



THE CONVERSATIONAL COPYWRITER'S GUIDE

*Six Simple Strategies to Crafting
Headlines & Taglines that go pop.*

Brand crushes start here.

Here's what's inside this awesome guide.

- #1 Simple and straightforward
- #2 The classic play on words
- #3 Authentic and actionable
- #4 Snippet lock-ups
- #5 Three-word snippet lock-ups
- #6 Pose a conversational question

Follow these tips to be able to write winning headlines and taglines that have a proven strategy built into them.



SIMPLE & STRAIGHTFORWARD

*It's just a simple and
straightforward
headline.*



#2

THE CLASSIC PLAY ON WORDS

*This AI-powered app
knows you by smart.*



#3

AUTHENTIC & ACTIONABLE

*Try starting sentences
with verbs to make them
more actionable.*



SNIPPET LOCK UPS

Stop writing that way.

Start writing this way.



3 WORD SNIPPET LOCKUPS

Light. Tight. Right.



#6

POSE A CONVERSATIONAL QUESTION

*Learning anything from
these best practices?*