



**A \$40,000,000**

# **Unpublished Secret to Copywriting**

"Uncommon secrets of the best copywriting agency in  
Nigeria-Africa, revealed" - MEA

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## DEDICATION

*This book is dedicated to all business owners and marketers whose target every morning is how to get more customers, get more engagement, get more leads, build a good relationship and increase sales.*

## **CONTENT**

Chapter 1 - Listen Thomas, why should you read this?

Chapter 2 - Receive your sight, blind Bartimaeus.

Chapter 3 - The failure lies in your title! A bait that never fails

Chapter 4 - Secure the lead till the end!

Chapter 5 - Research Lazy motherfcker!

Chapter 6 - The secrets about traffic & SEO

Chapter 7 - You begin where you end!

Chapter 8 - Creating a magnetic landing page

Chapter 9 - Frailty is coming for you

Chapter 10 - One last thing

## CHAPTER 1

### **Listen Thomas, why should you read this?**

Dear Reader,

Many years ago, we began this journey you are about to begin. We were hungry for the answers and secrets behind writing compelling contents and copies that could be used for advertising and getting more customers.

Your decision to procure this compendium of all our experience, failures, success and secrets, may turn out to be the smartest decision you have ever made.

Here is the thing - the ideas you are about to learn have been tested and seen to have worked in almost every business sector you can think of.

Leads have been generated from these ideas; we have made as of 2020, a total of 40 million dollars for all our clients combined, using this knowledge you are about to read.

We expressed these skills in concise language and less pages so as not to bore you with a long read. This is therefore a straight to the point book that you will enjoy.

Chapter 2 will open your eyes to the number 1 lesson of every successful content and copywriter. This knowledge alone, puts you halfway to acquiring customers and making millions of sales.

Chapter 3 will reveal to you the hidden bait used by champion sellers and writers to magnet leads and pull them into your army where you can order them to buy and they will. Some of the most known digital marketers, writers and CEOs do not even know this secret.

Have you ever wondered why your potential customers slip from your hand? Chapter 4 will show you how to secure your leads in writing.

In Chapter 5, you will learn what many business owners, marketers, copywriters, advertisers, etc., ignore on a daily basis. It is important if you must succeed as a writer. If you must command attention and successfully get your readers to take action.

After you are done with Chapter 6, you will know all the secrets and navigation behind a magnetic traffic to your landing page. With 25,000 site visitors 13,000 turned into customers. We used the secrets of this chapter.

Chapter 7 is a further development of Sabry Subi's "Magic Lantern" which helped us beat our competitors, and placed us as the best copywriting agency in Nigeria. It exposes the act of closings and tells what closings truly mean - the beginning.

Have you wondered why your analytics show many visitors but none is taking action? Chapter 8 will teach you how to lock in those leads and convert them to customers. 80% of your landing page target visitors will buy! It works over and over again.

Chapter 9 will show you how to stay in the game. Many good writers lost it along the line. Frailty comes for all, but only the master beats it. How do you do something over and over again and still not lose touch of your commanding power?

And before you close this book, we will reveal to you another secret that will help you generate even more customers and sales.

Now listen...

These strategies work FAST, they are CHEAP and TIMELESS, and they SCALE.

Know this...

If you think you can improve your writing and get millions of orders overnight, close this book and walk away.

If you are lazy and not ready to do what it takes, close this book and walk away.

The assurance this book offers is for those who are ready to walk the talk. It will not be easy as it takes hard work, commitment and consistency.

We advise then that you read this book page to page and don't just skim through. You need to digest every word and every idea. Get the most out of it.

You will realise in some pages, that the information in this book is worth millions of dollars. You will wonder why we have chosen to reveal all these secrets.

The reason is simple - De Critic has enjoyed the privilege of working with a handful of billion-dollar companies and hundreds of small-to-medium size businesses. We continue to get emails and calls from business owners, marketers, and amateur writers who can't afford our services but desperately need help with growing their business.



This book will ease the burden of having to deal with the same questions everyday.

This is our way of giving back to the community.

**- DeCritic Team**

## CHAPTER 2

### Receive your sight, Oh blind Bartimaeus

You will surely fail if you do not identify and understand your target buyer. There is no sugary way to say it.

Imagine setting up a luxury suit business in a primitive community. Before we can put our writing pads into use we need to understand whose attention we crave to attract. Content creation and copywriting go a long way in promoting business plans but this can only be achieved if the content gets to the right audience.

In this chapter, we will lead you through the process of receiving your sight by helping you identify the importance of knowing your audience, how to know your audience and how to strike the right message.

#### Why it is important to know your audience

Knowing your audience helps you figure out what content and messages people desire. It makes you have an idea of the exact words that will make people sit up and notice your business, knowing your audience also tells you the appropriate tone and voice for your message.

Once you've identified your audience, your message becomes a light, shining to their challenges, dreams, goals and desires. It's like being a prophet revealing mysteries to people, telling them their problems and seeing them express awe feelings by nodding their heads in agreement to your words. One may even get up to shout 'Alleluia Pastor!'

The feeling is divine and every content creator wants that same feeling from their audience.

What actually happens when you get the right audience:

1. You get more customers because people listen to someone who can relate to their feelings and problems.
2. You get more referrals, if you help someone identify their problem they probably will refer other persons with the same problem to you.

After 60 years of academic writings and scientific testing, psychologists still hold the foregoing as true.

When you really know your audience, you can get inside their heads. Digital marketing, content marketing... all your marketing improves.

## **Understanding the Channels**

“Do you know who I am”?

We get to hear that statement a lot from people we seemingly define as arrogant. To some extent it is a truth, yet from another angle, it sets a tone for confidence and self-awareness. It's a universal truth that everyone craves for an identity and self-belonging, in whatever form or manner it appears. I believe this is the most important reason to identify with your audience before fashioning your communication message, because in doing so, you are saying to them “I can relate with you”.

Let's talk about Amaka, one of the suavest perfume dealers in town, who intends to introduce a new fragrance, targeted at the generation x, using the guardian newspaper or business daily to create awareness for the brand. Don't get me wrong, a lot of the youngish are very intelligent and derive their source of information from the dealers, but if Amaka was to get the patronage of a sizable number, she knows too well to use social media, in particular, Instagram. That's the power of knowing the audience and the channels you are dealing with.

There is no way to sugarcoat the fact that you will fail (Ok, sorry not you), your brand message will be entirely lost, if it's not targeting the right audience from the right channel.

## **The Lingua**

Your sole aim in life might be to “blow big grammar” like the Queen of England, but the minute I have to second guess the meaning of a word and consult the dictionary, then you have certainly lost me.

As much as I love watching Channels TV, I never got the slogan - Ubiquitous, until yesterday. Then I wondered why it couldn't just be coined in such a way that the meaning is still retained. To be honest, doesn't ubiquitous sound like some insult from a session in the British house of Common? If your audience cannot relate to the lingua of your communication message, brethren, it's a foul! The trick is to find a balance in your message, so that the essence does not get downplayed, and the engagement of the readers is still retained.

## **Content**

There is a lot of focus on the salience of keywords in content management. In the cause of the emphasis, there is a neglect of an even greater magic: the audience. Now, if you don't know who your target audience is, how can you fashion your communication messages in keywords? Not possible. Many content creators and bloggers believe that keywords alone can get them their desired audience attention, but guess what, it hurts traffic. Without defining and analyzing a target audience, the communication message is void like the earth, before God or science intervened. So while we search for words to gain traffic on our pages, they can only be successful in a confined market. Kapish?

## **You've got mail**

We all got targets, don't we? Right now mine is just to make enough money to lounge at the Burj Khalifa every weekend. Your mail too, like you, has targets; to ensure that the right audience, gets the message, literally. By placing your mails in segmented markets, you are ensuring that the right people appreciate the messages. Guess what, the more segmented markets you create, the easier the accessibility of these messages, and the likelihood of meeting the

different needs of your target market. Personally, I can never be interested in a message that doesn't appeal to me. If I get an email on any alcohol related message, it's deleted, straight up. I think this is the major reason why I have a lot of unread mails in my box.

By segmenting your subscribers and sending targeted email campaigns, you can craft a more personalized message to go out to customers who fall into a certain segment. The more detailed your segments, the more personalized the message.

And we have found something quite interesting recently. The younger generation do not do too well with emails. They prefer you send it to them straight up on WhatsApp.

We concluded a short message campaign recently and dared to send the messages to Gen X WhatsApp, and we got 70% CTA success compared to the marketing team of the client-company who sent via email. They got only 7% Gen X taking action.

## **The Power of Texting**

I do not know of anyone that doesn't own a phone, whether it's a Nokia 3310 or the latest iPhone. Can you feel the power of how successful target messaging would be, if it was channeled right?

According to Michael Foschetti, there are about a billion phone users worldwide compared to one billion personal computer systems. This shows that text messaging is a very important tool in reaching a large audience. SMS marketing can only be effective if the right audience is understood. It will be very advantageous to create a personality that will suit the personae of your target market. Some elements would have to be taken into consideration, which include characteristics, demographics and the archetype of the audience.

You can search our article on SMS on our website, and see what great hints we revealed about SMS. The cool thing is - every generation type seldom ignores SMS. Why? The often less-used platform, have an attention ringer to it! Explore it.

## **How to know your audience**

One thing is to know the importance of your audience and the right channels, another is to know your audience. Our targeted audience is not an abstract concept; they're everywhere on this planet. Reaching out to them is not proximity determined, of course we don't need to travel to get them. Once our content is right, it will by itself, get to them.

Here, I will give a breakdown of some of the common audience research techniques that might help in the process of knowing your audience.

