The practice of turning VOC data into experiment-worthy copy

This is how we do it
I learned everything about life from Mr Rogers. And about copy.
What do you do with the mad that you feel
When you feel so mad you could bite?
When the whole wide world seems oh so wrong,
And nothing you do seems very right?
What do you do - do you punch a bag?
Do you pound some clay or some dough?
Do you round up friends for a game of tag?
Or see how fast you go?
It's great to be able to stop,
When you've planned the thing that's wrong,
And be able to do something else instead
And think this song:
I can stop when I want to,
Can stop when I wish,
Can stop, stop, stop anytime.
And what a good feeling to feel like this,
And know that the feeling is really mine -
Know that there's something deep inside
That helps us become what we can.
For a girl can be someday a lady,
And a boy can be someday a man.
Take what your audience says.

Make it rhyme and layer it over music.

VALIDATION-READY SONG!

@COPYHACKERS
Take the most interesting of the voice of the customer.

Push it through copywriting frameworks and formulas, and add better practices.

VALIDATION-READY COPY!

@COPYHACKERS
SOME COPYWRITING BETTER PRACTICES

- Write headlines and buttons in the first person
- Put first-person headlines in quotation marks
- Use frameworks to lay out your argument/page
- Use formulas to improve your headlines, body, bullets, etc.
- Find a big idea that causes the reader to suspend disbelief
- Always Be Clear

@COPYHACKERS
SOME FORMS OF VALIDATION:

- Preference tests
- Clarity tests
- User tests (in-lab, virtual facilitated, virtual unfacilitated)
- Internal tests: audience gut-check, “Breakthrough or bust?”
“what I learned is if you think you need rehab you do”

Always be clear.

If you think you need rehab, you do.
VALIDATION:

“Breakthrough or bust?”
Validation:

Breakthrough.

400% more clicks and 26% more leads
“i sweat all the time - it doesn’t even have to be hot out”

“i’m sweating even when the A/C is on”

• “First person headlines”
• Lead with visceral problem

“IT DOESN’T EVEN HAVE TO BE HOT OUT. MY ARMPITS ARE ALWAYS WET.”
VALIDATION:

Breakthrough.

49% increase in paid conversions
3.5x the paid conversions.
Nearly 20% drop in churn.
This is about how we find messages. (whether we can a/b test or not)
Interviewing customers

New / Ex- / Customer surveys

On-site polls

Competitor audits

In-lab user tests and FMHs

Interviewing the founders (the original “customers”)

Thank-you page surveys

UserTesting.com

Mining sales call recordings

Mining support tickets

Mining Facebook comments

Online review mining
ONLINE REVIEW MINING SHORTCUT

Google

site:amazon.com inurl:"product-reviews" "tired of" keyword
ONLINE REVIEW MINING SHORTCUT

Google

site:amazon.com inurl:"product-reviews" "tired of" acne
Customer reviews: The Acne.org Regimen - Complete ... - Amaz...
https://www.amazon.com/Acne-org...Acne.../product-reviews/B001680RPS?...
Find helpful customer reviews and review ratings for The Acne.org Regimen ... Long story short
I got tired of looking at my nasty face in the mirror and not being ...

Customer reviews: AcneFree Severe Acne Treatment ... - Amazo...
https://www.amazon.com/AcneFree...Acne.../product-reviews/B00KK53L6?...
I used to use proactiv for about 3 years when my acne got bad but eventually like many customers I got tired of the hidden fees and overcharges. My skin wasn't ...

Customer reviews: Neutralize Moderate to Severe Acne ... - Am...
https://www.amazon.com/...Severe-Acne.../product-reviews/B00YBBPGCQ ▼
And if that fails ... I will have to see the doctor for some serious stuff. I'm so sick and tired of being 26 years old and breaking out with acne as bad as I was when I ...
ONLINE REVIEW MINING SHORTCUT

Google

site:amazon.com inurl:"product-reviews" "tired of" plumbing
Customer reviews: Toto CST406MF#01 Plumbing Part ... - Amazon
https://www.amazon.com/...01-Plumbing.../product-reviews/B009YA1E5W
Toto CST406MF#01 Plumbing Part, Cotton White; Customer reviews under the glaze (looked like a sharpie mark) and I was tired of shipping back so I kept it.

Customer reviews: General Pipe Cleaners R-3NKH 3 ... - Amazon
https://www.amazon.com/General...R...3.../product-reviews/B000DZGJZW
Plumbers cost a fortune, particularly if the clog comes at night or on a weekend. ... I was tired of my toilets clogging and hated to call the plumber every time.

