



CONSCIOUS COPY & CO. VOICE CRITIQUE



Discover If You're Writing Copy That Connects and Converts



Discover More At www.ConsciousCopy.Co



DOES YOUR COPY SOUND LIKE A R-O-B-O-T?

Ex: "Cannot" vs. "Can't"

NO CONTRACTIONS

 
Nooo... Wrong Direction



 
You're Getting There



 
You Nailed It!!



CONTRACTIONS

Ex: "Utilize" vs. "Use"

LONG WORDS

 
Nooo... Wrong Direction

 
You're Getting There



 
You Nailed It!!



SHORT WORDS



DOES YOUR COPY SOUND FLUFFFFFFFY?

Ex: "Increase the amount of money you save" vs. "Keep more cash"

LOTS OF WORDS TO EXPLAIN THE POINT

 
Nooo... Wrong Direction



 
You're Getting There



 
You Nailed It!!



DIRECT & STRAIGHT TO THE POINT

Ex: "She had a profound and entertaining stage presentation" vs. "She stole the show with her talk"

LOTS OF ADJECTIVES & ADVERBS

 
Nooo... Wrong Direction

 
You're Getting There



 
You Nailed It!!



LOTS OF VERBS & ACTION WORDS



DOES YOUR COPY MAKE SOMEONE WANT TO YYYAWN?

Ex: "I forgot what to say when it was my turn" vs. "Imagine this... your mind goes blank when everyone's looking at you"

BORING & BLAND

 
Nooo... Wrong Direction



 
You're Getting There



 
You Nailed It!!



STORY-BASED & SPECIFIC

Ex: "Take your business to the next level" vs. "Double your top-line revenue in 90 days"

ABSTRACT & VAGUE

 
Nooo... Wrong Direction

 
You're Getting There

 
You Nailed It!!

SPECIFIC & DETAIL-ORIENTED



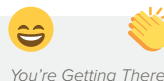
DOES YOUR COPY SOUND **IN-TER-NET-MAR-KET-ER-Y?**

Ex: “It’s a game-changing opportunity that won’t last long” vs. “The most impactful investment you will make in your business this year”

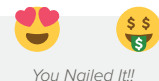
ALL HYPE



Nooo... Wrong Direction



You're Getting There



You Nailed It!!

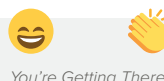
BENEFIT-DRIVEN
AND BACKED
BY PROOF

Ex: “The simple secret way to sell more stuff” vs. “This rare copy technique will 2x your conversions”

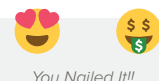
ALL GENERIC
WORDS



Nooo... Wrong Direction



You're Getting There



You Nailed It!!

YOUR UNIQUE
WORDS &
PHRASES

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COPY & CO.
VOICE CRITIQUE

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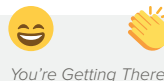
DOES YOUR COPY COME ACROSS AS **CONFUSING?**

Ex: “Heal your leaky gut with probiotics” vs. “Do you feel bloated and gassy every time you eat?”

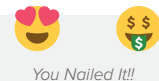
INDUSTRY
JARGON



Nooo... Wrong Direction



You're Getting There



You Nailed It!!

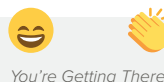
EASY-TO-
UNDERSTAND
LANGUAGE

Ex: “Join the 6-week program to skyrocket your life” vs. “Wake up more in love with your spouse than you were when you met them”

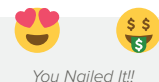
UNCLEAR
OFFERS &
DELIVERY



Nooo... Wrong Direction



You're Getting There



You Nailed It!!

CLEARLY
SHOW HOW YOU
HELP PEOPLE