### **1. Demographics**

Demographics is the study of populations. The word “demographics” comes from Greek roots (demos means people, grapho implies measurement). In other words, demographics is the process of using statistics to study the composition or change in a group of people.

When you're using demographics to build audience profiles, it's important to consider that the demographic that uses the product isn't necessarily the same as the one that buys the product.

Sometimes people buy things for others which they themselves don't use.

Demographic information will help identify the type of audience you seek but it doesn't tell you how your audience feels.

Using demographics in your marketing approach is a fast way to filter out your best customers. If you say “I help telecommunication companies promote their business,” companies not related to telecommunication won't contact you (which is exactly what you want).

What is crucial is that you don't stop at demographics. You need more information to create great marketing messages.

### **2. Psychographics**

Psychographics is a qualitative market research field that is used to research the psychology of an audience or target market.

Psychographics are a major step forward from demographics, because psychographics tell you a lot more about the kinds of things your audience cares about. Psychographic information tells you a bit more about what you do to market things, it tells you broadly what your message can be. Psychographics tend to focus on “AIO variables” which stands for:

**Activities** - Activities focus on someone's daily routine and hobbies.

**Interests** - A person's interests reveal concepts and ideals that drive their passions. By identifying the interests of a target consumer, companies can better identify how to appeal to them.

**Opinions** - Everyone has opinions, and consumers are no different. Marketing agencies also need to know consumers' opinions about brands, products, and stores.

AIOs help you understand more about your audience.

### 3. Online analytics

Free platforms like Google Analytics have made it easier to access data about what people are doing on your website, marketers have been eager to use data to prove the results of their work.

John Wanamaker, one of the early marketers, once said “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”

In a lot of cases, analytics solve this problem. When you run Facebook Ads, you can see exactly how much money you make for each dollar you spend.

Analytics are extremely useful for marketers and they can help you send your messages to the right people at the right time. Some ways to use analytics include...

- Seeing which product pages and landing pages people visit on your site, then sending those people messages that offer them those products (this can be done automatically).

- Tracking engagement with different types of content, so that you can focus your efforts on the material that gets you more customers.
- Retargeting people who get halfway through your funnel, to push them to the next step

By seeing where people go on your website, you can make some important inferences about what will turn them from leads into potential customers and then into customers.

## **Striking the right message**

Analytics are valuable and useful; so are demographics and psychographics. But none of those research methods tell you exactly what to say to people. When someone lands on a product page and you send them an automatic email, you know what to offer them (the product). What specifically should you say in that email?

Earlier in this chapter we began a journey on the importance of knowing your audience, we proceeded on how to know the audience. Now, we will look at how to get the audience.

Striking the right message delivers the audience to you.

The succeeding chapters of this book will lead you through computing the right content that will get your audience to you. Read on!!!

- Obiete Emmanuel & Chiamaka Ezeonwuka



## CHAPTER 3

### **The failure lies in your title! A bait that never fails**

YUKI, A WOLFD OG, BATTLES WITH CANCER

Okay, that seems like what a fine content writer would write, right?

Think again. Only an amateur and an enthusiast will go for it. Most people will not care about a dog that has cancer, not even those who are the target audience.

TO DIE! A WOLFD OG THAT SELECTS WOMEN INTO HIS HAREM

Now, that is a bold statement. It would trigger not only the targeted audience, but also the best of writers, clergymen, atheists, Christians, Muslims, businessmen, et al.

Want to retain the sad element? How about:

WOLFD OG, YUKI, TO DIE AFTER BATTLING WITH CANCER

Gentlemen, I am Emmanuel Okonkwo, partner at De Critic, and I am here to take us on a simple topic – The Failure Lies in Your Title.

***In the beginning was the word.***

In writing, everything depends on your heading/title. You see, the function of a good heading is to catch attention at all cost. According to Robert Green in *The Art of Seduction*, and even in *The 48 Laws of Power*, we should cut attention at all costs. Okay, remove the 'all', but you get the point.

Eve was only deceived by Satan because the apple possessed an irresistible title – "Your Eyes Will Be Opened."

God (if you believe in God) is a writer of great titles. His first recorded word was – 'Let There Be Light'. Till date, no one forgets that.

Why did you choose to read this book? You saw a claim of \$40,000,000 and an oxymoron in 'Unpublished Secret'? Or you want to know how the best copywriting agency made it? So despite everything you have read on the subject, here you are, still drawn by a title. But not to worry, I assure you, as you shall see, everything is true.

The other day I saw an article written during the coronavirus pandemic. It read:

*Woman gives birth to 7 children*

I felt sad that such a wonderful event was killed by this writer on arrival. There was a pandemic, people are dying, no one wants to give birth, and a woman gives birth to 7 children, yet all the writer could say was - that? How about we give him a punch! Oops, I overreacted there.

In 2019, I was fighting for a grant. I checked and noticed 260 people have applied. I knew my application had to stand out, and I was determined to grab the attention at all cost.

So, the title of my email was simple - "Wilfred Kramer Laments Over Grant, XXX"

The grant was named in memorial of a scholar, and the scholarship board would be seeing an application titled – Wilfred Kramer Laments Over Grant - (Application number).

The title would strike them, my application number would stick, and if my content was good, I would win. Well, I did. And I won the admiration of two notable professors of the world.

On De Critic's blog, you will find an article – 'I killed him because I love him.' It was never about love. It was about genotype.

The article titled "Buhari is Dead," was not a story about the President of Nigeria. It was the middle name of a regular guy from the Northern part of Nigeria. And the journalist made him famous and dragged traffic into the publisher's sorry site.

SO, HERE IS THE LESSON:

**"A disruptive title is a bait that seldom fails."**

Let your title make people say 'What da fuc...!' Shake their mind.

Do not deceive anyone by the title. No!

But here is the thing - no one is deceived if they cannot say you lied after reading the article.

In Tobe's story 'I killed him because I love him' the lady actually killed someone but not directly. The focus was on the lessons on genotype. Do you think readers would be eager to read if they had seen "KNOW YOUR GENOTYPE BEFORE YOU FALL IN LOVE"?

Ouch! That is probably what a fine content writer would write. But you can do better.

While the chosen title 'I killed him because I love him' does not reflect on genotype, the writer has chosen to use another inevitable word - love. The chosen title will no doubt draw a larger targeted audience - lovers. And it is lovers you want to address when you talk about genotype. The article was a success.

Remember, titles must not always be negative. Sometimes, it could be something positive. The idea is this, it must provoke a restless mind; a longing to know what happened.

Let me leave you with this right now – With titles, the best writer is a copywriter. With contents, the best writer becomes the content writer. So you need to think like both to win.

Heard Enough? I don't think so. Read on!

## **The power of first paragraph**

Before now, content writers were on a frolic, thinking the world has time to read their time-consuming articles. As technology took over the world and opened the internet to endless possibilities, millions to billion petabytes of information were put online. Readers were overwhelmed with too much information, plus, they have a life to live and a job to do. Thus, reading dropped as confirmed by site analysis.

But brands/businesses could not survive without communicating to the audience. It was only through communication that leads were generated and briefs were won.

The expectation of the content writer became high. How does he/she cut through the suffocation of information online and still get the audience to choose his/her own content?

A blend of content writing skills and copywriting skills became expedient. A blend which many content writers still battle with.

In the first quarter of 2018, I carried out an experiment – Operation Find Out. I added some plugins and watched from the backend as readers clicked on our disruptive titles that we wrote for a client. So, they were coming into the site, but there was a problem. After about 1minute, they were leaving. Why?

I removed myself from myself, and read some of our client's content. I found out that after the first paragraph, the momentum to go on was low. I engaged about

five neutral persons to read and tell me when they begin to get bored or tired. Four of them did not get through the first paragraph. Boom! That was it. The problem was with the first paragraph.

I shared my discovery with some like-minds. I do not hold back knowledge. Some of my like-minded friends worked with Ogilvy and some are here at De Critic.

Well, we decided to push the test further. A friend who knew a friend, who knew another friend, that was a hacker, and is now dead (Rest in peace Chike), spearheaded this test. On his own, and without my knowledge, Chike hacked the backend to his personal WordPress blog to see the faces of his site visitors. It happened that within 5-8 seconds after the furrow on their faces appeared, the readers left the site. Chike called us for a drink at the bar and confirmed my findings. I remember his words ‘they hardly get past the first paragraph.’

This was when we began creating strategies and recording what works and what fails with first paragraphs.

So, you have learnt how to use disruptive titles to catch the attention of your readers. But how do you keep the interest? This is daisy...

Some readers expect to see in the first paragraph what the whole thing is about. Some will leave once they know what it is about. So how do you resolve this?

Good storytelling will always engage both types of readers. It works all the time.

But not all content can begin with a story – forget the overemphasis you read online.

So, how do you do it? Make your first paragraph top-notch. Hold the targeted audience by the interest that brought them in and suggest a satisfaction or exposure down the line. You must do this creatively and genuinely.

Let’s see some examples:

1.

## ‘HOW TO WRITE AN AWESOME BLOG POST IN 5 STEPS

Writing a blog post is a little like driving; you can study the highway code (or read articles telling you how to write a blog post) for months, but nothing can prepare you for the real thing like getting behind the wheel and hitting the open road. In this post, I’ll show you how to write a great blog post in five simple steps that people will actually want to read. Ready? Let’s get started.

(By Dan Shewan. Edited by Emmanuel Okonkwo)

Lesson: This method is good for Titles/Articles that seek to teach 'how.' See how he exposes what to expect without saying it yet. And he captures the title in the first paragraph, a practice friendly to search engine optimization (SEO).

2.