Customer reviews: Kleer Drain 100 Instant Drain Opener - Amazon
https://www.amazon.com/Kleer-Drain.../product-reviews/B000DZD0VI?...5
While waiting for the landlord to finally send a plumber I got tired of waiting and bought this at the store. Came home and launched whatever was clogging the ...
Take the most interesting of the voice of the customer. Push it through copywriting frameworks and formulas, and add better practices. Validation-ready copy!
We use **interviews** to find the story, the value proposition and the big idea.
Value props, stories and big ideas often come from... Founder Interviews

1. Have the interview on Zoom (video)
2. Take directional notes during
3. Record the call, with permission
4. Use rev.com to transcribe it
5. Print and read the transcript with a highlighter
"I always start with the assumption that most engineers love building shit."

- Travis Kimmel, Cofounder of GitPrime
“I always start with the assumption that most engineers love building shit”

- Want to believe / suspend disbelief
- Unique + highly desirable
- Memorable

Engineers build business.

@COPYHACKERS
VALIDATION: “ENGINEERS BUILD BUSINESS”

- Executive stakeholders and decision-makers
- Senior engineering leaders and product leaders
- Engineering operators
- Engineers

- Acquisition
- Activation
- Retention
- Revenue
- Referrals

@COPY HACKERS
Engineers build business.

Accelerate velocity and release products faster with visibility into your software engineering team.

Get Started > Explore the Platform
We use sales call / demo recordings for plotting and writing email sequences.
QUESTION:

You’ve collected leads on that Unbounce landing page. **Now...**
QUESTION:

How do you plot the nurturing emails?
What message comes first? Second? What’s the sequence / order?
Study the flow of a handful of sales calls.
• Watch their expressions as they see the demo

• Skip to the parts where the prospect is talking

• Make notes to self in ALL CAPS (particularly when you don’t want to forget a great idea or insight)

• Put interesting language in “quotation marks”
Watch for “documentary-style” moments.
Oh I didn’t realize Martin was spending three quarters of his time continually reworking every line of code every time this particular requirement changes.

- START WITH A SCRUM.
- Who’s gonna do what?
- What if the requirements changed?
- “Throw a monkey wrench in”?
- Currently good at communicating
- Is it a self-reporting thing? It’s sometimes hard to know when things are going sideways - people think they’re getting something done but then it spirals on them with negative effects.
- Would be nice to have something more concise and insightful.
- “Problem solving on each of our team member perspectives - need to take it down to the 'in the weeds level' - how big is this problem they’re working on is an actual problem (as taking it word of mouth from their point of view)
- Your team can overestimate or underestimate what they're dealing with.
- Leaders are too far removed. “Can’t we just flag them out, bud, sit down and work harder to get this done?” They don’t realize thedetail to which people are itching already - a lot of people are making sacrifices already. "Hard to devolve the conversation from pushing a little harder... getting the senior leadership to understand the commitment level this area doesn’t need improvement but the practical and functional things do.
- Productivity

“IT aggregates different code repositories - it sounds like it’s a resource to grab different code examples so you can affectively shoehorn them in or leverage them”

- Were the initial times of last week?

- If it’s too abstract, too cumbersome, too difficult and intricate for the guys to get trained up on, and it ends up being a data burden, "I wouldn’t want to use GitPrime if that’s the road we get taken down.”

- It’s going to give me an "on the fly" view.

- "How much low-hanging fruit can this thing solve for us?"
- "The gravity that individual contributors bring."
- "It’s going to give us some very tangible metrics to work with in some very specific areas. It comes down to quantity, quality and specificity of identifying the problems."

- About the overhead - the overhead and the upkeep, where does the data come from that GitPrime reports on? "How much attention are my guys gonna give to this? Are the metrics intuitive? Do they make sense? Or is it gonna be a real drag?" If you take for example a timekeeping system - it sounds great in the theory and everyone thinks the outputs will be useful - but then people spend more time trying to figure out how to record their time than they actually do working. If the take more than 10% of their work in the day, "It’s too difficult to flood and it’s really difficult to get people to use it.”

- "GitHub is in the background, you learn about nothing different it.”

- "It might make some people nervous about their performance because it’s going to make people self-conscious because now there are statistics that show how much trouble they may be having but that might be a difficult portion of the project. People might avoid doing certain things that are necessary because they feel like they will look like they’re not doing as good of a job.”

- The biggest thing we want is to increase productivity and turnaround time - gets things done efficiently in a more robust fashion. If GitPrime can give me these results, "I think we’re gonna want to use it. All things being equal, if GitPrime delivers results that go nowhere, people are going to use busy work with continuous management reports that would be a definite negative. I wouldn’t want to use GitPrime if that’s the road we get taken down.”

