



10 Reasons Why
**YOUR COPY IS
NOT SELLING**

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10 Reasons Why Your Copy Is Failing To Sell - Cheatsheet

1) Not A Clear Journey From A-B

All copywriting must take it's reader on a journey from A-B. Point A is the point of pain/struggle/unhappiness they are currently experiencing, to point B which is the outcome of growth/happiness/success they desire.

You are then selling them the offer of a solution to get from A to B the fastest or easiest way possible.

2) Giving Away The How

When you give away the "HOW To" in your copy you have nothing left to sell. Giving the whole exact steps, actions and how to put it into practice, should NOT be on display.

The art of good copy is to entice the reader to the outcome and focus on the results and how it will be for them (feelings and results) away from the pain. The journey & solution is instead implied not described.

3) Not Hitting The Pain Points

The art of excellent "hitting the nail on the head" copy – comes from speaking to one person, your ideal client. It should feel to the reader that they are having a personal conversation with someone who understands them - sees inside their soul/mind/heart etc.

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Someone who truly gets their current pain points and struggles and what they deeply desire as the transformed outcome. That is someone they can trust.

4) Not Speaking The Same Language

If you don't speak the same language as your customer, they won't understand you, no matter how hard you try and the same goes for your reader.

If people are not engaging it's because they just don't understand what you are saying. Like speaking English when your audience speaks Portuguese. When you understand how your ideal audience/client expresses themselves, you can then use their keywords to speak back to them.

5) Not Being Authentic:

When you don't care - people feel it. Just like being in person, we can all feel when someone is being fake, shallow and doesn't care. The same goes for copywriting. What is the energy and feeling you are putting into your copy? Is it needy, desperate, shallow or authentic? Do you care about what you are selling, saying etc? Do you care about the outcome for the reader, if they were to buy from you?

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6) Lack Of Confidence.

When writing copy you must have clarity in your message, not just the journey, the solution, the pains and desires and above all the WHY. You have to be super clear of your WHYs - why are you writing it, what's your driver? This WHY give you confidence.

Without a clear WHY we lack confidence and become like a learner driver. No one can trust a learner driver. The same happens with inviting people to trust your through your copy, so people won't join the journey with you.

7) Too Many Emojis

We all love an emoji – but too many and your social media copy looks like a child's birthday party. Unless you are speaking to a child/teenager as your audience, you may want to rein in the emojis.

Use a key few that resonate with your copy and give colour etc, but be aware that your reader's brain will make assumptions based on the presentation of your copy – negative assumptions will block engagement and create an objection to moving forward.

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8) No Personal Touch

If we keep our copy impersonal it will be dry, boring and repellent to the reader. In my first piece for a very successful business blog, I was so preoccupied with seeming professional & perfect to their large audience, that I killed all life in the post. Our emotions, creativity, personal anecdotes, mistakes and metaphors can add personal touch and connection to our copy.

9) Too Much

Write it once freely, then take out 80%. We can fail to sell & resonate in our copy because we simply oversell or over waffle. Don't be afraid to simplify. Editing just enough, so your copy is left potent. Then making it clear that there is a clear invitation for the next step of engagement or action.

10) No Call To Action

Copy without a call to action at the end can leave your reader hanging. Like taking them on a great date, hinting at what's possible by flirting and then ghosting them afterwards.

When we add a call to action we are showing them the clear next step forward to what they desire and offering an invitation to join us. We are showing them there is more available and we are allowing them to BUY!