PSY · CASE 001 · FIELD CARD

EYES ONLY

The Copywriting Cheat Sheet

Ten principles, zero fluff. Keep this next to your keyboard.

01 Make it about them

THE PROBLEM

Your copy says "we", "our" and "I".

THE FIX

Flip it to "you", "your" and benefits.

> Count "we/our/I" against "you/your". If the first group wins, rewrite.

- ✕ We offer premium cloud storage
- ✓ Never lose an important file again

APPLY IT NOW Find one sentence that starts with "We" and rewrite it around the customer's benefit.

02 One message only

THE PROBLEM

Trying to say everything means saying nothing.

THE FIX

Pick one main benefit or transformation.

> Can you sum up your message in one sentence? If not, you have a mess, not a message.

- ✕ Meal plans, workouts, tracking, community, recipes AND meditation!
- ✓ Finally see your abs again: 20-minute workouts, no gym required

APPLY IT NOW Finish this: "The one thing my product does better than anything else is..."

03 Know your reader deeply

THE PROBLEM

Generic understanding produces generic copy.

THE FIX

Get inside their actual head.

> What keeps them up at 3am? What do they moan about to friends? What do they secretly fear? What would truly make life better?

- ✕ Accounting software for small businesses
- ✓ For the restaurant owner doing payroll at midnight, who opens again in seven hours

APPLY IT NOW Finish this: "My customer's biggest fear about this problem is..."

04 Be brutally specific

THE PROBLEM

Vague is forgettable and unbelievable.

THE FIX

Replace every vague word with something concrete and true.

> Kill these words: high quality (how?), fast (how fast?), many customers (how many?), improve (by how much?).

- ✕ Fast delivery
- ✓ Order by 2pm, arrives before noon tomorrow

APPLY IT NOW Find your three vaguest claims and add numbers, timeframes or sensory detail.

05 Prove every big claim

THE PROBLEM

Big promises trigger scepticism.

THE FIX

Stack evidence until belief beats doubt.

> The 4-part proof: mechanism (how it works), social proof (who else did it), risk reversal (your guarantee), evidence (data, screenshots, case studies).

✕ Our programme transforms your speaking

✓ Here's how it works, here's James who did it, and here's our guarantee

APPLY IT NOW Pick your biggest claim and add at least two types of real proof right after it.

06 Create real urgency

THE PROBLEM

Fake urgency breeds contempt.

THE FIX

Give a legitimate reason to act now.

> Real urgency is quantity ("only 47 places", if true), time ("price rises Friday at midnight") or bonus ("order within 48 hours").

✕ SALE ENDS SOON! (runs forever)

✓ We take 12 weddings a month to protect quality. June has 9 booked.

APPLY IT NOW Name one real, honest constraint on your offer and state it clearly.

07 Tell stories, not facts

THE PROBLEM

Facts bore. Stories engage.

THE FIX

Turn information into narrative.

> Relatable start, the struggle, the discovery, the transformation, where they are now.

✕ Our software increases productivity 40%

✓ Sarah was about to lose her biggest client. Three weeks later, they gave her more work.

APPLY IT NOW Tell one real customer's transformation story instead of listing a feature.

08 Create curiosity gaps

THE PROBLEM

No hook means an instant bounce.

THE FIX

Promise valuable information and hold back just enough.

> Promise something specific and valuable, hint at why it matters, then make them read to get it. Always pay it off.

✕ Financial planning services

✓ Your adviser is probably making one of three mistakes. The third costs you £340,000.

APPLY IT NOW Rewrite your headline to open a gap between what they know and what they want to know.

09 Format for skimmers

THE PROBLEM

Walls of text mean an instant exit.

THE FIX

Make it scannable.

> Short sentences for punch, longer ones for depth. Vary paragraph length. Use white space, a subheading every 200 to 300 words, and bold sparingly.

✕ One 15-sentence paragraph with everything in it

✓ A one-line grab, a 3-sentence explanation, a one-line punch

APPLY IT NOW Break your longest paragraph into three shorter ones under a subheading.

10 Crystal-clear call to action

THE PROBLEM

Confused people don't buy.

THE FIX

Answer three questions out loud.

> What do I do? What happens next? What do I get? Then add reassurance and proof under the button.

✕ Sign up for our newsletter

✓ Get Friday Insights: one marketing tip, every Friday at 7am

APPLY IT NOW Rewrite your main button so it carries a clear benefit, not just an action.

The 60-second copy audit

Run every piece of copy through these ten tests before it goes out. Tick each one it passes.

- 01 Self-interest: is this about them or about me? ☐
- 02 Focus: can I state my one message in one sentence? ☐
- 03 Understanding: does it speak to their real fear or desire? ☐
- 04 Specificity: have I replaced vague words with concrete ones? ☐
- 05 Proof: have I backed up my biggest claims? ☐
- 06 Urgency: is there a real reason to act now? ☐
- 07 Story: could I turn a fact into a mini-story? ☐
- 08 Curiosity: does my opening make them want more? ☐
- 09 Readability: can someone skim this easily? ☐
- 10 Call to action: do they know exactly what to do next? ☐

Fail three or more? Rewrite before you publish.

Quick reference: five flips

The fastest upgrades you can make to almost any piece of copy.

Feature → benefit	~~24/7 customer support~~	Text us at 2am, get help by 8am
Vague → specific	~~Fast results~~	See results in 14 days or your money back
Claim → proof	~~Best in the industry~~	Rated 4.8 by 2,847 verified customers
Boring → story	~~Durable construction~~	Survived a monsoon in Thailand and a river in Colorado
Weak → strong CTA	~~Learn more~~	Show me how to double my traffic

01
Open this cheat sheet every time you write.

02
Run through the ten principles.

03
Apply at least five of them.

04
Watch your conversions improve.

You don't need to be a natural writer. You need to follow principles that work, honestly.

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