- “Made him want to explore the tool and a product similar to it”

- "It’s too abstract. Too cumbersome. Too difficult and intensive for the guys to get tuned up on, and it ends up being a data burden, I wouldn’t definitely want to use it. Sometimes things turn a little report-happy - you end up updating all these reports that go nowhere. People end up doing busy work with continuous management reports that would be a definite negative. I wouldn’t want to use GitPrime if that’s the road we get taken down.”

- "Made him want to explore the tool and a product similar to it”

- "Maybe take a look at the idea but not on GitPrime specifically."
Watch for phrases like “I’m worried about” and “Can you show me...?”
i’m worried about the overhead - the overhead and the upkeep. where does the data come from that gitprime reports on? how much attention are my guys gonna have to focus on this? are the inputs intuitive? do they make sense? or is it gonna be a real drag? if you take for example a time keeping system - they sound great in theory and everyone thinks the outputs will be useful... but then people spend more time trying to figure out how to record their time than they actually do working. if this takes more than 5 to 10% of their work effort in the day, it’ll be a really difficult sell and it’ll be really difficult to get people to use it.
if it’s too abstract, too cumbersome, too difficult and intricate for the guys to get trained up on and if it ends up being a data burden, I would definitely not want to use it. Sometimes things turn a little report-happy - you end up updating all these reports that go nowhere. People end up doing busy work with continuous management reports. That would be a definite negative. I wouldn’t want to use GitPrime if that’s the road we get taken down.
In Excel, plot the topics they cover, in the order they cover them, across a simple timeline to understand discussion flow.
(This is how you “get inside the customer’s head.”)
<table>
<thead>
<tr>
<th></th>
<th>Starts with…</th>
<th>then…</th>
<th>leads to…</th>
<th>followed by…</th>
<th>leading to…</th>
<th>leading to…</th>
<th>followed by…</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead A:</strong> Enterprise (Call 1)</td>
<td>Ship faster</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lead B:</strong> Enterprise (Call 1)</td>
<td>Better PR cycles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lead C:</strong> Midmarket (Call 1)</td>
<td>Ship better</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lead D:</strong> Enterprise (Call 1)</td>
<td>Shorten PR cycles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Starts with…</td>
<td>then…</td>
<td>leads to…</td>
<td>followed by…</td>
<td>leading to…</td>
<td>leading to…</td>
<td>followed by…</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------------</td>
<td>---------------------</td>
<td>-----------------------------------------------</td>
<td>-------------------------------------------------</td>
<td>------------------------------------------------</td>
<td>------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>Lead A: Enterprise</td>
<td>Ship faster</td>
<td>Team won’t trust</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>What about across multiple teams / repos?</td>
<td>Measuring remote teams</td>
<td>Actionable data</td>
<td>Easy for team to adopt</td>
</tr>
<tr>
<td>(Call 1)</td>
<td></td>
<td>data</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead B: Enterprise</td>
<td>Better PR</td>
<td>Who’s stuck / Find</td>
<td>Need calculations / Team won’t trust data</td>
<td>Measuring remote teams</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>JIRA does this?</td>
<td>Need calculations / Team won’t trust data</td>
</tr>
<tr>
<td>(Call 1)</td>
<td>cycles</td>
<td>bottlenecks early</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead C: Midmarket</td>
<td>Ship better</td>
<td>Ship faster</td>
<td>More collaboration</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>Team won’t trust data</td>
<td>What about across multiple teams / repos?</td>
<td></td>
</tr>
<tr>
<td>(Call 1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead D: Enterprise</td>
<td>Shorten PR</td>
<td>Metrics / How to</td>
<td>Find bottlenecks early</td>
<td>Increasing engagement too</td>
<td>Are senior people helping juniors?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Call 1)</td>
<td>cycles</td>
<td>measure productivity?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Starts with...</td>
<td>then...</td>
<td>leads to...</td>
<td>followed by...</td>
<td>leading to...</td>
<td>leading to...</td>
<td>followed by...</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------</td>
<td>---------------------</td>
<td>--------------------------------------</td>
<td>----------------------------------</td>
<td>----------------------------------------</td>
<td>----------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td><strong>Lead A:</strong></td>
<td><strong>Enterprise</strong></td>
<td><strong>Ship faster</strong></td>
<td>Team won't trust data</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>What about across multiple teams / repos?</td>
<td>Measuring remote teams</td>
<td>Actionable data</td>
</tr>
<tr>
<td><strong>(Call 1)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lead B:</strong></td>
<td><strong>Enterprise</strong></td>
<td><strong>Better PR cycles</strong></td>
<td>Who's stuck / Find bottlenecks early</td>
<td>Need calculations / Team won't trust data</td>
<td>Measuring remote teams</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>JIRA does this?</td>
</tr>
<tr>
<td><strong>(Call 1)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lead C:</strong></td>
<td><strong>Midmarket</strong></td>
<td><strong>Ship better</strong></td>
<td>Ship faster</td>
<td>More collaboration</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>Team won't trust data</td>
<td>What about across multiple teams / repos?</td>
</tr>
<tr>
<td><strong>(Call 1)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lead D:</strong></td>
<td><strong>Enterprise</strong></td>
<td><strong>Shorten PR cycles</strong></td>
<td>Metrics / How to measure productivity?</td>
<td>Find bottlenecks early</td>
<td>Increasing engagement too</td>
<td>Are senior people helping juniors?</td>
<td></td>
</tr>
<tr>
<td><strong>(Call 1)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Email 1:
Shorten PR cycles
so you can ship
better product faster
<table>
<thead>
<tr>
<th>Lead A: Enterprise (Call 1)</th>
<th>Ship faster</th>
<th>Team won't trust data</th>
<th>Data-driven engineering / Engineer KPIs</th>
<th>Measuring remote teams</th>
<th>Actionable data</th>
<th>Easy for team to adopt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead B: Enterprise (Call 1)</td>
<td>Better PR cycles</td>
<td>Who’s stuck / Find bottlenecks early</td>
<td>Need calculations / Team won’t trust data</td>
<td>Measuring remote teams</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>JIRA does this?</td>
</tr>
<tr>
<td>Lead C: Midmarket (Call 1)</td>
<td>Ship better</td>
<td>Ship faster</td>
<td>More collaboration</td>
<td>Data-driven engineering / Engineer KPIs</td>
<td>Team won’t trust data</td>
<td>What about across multiple teams / repos?</td>
</tr>
<tr>
<td>Lead D: Enterprise (Call 1)</td>
<td>Shorten PR cycles</td>
<td>Metrics / How to measure productivity?</td>
<td>Find bottlenecks early</td>
<td>Increasing engagement too</td>
<td>Are senior people helping juniors?</td>
<td></td>
</tr>
</tbody>
</table>
Email 2: Measuring & calculating so you can implement data-driven engineering with good KPIs
You can also use sales call / demo recordings to WRITE your emails.
“when we’re in standups and an engineer’s been stuck for weeks but thought he could figure it out on his own, and now we’re late so he finally brings it up”
“when someone commits 1000 lines right before the weekend [when no one will prioritize reviewing it] and it dies on the vine”

