

# Newsletter Magic

How to get 12 months of newsletters

in just 4 weeks

## Class #3: Copywriting Magic!

Tips, Tricks & Rules of Thumb to make  
your newsletter (and all of your copy) more engaging,  
easier to read, & more likely to get your reader to take action!

**Your readers scan. Period.**

It's how we're wired. It's called "activity foraging." We scavenge around in a space to find something we need.

Like when you're shopping in a store. That's how people read on the internet.

They think you have what they need... So they're looking for it... When they find it, they stop and read. If they don't find it, they go away.

That's why you want to format your copy so it's EASY for them to find what they're looking for.

Ready? Here we go...

**Break up your paragraphs.**

In fact, in copywriting "paragraphs" aren't really a thing. They're called "chunks." As in, chunks of text.

Each chunk or paragraph should be no more than 3-4 lines long.

And don't be afraid to use single-sentence paragraphs (like this one and the one above.)

**Format, format, format!**

subheaders

bold

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italics

underline

left-aligned vs centered

Please, please, PLEASE do not center all of your copy.

It's hard to read because the eye is used to going back to the lefthand side. Plus, when text is centered, each line is usually a different length.

Like this. If it's hard to read,  
your reader will just start skimming – which is not what you want.

**AVOID ALL CAPS... NO, REALLY. (okay, except for in special cases.)**

WE'VE ALL HEARD THAT ALL CAPS LOOKS LIKE YOU'RE SCREAMING...

BUT HERE'S ANOTHER REASON TO AVOID THEM...

ALL CAPS ARE HARD TO READ BECAUSE EACH LETTER IS EXACTLY THE SAME HEIGHT. As opposed to letters that have tails (like “g” and “y”) or letters that are taller (like “t” and “f”). Having the different heights makes it easier to read.

**Lead with your lead. (e.g. Get to the point faster.)**

Don't hide your most important point at the end of a paragraph (or worse, in the middle of a long paragraph).

**Parentheses are your friend (but you're probably using them incorrectly in your copy)**

In school, you learned to use parentheses around the bits that aren't as important as the rest.

In copywriting, parenthese actually CATCH the reader's eye – so they're a great place to put the part you want to emphasize (or to add a silly side comment that adds personality).

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**Make important phrases look like titles by capitalizing the first letters (e.g. I woke up this morning with a Need For Coffee.)**

Now, You Don't Want To Overuse This Because It Gets Hard To Read, Just Like When You Use All Caps.

But when you want something to stand or definitely get read, make it seem like it's important by adding capital letters.

**Commas? Nah. Use dashes instead – like this.**

And make those dashes long. Not the dinky ones - like this.

(On a Mac, hit “option” + “-” to make it longer.)

If you're not sure how, go ahead and use 2 shorter dashes -- like this. It breaks up the text, making it easier to read.

**Use 1, 2 or 3 instead of one, two or three.**

Numerals are easier to read + get our attention.

**Replace “and” with ampersands (&) or a plus sign (+)**

Same thing as numbers. Easier to read + they get our attention.

**Use ellipses... even if it's grammatically incorrect...**

- It gives the eye a break – especially if you've got a long sentence
- It makes the copy read more like you're talking – because we all use pauses while we talk
- It catches your reader's eye & makes her keep reading

**Use large font.**

Even if you're afraid of making your page or article look too long. If it's too small, it's harder to read -- so I'm less likely to read all of it.

**Use periods. Seriously. Break up those long sentences. Because you really don't. need. them.**

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## Power words! (and power techniques)

Because

But / However

Get

FREE

Rhyming

Hyperbole & Similes - get creative with them

The Rule of 3: Everything sounds better (and more memorable) when it's in a groups of 3.

- 3 short sentences in a row
- 3 chunks of copy, like steps in your article
- 3 bullet points in a list (like this!)

## Try not to repeat words close together.

You don't want 2 sentences to have the same word or phrase right next to each other.

Because when you have 2 sentences that do that, your reader's skimming eye thinks it has already read that line, so it skips it. Or it get confused and re-reads it, which breaks up the flow.

For that same reason, bullet points in the same list should start with different words, no the same one.

## Ragged Right ("left justification)

People can comprehend what they're reading more easily when the text has a "ragged right."

Huh?

It just means it's "left justified" and not "fully justified."

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Fully justified is when every line of text reaches the exact same width on the righthand side of your page.