## ‘WHAT CAN YOU DO WITH AN OLD POUND COIN? HERE ARE 5 GREAT IDEAS.

Old pound coins might not be legal tender anymore, but you can still spend them. Don’t believe me? Read on to discover the banks, charities, supermarkets and coin dealers who will take your old round pounds.

(By Miss Thriffty)

Lesson: Notice how she told readers what to expect so as not to disrespect their time, and yet, she plays on their interest – importance of old coins.

3.

## COVID19: COMPANIES MAKING HUGE GAINS IN 2020

The Coronavirus pandemic has caused an abrupt disruption of all human activities worldwide and led to the infection and death of thousands of individuals globally. But amidst all these brouhahas, it has become a business

booster for some companies...the global stock market crashed but this has not affected the fast-rising demand for the following brand products and services.

(by Chinenye Chukwudebelu – Partner, De Critic)

Lesson: All businesses suffering during the peak of coronavirus were dying to know how others were surviving or how they could cope. And here, her first paragraph engages the targeted reader to want to know more.

4.

#### **BRANDS, COMPETITIONS AND VOTES – THE NEW SCAM**

There is a modern strategy used by brands to boost image, magnet followers, and make a lot of money. It is cost-effective and it promotes participation without people seeing beyond the veil for what it really is – the new scam that cannot be refused.

(Emmanuel Okonkwo, Partner De Critic)

Lesson: The article/paragraph seeks to warn about the new scam, yet it plays on the evil mind of humans to want to know how to boost their own business. Now they want to know the scam that cannot be resisted.

#### **CONCLUSION:**

Titles and first paragraphs are everything in a content. It doesn't matter whether the content type is blog, sms, email marketing, PR publishing, pitch, business proposal, résumé and CVs, google ads, Linkedin posts, etc... the point is - how you start your communication determines your success.

#### **Wait! Don't forget to optimize titles and first paragraphs for SEO**

In chapter 6 you will learn more about search engine optimization and how you can use written content to magnet traffic to a website, landing page, etc.

For now, know that your title should carry your keywords or keyphrases. Your keyword or keyphrase are the words expected of your target audience to search for on the internet. The same keyword or keyphrases as contained in your title should be reflected in your first paragraph. Usually, your first paragraph can stand the place or bear the words that can be integrated into your excerpt for meta description.

When a search bot or crawler crawls into your site in search of those keywords, it can easily find the search word in your boldly written title, the slug, your first paragraph, and your meta description. When this happens, your content is likely to be ranked into the first pages of the search result. Other factors like information content in the article and its internal and external linkages will play a role too, but be sure that the fundamentals are met. There are plugins that can guide you on this - Yoast SEO, WP Meta SEO, etc.

To master the art taught in this chapter, I advise you to read this chapter again. Go online, find articles and try to change the titles to a more magnetic title. Rewrite first paragraphs. If you get this right, you will seldom fail in any copy or content you write.

- Emmanuel Okonkwo.



## CHAPTER 4

### **Secure the lead till the end!**

The average reader is exposed to between 4,000 to 10,000 content a day. It doesn't matter if it is an ad, a SMS, an article...

Every 60 seconds people publish more than 4500 new blog posts.

Two hundred and seventy seven thousand tweets and 2.4 million Facebook posts daily and all of that happens over and over and over every minute of every day.

Because of the growing petabytes of information, readers have learnt to skim through things and barely pay attention for the first 5-8seconds of coming in contact with the content. It is now called the dreaded 5 or 8 seconds rule.

Many have therefore prescribed brevity of content against long contents. But how did they do? They still failed!

Here is the thing, I believe, and so does one of the best copywriters in the world - David Ogilvy, we both believe that any copy, including long copies can capture and secure a reader for as long as possible. The 5-8seconds rule is only important in the creation of your headline and first paragraph.

So, how do you retain readers' attention till the end?  
How do you secure the lead till the end?

Listen! You are about to enter where many have failed. Listen carefully now, and you will succeed.

Sabry Subi disclosed an interesting formulae which we used and then developed over time. The strategy depends on the copy type in question. We will try and touch as many as we can.

## Landing Pages

It begins with your headline. The headline for good landing pages are more dramatic than your regular content or blog post.

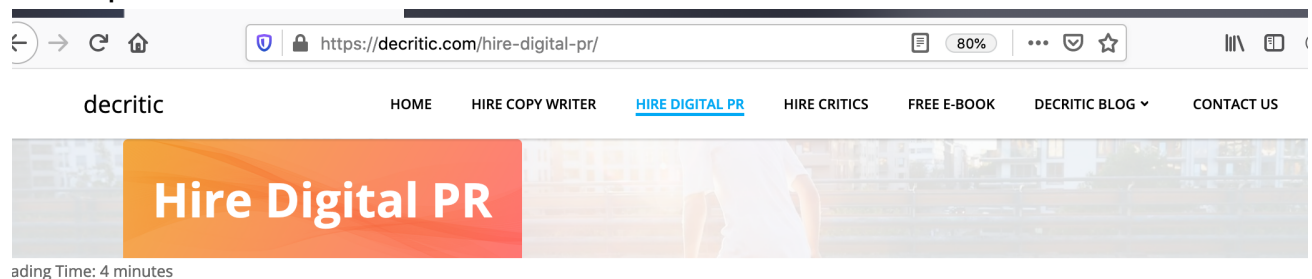
Here is the formula:

Get [state the lead's DESIRED RESULT] Without [state the lead's FEAR or CONCERN] in [SPECIFIC TIME FRAME].

You can always tweak the headline but the formula remains effective every single time!

The headline is followed by a sub-headline further strengthening the idea sold in the headline. The sub-headline makes an enticing promise that cannot be refused.

### Example:



## Get digital PR services with 100% Traffic Jump

With our digital PR specialist strategy, you should rank very high in 3months or less, at an affordable rate

This is where it gets tricky. Once you have made an enticing promise, you have raised the antenna of your readers to want to believe, disbelief or even fight you. Their eyes and attention level are more sharp now than ever. What you say next will make or mar your copy.

So, how do you secure their interest at this point?

### *Ultra-Compelling Fascination Bullets.*

Bullet copy or fascination bullets are small nuggets of tantalising teaser information that intrigue the reader while offering or implying a benefit. They're designed to crank up the curiosity of your prospect and make not opting-in virtually impossible. It's what can give that last nudge required to push your prospect over the edge.

The simple name for ultra-compelling fascination bullets is - curiosity in bullet points.

Here, instead of selling out rightly like 'get this, buy the best that..', no, you want to play on the psychology of incentives and curiosity. Do that in bullet points.

Examples from Sabry Subi Fascination Bullet Copy Formulas:

How to X without Y:

'How to get washboard abs without doing a single sit-up'. 'How to meet single men without speed dating or hanging out in bars'. 'How to invest in real estate with no money down'.

You need X, right? Wrong!

Address a common belief and then create massive curiosity by talking against it. 'Drinking 3 litres of water a day is healthy, right? WRONG!'

Discover X to become Y

'Discover the number one thing you can do to stay 20 times more hydrated than drinking water'. This creates massive intrigue.

X ways to Y:

This is the most classic of all, 'Five ways to meet single women in Melbourne'. Classic, straight forward copy.

Where to find Y:

'Where to find the most ravenous hyperactive buyers online'.

How to eliminate X:

'How to stop joint pain forever'. 'How to never pay another cent in tax'.

What you should never:

This is a great one, as people are more compelled to know what they shouldn't do than what they should. Fear of loss (pain) is greater than fear of attainment (joy). 'What you should never say to a woman on your first date'. 'What you should never do when trying to win over a prospect'.

Say goodbye to X [frustration]:

'Say goodbye to calorie counting and hour-long cardio sessions'.

The truth about Y:

'The dirty truth about fish oil revealed'. 'The truth about flossing only after you've brushed your teeth'.

Have you been doing X wrong? (And does it really matter?):

'Have you been boiling your eggs in the wrong pot? (And does it really matter?)'

Now listen...

After exploring headline and subheadings, and instigating curiosity in bullet points, use stats and data to give authority and legitimacy to your claim.

Oh listen! Numbers work like magic!!!!!!

Example:

Do you know there are 8 ways to cut your financial losses and make 10% gain?

Early 2021, Google released a billion-dollar report on how companies who made it in the 2020 Covid19 crisis did it.

Now tell me you do not want to know? Exactly! Use numbers and researched stats on your page to weigh interest and authority.

Listen again...

Landing pages are not textbooks or academic research. Make those white spaces between sentences and phrases. Paragraphs are the lifeblood of landing pages. Let your sentences be short and powerful.

Reveal testimonials and reviews on your landing page. It is the final tool that expels the doubts and holdbacks of your leads.

Never, never, never put links that opt your readers away from your landing page. No, do not do that. Do not break the spell! It is other pages that should be linked to your landing page. Links in your landing page should link on the same page like a scroll-down. Work with the web-designer to make sure of this.

At the end, your call to action must be active and simple. Do not stress the lead. See your leads as a woman with a mood swing (no offense intended). You do not want to stress her, you do not want to annihilate her by wrong words, you want to keep her happy and respect her, and she will in turn listen to you and get to do what you want.

## **Facebook & LinkedIn Funnels**

Your Facebook and LinkedIn posts should bear the same format - brief sentences and paragraphs showing white spaces in-between. Have you not noticed people hardly read clustered long paragraphs? Have you not noticed that posts formatted in brief sentences and spaced carry more readers/viewers and more engagement? Open your eyes!

The one thing you do not want to do in Facebook and LinkedIn funnels is to sell. No, don't do that. They are platforms where you share something interesting to your audience and end with a call-to-action link to your landing page where the salesy message can take place.