“well it’s hard to know [who the bottleneck is]”

“what’s going on under the hood”

(HEARD THAT EXACT PHRASING A LOT)

@COPYHACKERS

Email 1: Shorten PR cycles with better visibility
We use **thank-you page surveys** for crafting messaging hierarchies. And writing sticky copy.
Immediately after a customer purchased Copy School 2018, we asked him/her...
Goodbye, guesswork!

You just got access to the course designed to make you the most profitable person in the room.

Hi! Before you begin, please tell Jo this:

What was going on in your life that brought you to join Copy School today?

Shift + Enter to make a line break

Ok

Your answer:

1 answered

Powered by Typeform
Hi! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

Groping in the dark of uneducated purgatory destined to be chained to low wages and toxic work environments, yet unwilling to surrender, to the perils, of loserdom...
13 Mar 2018  04:43 PM

H! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm looking for some real help developing my copywriting skills and ideally the confidence that comes with mastery of them.

17 Mar 2018  05:26 PM

H! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm always searching for the right words. To be able to articulate my message clearly would give me so much more confidence.

12 Mar 2018  03:31 PM

H! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm tired of guessing what works and what doesn't. I want to write copy with more confidence and know that what I'm writing will give me the results I need.

13 Mar 2018  02:57 PM

H! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm going to jump start my copywriting career by spending a month or so sending out cold emails.

Copy School will give me the confidence to charge confidently and submit powerful copy to clients.

13 Mar 2018  03:45 PM

H! Before you begin, please tell Jo this: What was going on in your life that brought you to join Copy School today?

I'm a designer / developer who also works on copy for all of the different mediums our products & services are located in. I guess I just want to be more confident in the copy that I create on a day to day basis.
We saw “confidence” enough to hypothesize that it was an important sales message.

So we added it to our launch sales emails.
SUBJECT: The most brutally honest “FINAL DAY” email ever...

