

THE SCIENCE OF WORDS THAT SELL

WRITING POWERFUL COPY THAT CLOSES



Takeaways from our Revenue Coach® Masterclass on 24th January 2023 with Elle Connolly

Why is the science of words important?

- Words are powerful tools that tap into the emotions of an audience. They can evoke emotion, inspire action, and even change minds
- Whether you're pitching investors or selling to customers, the right copy can deliver a message that resonates

What can be achieved by using the right words?

- Psychology-backed writing can create a powerful emotional connection between buyers and your product or service



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- Stories, examples, and case studies that speak directly to the fears and hopes of buyers, will help bring your solution to life
- Better articulating how your product or service works, you can address objections before they are raised
- All your messages will be more persuasive and effective, and you will see increased sales

How can startups fold these ideas into their writing?

- Humans are motivated to avoid pain, so start your stories with the key problems your product or service solves
- Use the PASO framework: Problem, Aggravation (of the problem), Solution, Outcome
- Always address objections head-on
- Use A/B testing to find out which words, phrases, and messages work best
- If your headlines run over two lines, ensure the first word of the second line is attention-grabbing

EXPERT GUEST



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