A compelling funnel could take various forms. There are two forms that seldom fail - Statistics and Storytelling. Statistics are compelling for their researched data and reports, and storytelling magnets the reader's childlike tendencies to listening to stories. Both forms can even be used in the same funnel. It works like magic.

Also, pictures are important. Stop sending out blank messages all the time! Attract curiosity with compelling pictures that make your reader want to know more. Create your message and ask the expert graphic designer to do a curious graphic on it.

Do not forget to add your hashtags! Be strategic about it as it is part of your SEO strategy. The hashtags with a lot of use will attract those users to check you out. A new hashtag that focuses on your brand is also relevant as any person who searched for those keywords will be directed to you.

Before you send your funnel out, be sure to have a second neutral eye on it! Does it resonate with the mind to click... to read more?

## **Instagram & Twitter**

Picture is everything here. Either GIF, JPEG or video, use pictures to send out your message here.

No one likes a long write-up on these media channels. But they could read a long write-up that tells a story, provided they are divided in short tablets or comments. Twitter will not allow you to make a single long post anyways.

Infographics is the compelling power of Instagram. A good infographic will have readers swiping to the left to read more. If you do not have graphic designing skills, then you want to partner with a graphic designer on this one.

But that is not all. For each short pictorial or words on twitter, make it catching and exciting! No one will swipe your first-see if it is boring.

Sometimes, you do not need words at all! Just use your video or infographics to tell the story and put a link to your landing page. Simple!

Remember, for these handles, your keywords and keyphrases are your hashtags! Never fail to include them. They are part of the SEO kits you need.

## **Blog Posts and Articles**

We can repeat the same formula here. The headline should be an irrefutable catcher. You mustn't have a sub-headline as the same will not be used by your url slug. Besides, characterisation is limited.

The importance of stats, research, data, cannot be overemphasized. The short sentences and plentitude of white spaces should be limited. However, avoid very long paragraphs. Readers like to console themselves that the article is short. But here is the thing, with short paragraphs, they would get to read for over 20minutes.

Call to actions for blogs posts and articles should rather be indirect than direct. This is because the readers are not leads yet and you do not want to come out as being too salesy.

If you have offered content on HOW TO GET A PIMPLE-FREE FACE IN 3DAYS, you are probably selling or offering good and reliable content that the readers should be able to do after reading your content. Anything less passes you out as being shady and a scam. But at the end of the content you could invite interested readers to take action if they would rather want the services of a dermatologist or say that some faces are complex and it would rather require

the assistance of a dermatologist and interested readers can click the contact button.

Finally, the power of storytelling cannot be overemphasized. Stats reveal that blog post or article which tells a story receives more engagement than traditional or technical articles. You want to immerse yourself in the subtle art of storytelling.

Consider both write-up below:

*There are so many pharmaceutical drugs out there claiming to have the capacity to reduce fat, but the truth is that many are nothing but scam. This article shall reveal to you a trusted and tested drug that reduces fat by 1000calories in 2days. Read on to find how.*

*Amaka never cared if she was fat or not, after all she is an African. But that belief changed after her fiance left her for a slim lady. She has tried almost every pharmaceutical drug in the market and found they were nothing but scam. She had lost hope until she found this drug that reduced her fat by 1000calories in 2days... Read on to find how.*

Now choose for yourself which is more moving. Then, consider how much more compelling it would be if the story is told in the first-person narrative.

## **SMS**

Short Message Service is one of the most difficult copies to write. You are limited to expressing yourself within 30words or thereabout. Yet, the short message must possess every information and still get to appeal to the readers if it must be a success.

First, you want to sound personal. Call the person's name if possible. According to a psychologist, Prof Joyce E.A Russell, in *The Power of Using A Name* 'a person's name gives us the greatest connection to their own identity and individuality'.



For Dale Carnegie ‘a person’s name is to him or her the sweetest and most important sound in any language.’ Do you get it now?

Sometimes, you may be personal without mentioning the name. This is achieved by striking heavily on the interest of the customer, so they feel naturally involved and called upon.

Secondly, you want to draw attention to the interest/desire of the customer. If they are lovers of fashion, then, it means some are likely to have high taste and would dislike common wears. Even non-lovers of fashion are interested in something rare, classic and beautiful. In truth, those who care about what they wear often do not mind paying a little extra for fashion-clothing. So, the audience here are not necessarily poor. They resonate with classic and rare clothing.

Both the rich and the poor love discounts. It makes them feel they are saving money. But be careful –discount is not synonymous with cheap. So discounts, real or not, is another attention caller, provided the price is not cheap.

Thirdly, write clearly and be careful of the hyperboles. So, there is a big difference between calling for attention and making an over-exaggeration. To say, for instance, ‘A dress I got at XYZ clothing unexpectedly landed me a promotion, you should check them out now...’ screams fake and scam. Avoid such.

Fourthly, avoid the use of caps and exclamations. After the daily trauma of about 5000 ads per day, consumers have come to pick exclamations as a desperate attribute of advertisement. Also, the caps have a way of slapping readers on the face or making them feel you are playing with their intelligence. Sadly, they may pass as disrespectfulness today - they should sparingly be used.

Fifthly, it is important that you sound urgent, but not desperate. You do not want the reader to procrastinate otherwise there is 60% chances they will never act on it. So what can you say to get fashion-clothing lovers to buy urgently? It is certainly not enough to say ‘buy now’.

Sixthly, write in full and avoid silly abbreviations, wrong punctuations or format. `example - 'hurry nw 2 XYZ', or 'Originality and creativity are must haves in these times, so are our wear, Dazzle in amazing outfits from our collection, visit...'

Finally, make your message unique, not mechanical. For instance 'Thinking about the appropriate outfit? XYZ always got you covered with our range of bespoke collections with impeccable elegance...' Avoid the overused cliches and patterns. The style loses grasp of those who are not thinking of appropriate outfits now.

### The call to action in SMS

It is now cliché to use BUY NOW. A lot of the online tips on SMS ads, sadly, do not know any better. We have found those two words to be offensive especially to Millennials. The phrase has gradually shifted from a harmless call-to-action to a commanding and forceful call to buy.

In truth, one can be firm and demanding without rubbing it on the readers face. Some of our preferred call-to-action which is more friendly includes - 'Check out now...', 'You can call now to...', 'Hurry now before...', 'Buy today to get..'

### Good SMS Example:

Let me leave you with 3 good examples of SMS copy that brought in 50% sales during the holidays.

*Looks, they say is everything. It is the door to possibilities. Check out <https://www> now for affordable classic fashion wears and uncommon clothing.*

*No time for tailor wahala? Hurry now to XYZ fashion clothing for unique and bespoke wears. Take advantage of our incredibly affordable prices at <https://www> and thank me later.*

*Attracting the right connections starts with looking good. To pick up trendy and affordable wears, visit <https://www> and go through our special offers on Adult and Kids Clothes. Offer ends tonight.*

## **Conclusion**

At the beginning of every great copywriter's journey, it was difficult to secure readers and leads till the end of all the copies written. Sometimes, it works, sometimes it doesn't. But after several years of practice and experience, we have noted the secrets behind it and recorded continuous and consistent success. We could keep mute and leave the secrets unpublished. But to what end?

As you practice, you become even better. You will eventually develop even more secrets to successful copies.

At the end, securing your lead till the very end is fundamental. It is only at that point you will be able to convert leads to customers. If you fail to secure your readers/leads till the end, do not despair. Find out the broken chain, fix it, go back and draw them back in with compelling headlines and excerpts, using the bullets revealed to you above.

- De Critic Team

## CHAPTER 5

### Research Lazy motherfcker!

Have you witnessed one of those awful times, when something bad happens to you only for you to find your friend secretly happy or comforted that you are down? Or perhaps, it was you who felt that unexpected joy when a proud man fell?

*Shadenfreude* – that is the word for it.

It was named after a German Phycologist's discovery. It comes from the word *Shaden* meaning damage or harm, and *freude* meaning Joy. So, when such happens to you, what you are singing is 'a cold and a broken alleluia.'

Talking about a cold and a broken 'Alleluia', do you know, it was not Alexandra Burke that composed the song? It was popularised by her, but it was the great Leonard Cohen that composed that beautiful and controversial 'Alleluia'.

When Leonard saw Alexandra Burke famed and rich from her version of alleluia, Shadenfreude came into Leonard Cohen and he demanded that some royalty should be given to him for his music. He was pained that he had been forgotten. But life is not fair, the great poet and baritone singer, would come to die of cancer.

This is an article about Shadenfreude and what harm it does to relationships. I know, because I have been there.

.....

Hello guys, are you enjoying the writeup? I am Chinenye Chukwudebelu. And I will be taking you on the importance of research in content writing. Don't worry, I won't call you lazy or a motherfcker.

In whatever you do, research is the one thing that is going to keep you relevant. People don't just want to hear or read things that they already know, they want more than that. Everyone is scared about the pandemic but how about telling them why you would have it no other way? Intriguing right? Well, that can only happen when research is your priority. So let's shake off that lazy spirit and move!

In research, the first thing you need to do is KNOW YOUR TASK! I know many of you will say 'of course, I just need to choose a topic,' but it's way deeper than that. To ensure that you don't lose focus on the particular task you are trying to accomplish, here are the 5 points you need to always bear in mind.

### 1) THE WHAT

So, this is basically the easiest and most of the time, the first thing that comes to mind when you want to write. This talks about what exactly you want to write about and the type of information you are trying to pass across. Are you criticising? Are you commending? Are you informing? Or trying to convince?

### 2) THE WHO

When writing a copy, there should be a particular group of people whose minds you want to touch in particular. This group of people is called your target audience.

Your target audience could be based on age group, profession, religion etc. Your target audience determines the type of slangs to use if any is required.