Left justified has a, well, a “ragged right” side.

If in doubt, use the paragraph format option on the left:



Avoid the one on the right.

## How to Make Your Links More Clickable

### 1. First things first: Make it a different color & underline it.

I don't care if you'd rather be “fancy” with your links. We're trained to see “[different color + underline](#)” and immediately think it's a link.

(Okay, if you really hate underlining, at least make it a different color, and make it obvious, like [Show me more! >>](#))

That said, be careful about doing the same thing to [other bits of text that are NOT links](#).

Because I'll still think it's a link. Then, when I hover my mouse over it and find it's not clickable, I'm less likely to try to click your OTHER links.

### 2. Have at least one link that sits on its own line

You can have text links in the middle of a paragraph, that's fine.

But make sure you have at least one that lives by itself.

[Like this one.](#)

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### 3. Make sure at least one link is an actual Call to Action.

Remember, a Call to Action (CTA) actually TELLS your reader to do something.

So, the link I used above (the “Like this one” link) isn’t really a CTA. It’s not telling you to do anything, or that you’ll get anything by clicking on it.

A true CTA would saying something like...

Create A Free Account

Get Started Now

Click here to get FREE access

Check out the details here

### Bonus: Track your links (advanced...but still easy):

Want to know what TYPES of links your readers click? Headline links? Links in your P.S.? Images? Text links in the middle of your content?

If you use Google Analytics...

Add a little bit of code to the end of each URL in your link. Just add a question mark, then whatever you want to call that link “type.”

[http://copyluv.com/?Link\\_Type=Headline](http://copyluv.com/?Link_Type=Headline)

[http://copyluv.com/?Link\\_Type=EmailBody](http://copyluv.com/?Link_Type=EmailBody)

[http://copyluv.com/?Link\\_Type=PS](http://copyluv.com/?Link_Type=PS)

[http://copyluv.com/?Link\\_Type=Image](http://copyluv.com/?Link_Type=Image)

→ They ALL go to copyluv.com (your web server ignores the question mark). But in my Google Analytics, I would see which links got clicked the most to bring people there.

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## Bullet Lists... the right way.

### Short bullet lists

Short lists can break a long sentence with 3-4 parts into smaller, easier-to-read chunks.

For example:

When decorating your room, it's important to...

- use various textures
- create a focal point
- consider displaying your collectibles
- vary the scale
- pay attention to lighting

If all of those points had been left in 1 long sentence...

*When decorating your room, it's important to use various textures, create a focal point, consider displaying your collectibles, vary the scale, and pay attention to lighting.*

...the reader would have missed some of those points ('cause let's face it – we all skim when we read content online). Breaking the points into a bullet list makes it way easier to read!

(Note: If you use the “finish a sentence” method, make sure each bullet point would logically finish the sentence. Above, each bullet starts with the same part of speech – a verb – in order to finish the phrase, “When decorating your room, it's important to...”)

### Long bullet lists

Long lists (I'm talking *long*, like 20 bullet points) have their uses, too.

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Your most interested prospects will probably be the only people who fully read a long-ass bullet list. (That's good.) And for the people who don't read the whole list, it'll still look really impressive. (That's good, too.)

For example:

Top 20 Reasons to \_\_\_\_\_

35 Powerful Ways to \_\_\_\_\_ The Top 50 Tricks to \_\_\_\_\_

## Odd Numbered Lists

Use odd numbers when possible. It gives the eye a clear "middle," which means there's a greater chance the eye will actually read that middle bullet than it would normally skip over.

And if you're doing a short list, consider keep it just 3 super powerful bullets. (Things sound better + are more memorable when in groups of 3.)

## Why the Order of Your Bullet List is Important

Most people write bullets in order of importance. They put the most important bullet first, then work down until the final bullet is the least important.

But the eye doesn't read bullet lists that way. The eye will see the top 2 bullets. Then it will skip down to the very last one, often without ever reading the middle bullets.

So, to make sure your reader sees your strongest points, put your bullets in this order:

- Most important
- 2nd most important
- less important - it's okay if this one gets overlooked
- less important - it's okay if this one gets overlooked
- 3rd most important

(**Bonus** – People assume that the last point will be the least important one. So when they see something that knocks their socks off in that final position, they think the overall product must be friggin' amazing if THIS is the least important thing.)

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