them and pick verbs with force instead.

Phrases in green have been marked to show passive voice.

USE HEADLINE FORMULAS

{Product name} is {product category}
that {what it does that people want}.

USE HEADLINE FORMULAS

Airstory is note-taking software that lets you drop your notes into an outline.



BE DEADLY



"Can he really play?" a girl exclaimed.
"Always," said Arthur, answering. "He never played a note in his life."

They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Swans." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

Just as if the water ripples around me were speaking to me—speaking through the medium of music—not in words but in chords. And in sentences, but in complete sentences.

A Complete Triumph

As the last notes of the Liberman piece died away, he rose, surrounded with a smiling ring of all those who had stood scattered by my side. They all bowed and said: "Well done, my boy! Well done!"

"When the music stopped I heard a girl just as the girl had said to me in A. B. C. 'Can he really play?' and I was there at the piano I had just played. 'Can he really play?' I heard a girl whisper to Arthur."

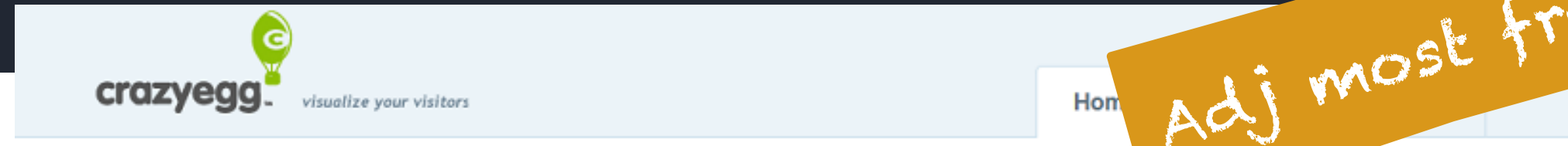
♦ ♦ ♦ ♦

Play Any Instrument

The first and best book printed to help you play any instrument—right or wrong, in half the time!—is the only one with the only and perfect method for playing any instrument!

SWIPE FROM CUSTOMERS

Adj most frequently used to describe



A Crazy Egg Picture Tells a Stunning Story

Line swiped from user

3 scenarios users gave

Choose Crazy Egg heat maps when Google Analytics isn't enough...
When your clients and C-levels need a snapshot of user behavior...
Or when you're considering a website redesign or an A/B test...

Top benefit users gave

In 2 minutes, see how easily you'll validate designs & more



Top 4 points from users

Optimize Your User Experience

- ✔ Track visitor clicks
- ✔ See where visitors stop scrolling
- ✔ Pinpoint hotspots
- ✔ Connect clicks with traffic types

Perfectly Suited for...

- 👤 Digital marketers
- 👤 Web managers & analysts
- 👤 UX & UI designers
- 👤 Agencies & consultancies

Top 4 roles for :) users



- Use tools.
- Use formulas.
- Explore a range of emotions (e.g., 7 deadly sins).
- Swipe from customers.



This is my anything-but-lazy cat Lily.

I'm Joanna.

You can get me:

- @copyhackers
copyhackers.com
- @air_story
airstory.co

Any questions?