For example, "looking back, I realized that our relationship was just an *entanglement*."

It determines the type and sophistication of words to use such as: cacophony instead of noise, dilettante instead of amateur etc. It also determines if professional or religious terms should be used. Meanwhile, don't be too rigid as anyone can read the article, not only your target audience.

Research must be conducted on the WHO. What is 'Who's general philosophy? What is the 'Who' vehemently opposed to? How does 'Who' spend his/her day? What are 'Who's' dreams and interests? etc.

### 3) THE HOW

This talks about the way and manner in which you pass your message across. Are you using a short story like the article above? Are you using a personal experience? Are you using past events or happenings? Is report data the strength of your write up? Are you simply re-writing a successful copy?

What is the best tone for the copy? Friendly? Blunt? Indifferent? Informative? Assertive? Tools like Grammarly premium will further assist in detecting your tone.

### 4) THE WHEN

This talks about the time and point of view. Are you talking about something that has happened? Then you will be using past tense. Are you explaining something that you think will happen? Future tense is in order.

This also talks about the point of view you would be writing from. You have the first-person point of view, 'I'. This is used when writing with a touch of personal experience. This point of view is usually embraced as you want your readers thinking 'wow, I'm not the only one.'

You have the 2nd person point of view, 'you.' This is used to relate the article to your audience's personal experience.

Finally, there is the third person point of view, 'she/he'. This point of view is usually avoided as it doesn't personalise the article and you don't want your readers asking about how your article relates to them.

The third person point of view is seldom successful in copywriting.

## 5) THE WHERE

This talks about geographical relevance. Where are your targeted audience located? Are you writing about a global issue or one affecting a particular country? Are you talking about a global issue but want to discuss how it is affecting a country alone? These topics are addressed in different ways. Having this in mind helps you to know where to limit your research.

Secondly, you need to MAKE IT YOUR SHIT. I don't think you heard me, MAKE IT YOUR SHIT! There are millions and billions of information available to you for free on the internet, but that doesn't mean that you just copy and paste. PLAGIARISM! That itself is the deadliest sin in writing. Information gotten from research should be used in your own words and restructured to flow with your article, chain of thought and audience. This way you personalise it, maintain connection with your audience and maintain originality.

Many don't think much of research but why do you think everyone runs to the man who knows and why won't a company sack the staff who never stops to know? That is because great value is attached to knowledge. This is exactly what your audience would do when they start to realise that your articles are always a source of newfound relevant knowledge. Unconsciously, they attach value to you and the brand you project.

I forgive you for the many times you have written without research. Now go and sin no more!

- Chinenye Chukwudebelu

## **CHAPTER 6**

# **The secrets about Traffic and SEO**

In this chapter, we would be looking at what traffic is, how it helps your business and the various methods/strategies via which traffic can be drawn to your sites using content and copywriting. So, let's dive into it shall we?

### **What is Web Traffic?**

Let your mind wander back to a typical road traffic you've experienced at one time. Remember the picture of that day, you were probably on the road for hours because there were too many vehicles heading different directions but each had to pass through that particular road to get to their destinations. You probably even saw some people fighting because Mr. A had bashed Mr. B's car while trying to manoeuvre his way onto another lane.

Well, that's very similar to online/website traffic. Website traffic refers to internet users who come across or visit a website. So, we could refer to the internet as a pathway and its visitors' vehicles heading to different destinations. Clear?

Web traffic is the commonest way to ascertain the effectiveness of an online business at attracting and engaging an audience. So, for one to say he or she has a thriving business online, such persons must be able to direct a good deal of web traffic to their site(s). I'll further explain how to do this using our previous example.

So back to that day you're stuck in traffic. You are feeling tired, thirsty and irritated because you've been at one spot for hours. A hawker selling snacks but you are only irritated the more because it's not what you seek at the



moment. Another hawker appears carrying a carton of chilled bottled water and is about to cross to the other lane. You suddenly remember you're thirsty, wind down your glass, call out to him and purchase a bottle or two. You figure since you can't rest or sleep in an ongoing traffic, the least you could do to make the situation bearable is by quenching your thirst.

Your business is like the second hawker in this story. He was aware of the situation; that there's usually heavy traffic on this particular road and placed himself (and business) there because someone's throat would definitely feel sore from dehydration staying under the sun and traffic for long. In the same way, because of the huge amount of web traffic caused by internet users today, your website would only be counted as successful by the amount of traffic (number of persons) you are able to drive to it. And the way to attract and keep online users engaged on your site is by producing compelling, valuable and friendly content for them.

Yes, good and valuable content will certainly attract more people to your site. I could say it's literally the major ingredient you need to boost your web traffic and not be wrong. So, you should channel your efforts on giving out unique content which can either be informative, educative, explanatory, etc. And while everyone can write, it takes a certain level of skill to be able to dish out content that's capable of engaging your visitors without sounding seemingly boring.

## **The Challenge**

There's also a little challenge good content is likely to face. This is because on the internet, there are many 'hawkers' with the same or similar content targeting the same people we want to drive to our site. So, while it's true that a superb content will engage more, it's particularly pointless if nobody finds it; even if it's

the best written piece in the universe. This is where Search Engine Optimization comes in and we'll look at that soon.

## **How to Draw Traffic to your site with Good Content**

### **1. Research**

You need to be knowledgeable concerning the topic you want to write on. This should be done before you begin writing. I would also advise you to include little details which will enhance credibility with your audience. Things like raw data, statistics, your source, etc used to support your point or info.

### **2. Write to your prospects**

You have to give value to your audience. You just don't bring up something out of the blue which won't benefit them and put up as content. You'll end up driving traffic away from your site instead of the opposite. Why should they read your article, what unique service(s) can you provide?

### **3. Integrate SEO: Optimize Your Content**

Search Engine Optimized content or SEO for short is content that's created with specific keywords which enables it to rank high on search engines like Google. This is an integral part of creating content capable of driving web traffic to your site. A well-written content is the beginning of any SEO approach but like I stated earlier, if your content is the best yet isn't visible, then it's useless. SEO helps to make your content visible and this is done via deliberately including unique keywords in your content.

You can improve your web traffic by implementing SEO methods. There are also free SEO tools such as Google analytics and Keyword Hero which can help you out with words, phrases, keywords, etc. that have a high ranking record in your niche.

## **How to write SEO-friendly Content**

### **a. Make use of headlines and subheadings**

This helps your writing less difficult to read as people wouldn't feel discouraged to read through at a glance. It also helps the search engine bots (robots) to recognize and understand your headings and content respectively, then select which parts are more important. Headlines, headings and subheadings also increase the keyword saturation

### **b. Include links to previous content.**

Another way search engines rank content is via the number of backlinks they get. Qualitative content tends to capture a lot of backlinks which can either be external or internal. So this means that if you want previous content you've posted to still rank higher, you mustn't forget to link them in your more recent articles. This also helps not just the bots but also readers to find your best content.

### **c. Optimize Your Article Length**

In recent years, Google has given higher attention and prioritized longer, higher quality content as opposed to the numbers of more publications, more traffic it used in the beginning. Because they have a goal of providing Google users with

the best possible answer, they tend to select posts which answer the user's question best.

Other ways for a better optimized content, is to make use of the more modern SEO practices and strategies. Some of them include: using long-tail keywords, meta-data descriptions, and some detailed URLs. However, it's not advisable to use so many keywords to direct traffic to your site. This is known as 'keyword stuffing'.

There are software tools that act as plugins to your backend that could also help you to identify if your written content is SEO friendly. They include Yoast SEO, WP META SEO, Simple SEO, etc.

Now you know why you've not been getting much traffic despite all the efforts you're putting into creating content right? Well, you've discovered what was wrong, now go and 'hawk' rightly.

- **Echeta Felix**

## CHAPTER 7

### You Begin Where You End

You have cast a spell with a disruptive headline.

By an engaging first paragraph, you have crossed over the shattered waters of the five second rule and drawn your target audience into the arena of blood and words.

Like a hypnotist, you have hit the target audience with revealing research and gave credibility to what you are about to say. They have transcended and followed you all through the next paragraphs as you say or sell that which you came to say or sell.

While saying or selling, you have been careful to use the right TONE. Friendly tone is always the best. Your readers do not see you sounding forceful, yet they find themselves naturally flowing with you. They want to agree with you. But the end is where many writers lose their shit and spoil the hypnotism.

It is very important to know the foot on which your article, story or sales copy will end even before you begin your work. Most successful writers have said that writing the end always helps them begin the work. In Copywriting, it is important to understand the way you must end your copy to provoke action. Do not forget the tone. Ensure that you do not lose your cool at the end If you started off with a friendly tone.

When people read your work from the beginning, they ask questions like “what’s your point?” If it takes too long for them to get to it, then you’re going to lose them. Always aim to start with a bang. Try to start with a fiery start so that you set the tone for what follows. If you kick off on a boring foot, then it’s likely going to remain flat throughout.

Create drama, think of drama. Look through your points and just see where the drama lies, and where you can see or feel any sense of dramatic tension, that

becomes a good point at which to collect an anecdote, then fire down to the kickers.

Kickers are the very last sentence. That very last part of an article or copy, and the idea is that they end in a very cool way and leave on a high note. This often involves circling back to what your intention was. You could reiterate your points without having to summarize it. There should be a circle between your end and the beginning.

Do not confuse your reader at the end of your work. A confused mind doesn't buy. In ending that copy, try to apply the WIIFM rule. WIIFM meaning 'What's in it for me,' is a universal truth you can apply to almost everything you write. People aren't interested in you. They're interested in themselves. So, try to avoid the 'me' language and use the 'you' language.