CONTENT:

“DMSU Doors are closing”
“Yarny! LAST CHANCE”
“FINAL WARNING! GET OFF THE DAMN FENCE!”

All true - but also a reckless and unforgivable abuse of caps lock.
Let’s tone it down and take a deep breath before it gets a bit too Nick Cage-y in here.

Cos here’s the thing:

There are no “doors”: there is no “fence” - and thankfully there’s no Nick Cage NJacking the Copy Hackers keyboard either.

There’s just you, me, Copy School and the best way for the 3 of us to get you what you want.

And since our whole raison d’etre at Copy Hackers is to empower BADASS copywriters to own your ability to make it rain on demand...

(while 2Xing, 5Xing and even 10Xing the twinnies and respect that come with)

I’m gonna call you to a higher standard and insist that you NOT deempower yourself by 1) titter this Copy School info go odd in a Chrome tab and
2) watching the countdown timer hit ZERO before

3) shrugging your shoulders with a “whaups... guess I missed it.”

Because that’s not very badass.

In return, I promise not to insult your intelligence with metaphors about doors and fences.

Cool? Cool.

Instead, I present to you...

Two real world options (please take one).

**Option 1:**

You’re not an active copywriter - freelance or in house - and you have no immediate plans to make a serious go at it either.

Therefore it’s easy enough to say...

The job enjoyed the show, but it’s time for me to pack it in and line up my fava Nick Cage flick

**Option 2:**

You’re an active (or aspiring) copywriter who has or will have landing pages to write, email campaigns to sequence and a long-form sales page that will put your client or boss on the path to Holy 

And when it comes to delivering that high-value work, you can’t afford to guess.

Not anymore.

Because it’s costing you a better job, more clients, better clients, respect and - the big one - money. “Guessing” is the reason you’re still not promoting yourself like you know you should. It’s why you’re emailing your proposal to leads instead of confidently presenting it on a Zoom call and talking about price. It’s why you feel like an impostor anytime you even consider quoting something higher than a livable wage.

You play small.

Because you don’t trust yourself to generate big results. Yet.

You don’t have the confidence. Yet.

But you’re open to the idea... You’re starting to like the idea of, say, having an acute sense of confidence with every $5-figure (long) proposal you send... with every 10,000 word Anstory Doc you share... and with every masterful stroke of the Macbook Pro that you type the copy that makes you and your clients breathe easier.

You don’t want to “think” you’re capable of doing badass job.

You want to know.

And with that ultra-confident copywriter’s swagger, you want to be able to charge the fees that help copywriters like Tarzan Kay make six figures a year while working 4 days a week. Tarzan took 10x Emails, applied what she learned... and has never looked back. So did Priema Malik, Marian Schenardi and a world of copywriters.

Aren’t you ready to take your place among their ranks?

Not because the countdown timer is ticking.

But because it’s time.

Give Copy School a risk-free shot for 60 days at just $197/mo

~jo

PS: You should be charging at least $200 an hour with what you learn inside Copy School. (Not that you’ll quote by the hour!)

With that rate, the math is simple. Even for this English major. Invest $200 a month in Copy School. Pay for it with a single hour of work.

Give Copy School a risk-free shot for 60 days at just $197/mo

Ends tonight...
And when it comes to delivering that high-value work, you can't afford to guess.

Not anymore.

Because it's costing you a better job, more clients, better clients, respect and - the big one - money. "Guessing" is the reason you're still not promoting yourself like you know you should. It's why you're emailing your proposal to leads instead of confidently presenting it on a Zoom call and talking about price. And it's why you feel like an imposter anytime you even consider quoting something higher than a livable wage.

You play small.

Because you don't trust yourself to generate big results. Yet.

You don't have the confidence. Yet.

But you're open to the idea... You're starting to like the idea of, say, having an acute sense of confidence with every 5-figure (omg!) proposal you send... with every 10,000 word Airstory Doc you share... and with every masterful stroke of the Macbook Pro that you only wish your fellow Starbucks patrons could appreciate.

You don't want to “think” you're capable of doing a badass job.

You want to know.

And with that ultra-confident copywriter's swagger, you want to be able to charge the
Test-worthy copy is not sitting inside your head. Or mine. It’s in the hearts and minds of our customers and prospects. Our job is to lure it out, listen and repeat it back in persuasive ways.
Take the most interesting of the voice of the customer.

Push it through copywriting frameworks and formulas, and add better practices.

VALIDATION-READY COPY!

@COPYHACKERS
VALIDATION:

“Breakthrough or bust?”