Keep the end of your work in sight all through the writing process. Do not hope that the dots will connect on its own towards the end. Be kind to your readers. They have followed you through the process, don't disappoint them with the end.

We understand that great endings are difficult, but as a writer, you have to take control of the narrative, the tension and pace. The end has to resonate and provoke an action. How do you leave the audience nodding their head and clicking, or commenting, or calling, or sharing, or registering the thought you have made into their memory forever?

Example 1:

This is how Paul ends chapter 15 of 1 Corinthians (Bible):

'So then my dear friends, stand firm and steady. Keep busy always in your work for the Lord, since you know that nothing you do in the Lord's service is ever useless.'

Lesson: An opinion article ending with encouragement and escaping arguments by making the audience think it is their own conclusion.

### Example 2:

This is how Tobe & Emmanuel end a sales article:

‘In as much as SMS marketing works, let us not turn a blind eye to the fact that it fails when businesses fail to employ the right strategy. Some brands and marketers understand the delicateness of SMS and thus collaborate with copywriting agencies to handle SMS composition so that they could focus on other stuff.

So, you have about 30 words to write, to convince and call a potential consumer to action. What will it be? Tick tock... tick tock... You better call De Critic...’

Lesson: In sales articles, notice how the subject is recalled, and a loophole is hammered, with a presentation of a way out – call De Critic.

### Example 3:

Goldie Chan writes for Forbes – Successful Failure: 3 reasons why brands include failure in storytelling. She ends with:

‘In all brand stories, there are successes and failures. Spotlighting specific failure is an interesting and useful part of a curated brand story that can be a neutral entity that brings helpful data and a sense of vulnerability.’

Lesson – even in general writing, a good conclusion captures subtly the main point of discourse/sale, and reminds the readers what they should take home.

For participatory comments, try lines like – ‘Have you been there before? Share your experience in the comment box below’; or ‘What do you think? I would like to know...’ These participatory comments usually do the magic if the content is engaging enough.

The secret to conclusions is this – your end is the beginning for the reader. This is important because you want the reader to remember what you have sold from time to time. They must work away feeling that new beginning. So, end where you began to begin where you end.

- Emmanuel Okonkwo & Tobe E. Nosike



## **CHAPTER 8**

### **Creating a magnetic landing page**

Creating a magnetic landing page is not difficult, but it does require a good amount of work. Lucy Orloski describes landing pages as “a marketer’s primary tool to turn site traffic into valuable, contactable leads.” Truly, landing pages are a means to a very profitable end if done rightly. According to research, it has been discovered that businesses that engage 10 to 15 landing pages undergo an increase of up to 55% more leads. Amazing, right?

However, it has to be noted that it is not just about having a number of landing pages, but are they magnetic enough to convert site visitors to leads? You need to learn how to make landing pages that give the customers what they want and need. This means doing more than what would be described as “good.” So how can you create a magnetic landing page, and grow the conversion rates for your brand? Stick with me to find out the essential elements needed in doing this.

#### **8 ESSENTIAL MAGNETIC PAGE ELEMENTS**

##### **1. A Primary Goal**

Every establishment that intends to make profit must have a goal. The same goes for landing pages as well. What does your landing page intend to accomplish for your audience?

Is it to present a lead magnet that equips your visitors on a topic that relates to the services your company offers? Is it to build an audience for a specific category or experiment with different offers?

Whatever your goals are, your landing page should be able to accomplish those goals and entice your audience to sign up for your lead magnet offer.

## 2. A Powerful Headline

Have you ever stumbled on a landing page that kept you so fixated you wanted to know what that brand has to offer? Well, one of the reasons you stayed that long was because that landing page had a powerful headline copy that caught your attention. It is basically the first message your visitors will read when they open your landing page, and you want to make that headline disruptive so as to sustain your readers' attention.

If your headline feels indistinct or unsuitable, your visitors may leave the landing page. You do not want that right? Then, you have to make sure your headline expresses the goal of your landing page, which also helps to convey the essence of your proposal.

Headline copies can be written in a question form or can be a simple statement. Also note that your headline must not be long. You need to captivate your audience's attention and having a headline longer than twelve words is not ideal.

Here are some examples:

### Example 1:

“Get digital PR services with 100% traffic jump...” – De Critic

This is a simple statement headline that gives prospects a percentage range of their Return on Investment (ROI). It is straight to the point and immediately gratifies the audience's selfish desire to get the best out of what is being offered. This leads to them wanting to find out more about the services.

### Example 2:

“Learn to Design Apps & Websites from the Ground Up” – Ovalay Academy

This simple statement LP headline immediately speaks to those who have an interest in Graphics design, and it would most definitely peak their interests as they go on to find out more about this offer. This also hits the hammer on the nail by showing prospective clients what the offer is all about.

### Example 3:

“Worried you'll never have financial freedom?” – Leeza Harrington

This question headline points out a struggle the target audience faces to which they would answer YES. Basically, this type of headline singles out a problem faced by the target audience, and then goes on to give a solution in the description of the landing page. For any reader bothered by their finances, this would prompt them to stay on the page in order to find the solution being offered to them.

Some landing pages have powerful headlines but fail to show them in bold or bigger fonts. The use of bigger fonts and bold headlines are crucial to achieving the psychological effect of bold headlines on memory.

### 3. Disruptive Description

In creating a magnetic landing page, your description is just as important as your headline. Your headline has a job of capturing your audience, but your description copy will keep them on your page by telling them more about what services you have to offer or how you can solve a problem for them. This should cover all possible questions your audience might ask about the lead magnet or services you are offering. A description copy sprinkled with PERSUASIVE SUBHEADS makes for a higher conversion rate, as the audience, if persuaded by your subheadings and offers are very likely to become clients.

Another pertinent thing to note when writing your description is formatting. Writing a copy doesn't just have to do with words, but also with the way words are displayed and that is why formatting is important.

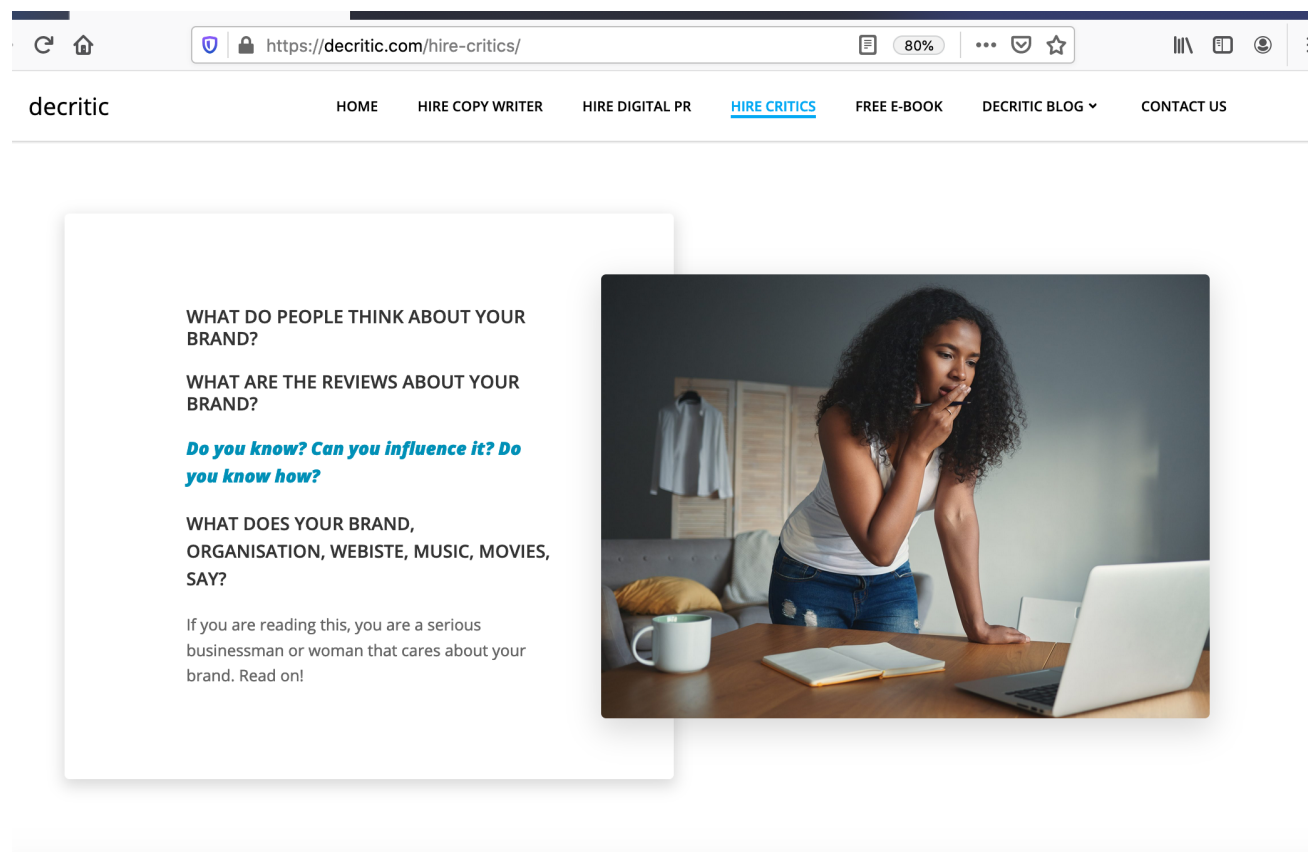
Every magnetic landing page has its copy formatted using a combination of:

- Font formatting such as italicising, bolding and underlining
- Short sentences and paragraphs
- Colour
- Bullet points etc.

### 4. Graphics, Images and Whites Spaces

The visual appearance of your landing page is essential in helping your landing page do what it was created for – to convert! Research has it that the brain processes images 60,000 times quicker than text. Mind blowing, isn't it? Well, this shows that your audience will be as much interested in the visual content of your landing page as in what you have to offer.

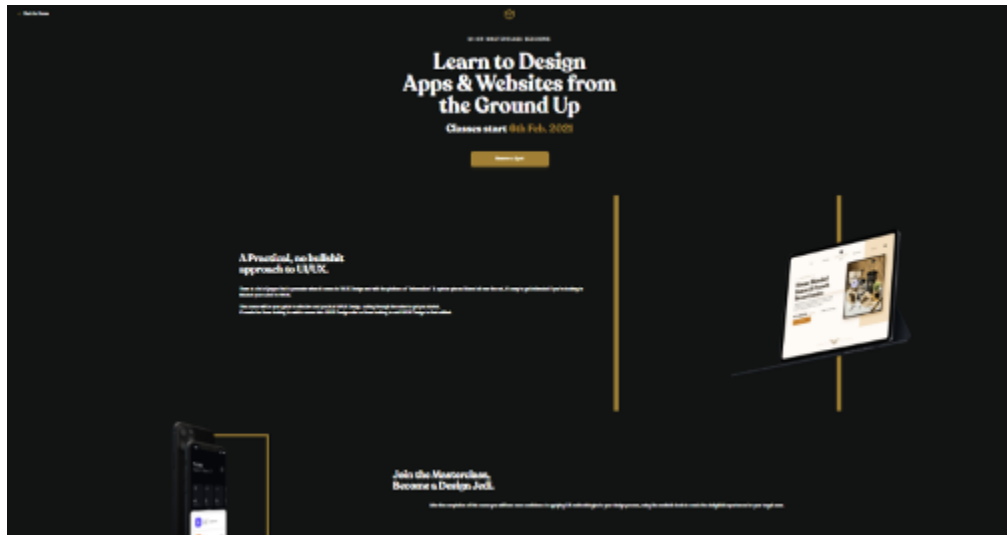
So, you have to use non-copy elements such as graphics, pictures and white spaces to engage, guide and stimulate the minds of readers. This is to avoid overwhelming them with text.



*Hire Critics landing page, De Critic*

The visual content of your landing page is a plus to your brand because if these are what catch the eyes and thoughts of a site visitor, they have the ability to form an impression of your brand on the visitor's mind even before they read

your offer. Trust me, you want to make sure that impression is a good one. In essence, HAVE A FLAWLESS DESIGN.



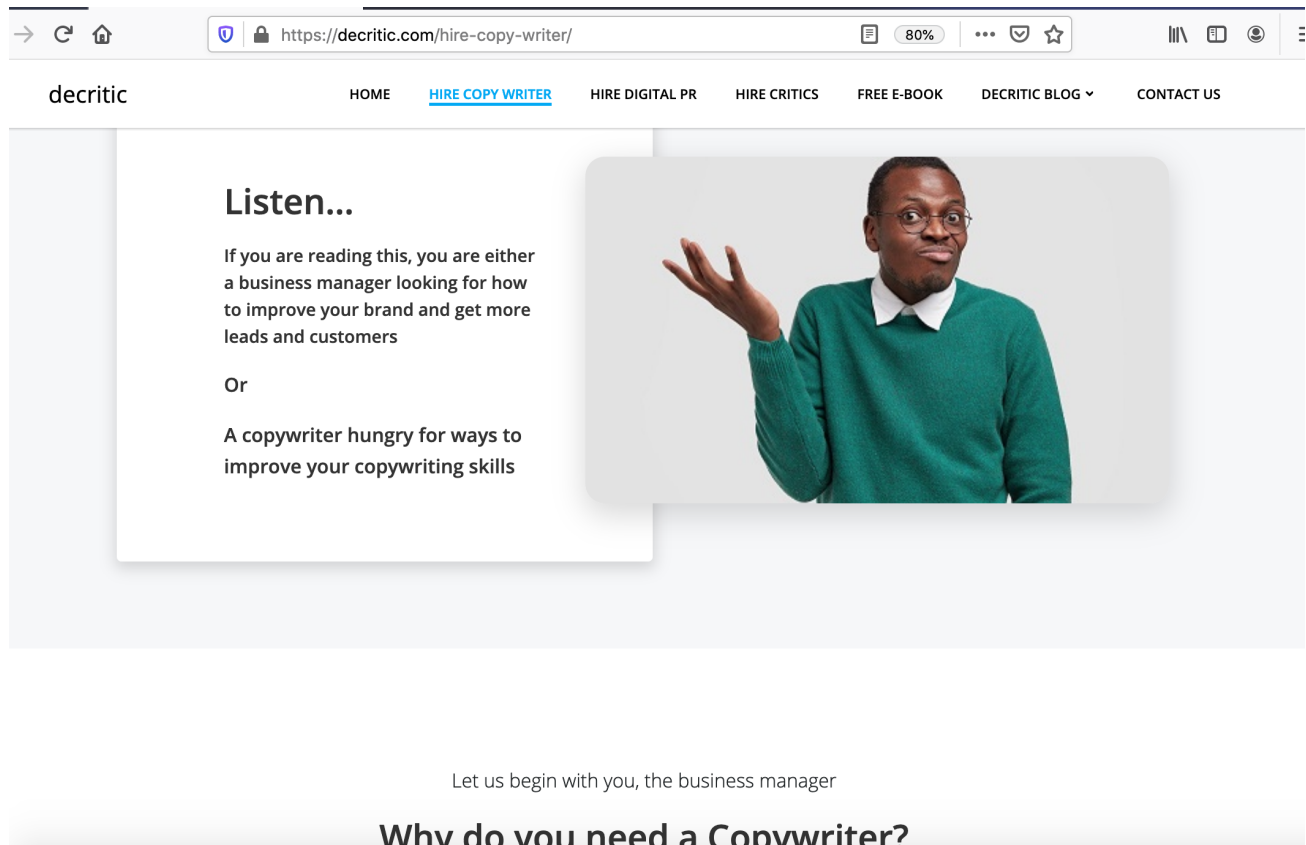
*Landing page, Ovalay Academy*

## 5. Usage of Relatable Words

One of the key elements in writing a magnetic LP copy is in how you use language. Your vocabulary has to be simple and easy to understand in order to reach a wider spectrum of readers. Many brands fail to do this by incorporating technical jargon into their copy; thus, making readers who are not so familiar with such terms lose interest in what they have to offer.

For example, De Critic uses simple and relatable words to grab the attention of its target audience for its copywriting landing page:

“Listen, if you are reading this, you are either a business manager looking for how to improve your brand and get more leads and customers or a copywriter hungry for ways to improve your copywriting skills...”



## 6. Clear Call-To-Action Button Copy

This is what comes next after you have successfully written a disruptive copy. Your call-to-action button needs to stand out on your landing page, and communicate clearly what your audience should do next. Writing a great CTA is important as it strongly affects conversions from your landing page.

Here are a few examples of CTAs to use:

- Grab your copy
- Count me in
- Sign up now

- Subscribe for monthly tips

Regardless of the CTA button copy you use, be certain that it has at least one action word in it and that it is easy to read. Also, make sure that it is in a colour that contrasts with the background colour of your landing page and more importantly, that it's easy to take action on.

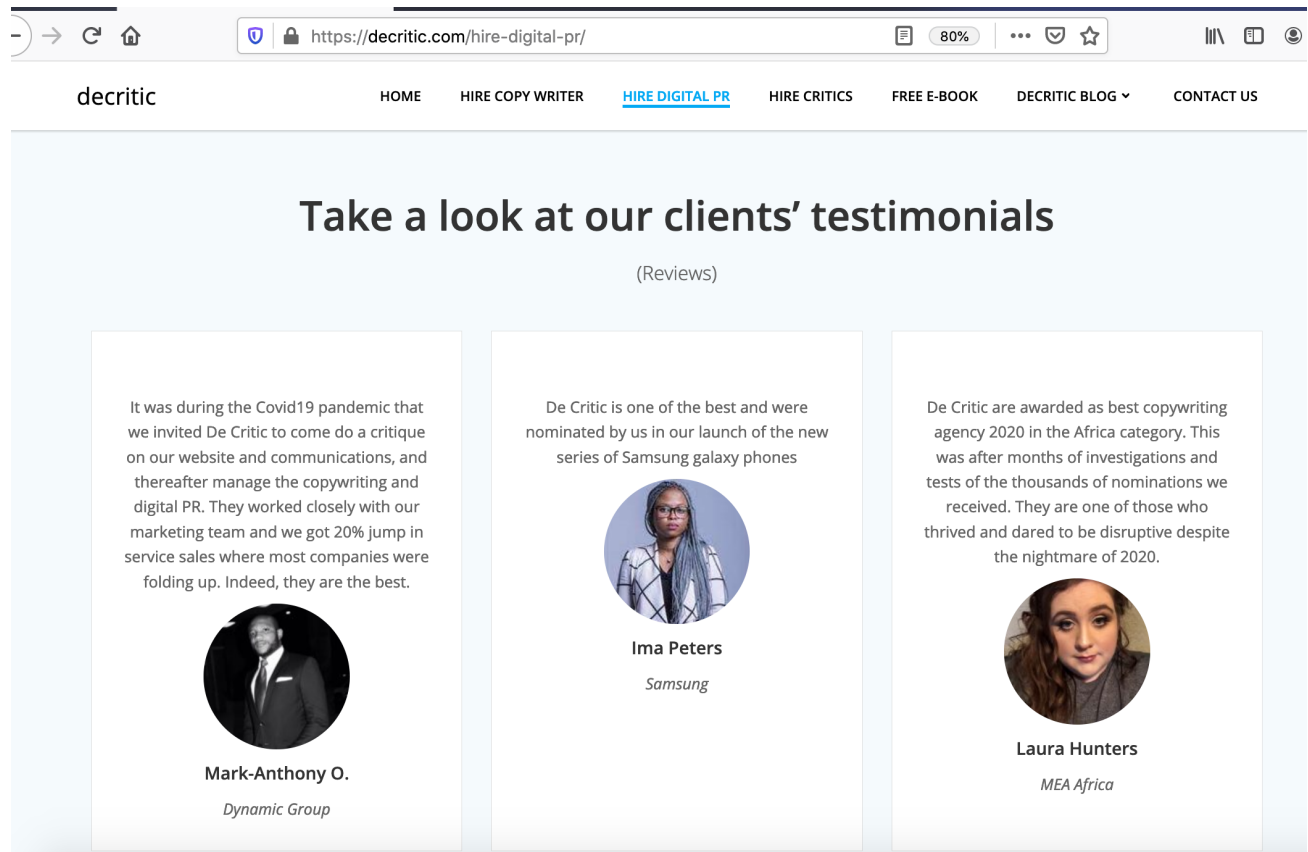


*Free E-book landing page, De Critic*

## 7. Eye-catching Testimonials

Testimonials have always been a driving force for success and in the virtual space, it is in the form of likes, referrals and positive reviews from reputable brands. So, be sure to showcase the compliments that your brand has received in the past, as it is a legit way expressing competence and building trust in your audience.





*Testimonials, De Critic*

## 8. A/B Test Your Landing Page

To become better as individuals, we have to go through tests and corrections, right? That is the same for every other thing that yields growth such as a landing page. A/B testing stands for “Always Be Testing.”

To make sure that your magnetic landing page remains magnetic, you have to test and correct your landing page regularly. This generally involves tweaking individual elements and seeing how they perform against the previous setup. Take into consideration the data and statistics of your performance and make changes if your conversions are not as expected.

By A/B testing and further refining of your landing pages over time, you're making sure you get the best performance out of your traffic. Remember, there is always room for improvement, so don't ever stop testing.

## **CONCLUSION**

A magnetic landing page as it implies, is a lead magnet and most importantly, a money magnet. You are able to enjoy the returns of your efforts when you do it well. So, put in your best and always have your target audience at heart. It is evident now that creating a magnetic landing page is not difficult.

Implement the above essential elements and watch your landing page spike your conversion rates for the better.

-Anastacia O. Azuma

## **CHAPTER 9**

### **Frailty is coming for you**

“Writing is thinking on paper.” - William Zinger

Ever read a piece of writing and felt like you could connect with the writer's emotion? That is a reflection of good conveyance of tone and style. But stay too long with the person's articles and you may begin to get bored. This could be because of a psychological explanation of the boredom of being or listening to a person over time, or it could simply mean one thing - the writer has lost his/her magic.

But let us begin here - In writing a copy there are two major features that make up the copy. They are the writing tone and style. These two factors apart from other considerations in writing, are predominantly the factors that expose a writer to frailty.

#### **WRITING TONE**

There is an old saying, "it is not what you said, it is how you said it".

This saying fully depicts the tone of any style of writing whether copy, content or creative. Tone is concerned with the emotions passed across in a piece of writing. The tone of a brand's copy gives the reader/potential client an impression of the brand especially in areas like brand values, expertise and authenticity.

For many copywriters, the first mistake usually made is to assume the tone a brand has or wants to portray. Good copywriters do not assume.

Nike's '**just do it**', for example, has a confident and inspirational tone, while Huggies' Pampers '**there is nothing like a hug**' has a sincere and warm tone. This is because both brands have different missions and purposes. If you swap these tones, the copy ads would lose the ability to sell.

There are different types of tone; humorous, informative, inspirational, sincere, confident and urgent and each one of them has the ability to cause a reader to respond when properly projected. This would require that you get the right choice of words, detailing, and character-word arrangement.

## WRITING STYLE

A copywriting style is created from the combination of the tone and voice of a brand. The voice of a brand copy is what creates the personality they are usually associated with. It is sometimes interchanged with tone. Style of a copy is therefore how the tone and voice are brought to life in an engaging narrative to the reader.

There are different styles for writing a copy. Some are:

- Expository e.g How-to articles
- Descriptive e.g Travel guides and product descriptions
- Persuasive writing style e.g Sales materials

A writing style and tone MUST be consistent for the consumer/client to have memorable user experience. The inability of a brand copy to be consistent leaves the client in doubt. This is not to say that a brand copy style should be static because the writing space is ever developing, especially in areas like grammar rules and SEO requirements (for online copies) and to be static is to lose clients and be relegated.

Most brands do not have a single copywriter for every copy they intend to create, they create a *copywriting style guide*. This helps any copywriter maintain the style of the brand. Major features in this guide that ensure this consistency are *perspective and tone for content type*.

Perspective is concerned with the point-of-view from which the copy is written (you, we, they etc.). Tone of content type however, refers to the way a copy is written based on the content type. For example, an email marketing copy and a social media copy would have different writing styles. The essence of having these in the guide is to ensure that the brand is always recognised whenever its copy is read.

Some experts have noted that such a copywriting style guide is counter-productive or counter-creative. Indeed, it sounds robotic. For us, we believe that it depends on the organisation and industry. Yet most of the time, it is important to be consistent in a single article or type of article, while some level of flexibility may not be harmful for another article type or industry.

Copywriting can feel robotic and hard sometimes. Most times copywriters go for technical jargon or industry terms but it is important to maintain the major rule of copywriting which is “Be human and keep it simple.”

Simplicity has proven over time to be a major client magnet, even though this is heavily dependent on the target-client. But despite the type of client, starting from the point of simple words before buffing it up to look like what is desired, seldom fails.

In summary, what I have said is:

1. Understand the tone and voice of the brand
2. Be consistent with style in a given writeup
3. Start simple and move from there
4. Do not fear to be disruptively creative

You should be off to a great start!

## **BUT WAIT... WHAT DO YOU DO WHEN FRAILTY COMES FOR YOU?**

‘I have lost the muse.’ That is the kind of excuse you hear from persons who have lost their touch. Well, scrap it! Yes, because such only happens to persons who stopped reading, writing, and living a life!

I know copywriting can be hard and nerve-wracking sometimes. The effort to create the perfect copy can in itself create a writer's block. In times like that the easiest way is to go simple. Humans love simplicity and simplicity always touches the emotions and that's what copywriting is all about. Writers must keep reading, writing and having fun. This is why copywriters should never be locked up in an office! Get a life, baby!

- Emmanuella Ogbonna

## CHAPTER 10

### One last thing

Now you have soaked yourself in the secrets of content writing and copywriting. Yet, we will not let you go without spoiling you with one last secret chip.

But first, know that there is always a difference between ‘the best’ and ‘one of the leading...’

De Critic did not get the award of the best copywriting agency in Nigeria-Africa 2020 by limiting herself to what others do. No. We dared to be disruptive and all who came across our copies knew it. Investigative committees, clients, competitors, team members, etc.

Content-tasters are writers who have no idea of the rules of the game. They write from the heart but waste all the good points they would have scored if they knew better.

Amateur writers take comfort in snippet information they saw about the rules of writing. Infact they end up complicating content structure and style because that is what half knowledge does.

Expert writers will give you top-notch bespoke copies that adhere to the rules. Their work, no doubt will produce results.

But Wizards of content and copywriting are incomparable. There is always something that makes them stand out from the experts. That thing is this - **invest in research from other fields.**

We do not write any copy, until we have done our research in the field, around it, and from other fields. The advantage it gives is mindblowing. Do you want more explanation?

Before now, if you are to write on the brief - 'write an SMS ad copy for XYZ clothing', you will probably delve into it by calling out the advantages of XYZ clothing and screaming 'BUY NOW!'

But you have learnt better after reading our information from a psychologist report on the impact of calling people by their name. So you may begin with the lead's name to grab attention. 'Dear Toby, ...'

What you do not know is that we are subscribed to almost all university journals where human psychology reports and studies are shared to us. To subscribe in some of these journals costs dollars.

We have leading expert friends from other fields who keep us abreast with the happenings in their field - let us be the judge of whether it relates to writing or not. The funny thing is that every piece of information has its uses and everything is connected in a way. That is life.

So, invest in research and be on all relevant platforms. These platforms are not only internationally known platforms, no. The local and primitive places are also important. Nothing under the sun is unimportant to a writer, nothing!

The day you stop investing your time and money on research is the day you die as a writer.

For upcoming writers looking for briefs and opportunities, there are several freelance platforms for writers out there - google it. Register and tailor your profile skilfully using all we have taught you. Request for reviews from any client you work for. Also, feel free to send applications to marketing firms or core copywriting firms, but be sure you have published work to give you credibility.

When you send that application, dare to be different but never be arrogant. See the employer as a reader and use the same tactics - know your lead, use disruptive headline, cast a spell on your first paragraph, secure the lead all through, and end where you began with a compelling ending and an effective



call-to-action. Only this time, do not say - 'contact me now!', Lol. Make it subtle, 'I look forward to your response', etc.

Finally, I and my Team would like to hear from you on your success stories and journey into content and copywriting.

Feel free to contact the team or myself personally.

If you are looking for a collaboration of wizard copywriters and your marketing team or ads team, feel free to reach out.

If you are looking at hiring us for your business or brand, feel free to reach out.

There are endless possibilities in life, the problem is that we often procrastinate or are too afraid to reach out.

Act now and conquer!

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