



FORTUNE

**The 3 Simplest
Laws of
Copywriting with
The Greatest ROI
That Your
Business is Still
Missing...**

By fortunecopy.com



There are 17 fundamental laws of copywriting. They are our moon and stars. Our yin and yang. Our Mother. Our Father. The fibre of our very being...

Maybe not that existentially profound, but whether you know them or not is the difference between running a “business” off your own back –

Being slowly consumed by tasks and deadlines as the very life you’re working towards living slowly fades away...

And having a money-printing machine that works over-time, all the time, so you own your time.

How poetic.

Anyway...

Of the 17 laws of world-class copywriting, you get the first 3 for free.

“Me??” You say, in blushing surprise.

“Yes, you” I reply, fixing my deep gaze into your innocent, starry eyes.

But there is something you should know.

A dark road of temptation follows this downloadable PDF.

Temptation to dismiss what you read and revert to your old ways of doing things.

You will be tested.

Do not be fooled by the simplicity of these laws.

Do not shake your head as you read them, muttering about their irrelevance to you because you’re ‘different’ or ‘special’.



Gorge not the forbidden fruit named arrogance.

Sip these 3 fundamental laws like a fine wine at a dim-lit Italian restaurant.

Let them sit on your palate, tasting them completely.

The oak. The smoke. The spice.

And enjoy the sensations that follow as you funnel that flavour right down into your business.

Those sensations are **REVENUE** and **FREEDOM**.

Here's your 3 flavours:

Law 1. Simple Over Fancy

Do not try to impress someone that does not exist.

You may think this is bold of me to say after introducing some copywriting fundamentals as flavour notes of wine in a fancy restaurant.

But that's not being fancy. That's storytelling.

Being fancy is replacing every second word with the longest-syllable synonym you could find on google and thinking that language makes you sound 'prestigious'.

When people have to think too hard about what you're saying, you lose them.

It's interesting but easy to follow me down the road of the wine in the restaurant.

It's not easy to follow a 3rd year Harvard student's presentation on aerospace physics.

It's like trying to follow the movie Tenet.



So take a moment, look at your website or your primary point of contact with your audience, and ask yourself “Am I trying too hard to sound fancy? Am I trying to be the Chris Nolan of my niche?”

Read everything out loud and see if it feels like you’re presenting the most short-breathed, long-worded, stale bread speech to some corporate cuck committee that’s half asleep.

If it does...well this is one of the biggest reasons why.

TL;DR (Too long, didn’t read, in case you’re not there yet):

Simple > Fancy.

Clear > Clever.

Law 2. Write How You Talk

So, did you read it out loud?

Did that sound like you?

Drum roll.....

Probably not.

Writing how you talk sounds simple but there is a method to it.

We call this ***Tactical Authenticity***.

Because you know, it’s business and you can’t just rave on about whatever you want aimlessly.

You have to be tactful. Deliberate.



Writing how you talk in business is just injecting your personality into the tried, tested, and true frameworks of **sales**.

Because sales is the goal, and your copywriting is the vehicle.

The vessel.

The machine.

Stop looking at your copywriting as a background thing to just 'cover the essentials' and 'let people know who we are and what we value' and all that garbage that flies over people's heads.

Truly, no one cares about what you do, like you do.

Instead you need to peel back your business eyelids and see your copy for what it really is:

Your copywriting is your personal, 24/7, no days-off salesperson that can speak to everyone, all the time, all at once.

Imagine having your entire audience in an auditorium waiting to be blown away and throw you their money.

And you send the most 'soul-sucking' robotic, 'white-bread' aura, straight up 'eye-gouge' boring salesperson out there to represent your business.

And convince the now-dispersing crowd why they should buy from you.

That sounds like a really dumb idea, right?

Right??

A dumb idea indeed.

People do not connect with words.



Let alone the product or service that those words are talking about.

People connect with people.

Personality is everything.

Emotion moves people to decisions, and despite the flawed norm that ‘professionalism’ means you have to be stiff-jaw when you talk in ‘the very formal business world’, this fact does not change.

It’s like when you write a work email and all of a sudden you’re saying things like “**as per my last email...**”

Who even says that?

Who even connects with that kind of language?

Inject personality in every hand of your business that reaches your people.

“But...what kind of personality should I inject??” you splutter.

Here’s a very simple rule to follow when it comes to personality types.

Either:

1. Your personality already connects with your audience, so you just be yourself when you write, or
2. You write like how your audience would speak

And there it is.

Moving on to our third and final lesson...



Law 3. Make It Scannable

When it comes to your copy readability, think like the founder of Skyn Condoms...

Minimal friction.

Your copywriting is embedded throughout your entire customer journey. From the top of your sales funnel, through the middle, right to the end where you have won finally their heart over and they give you their hard-earned money. This is a road leading them step by step and you want to make sure that road is clear of any unnecessary blockage that may impede their ability to maintain blissful stride and cause them to stop and have to think with their practical brain when they should really be effortlessly lead by the emotions you're stirring and conjuring and...

No thank you.

Finesse in copywriting is not just in mastering the recipe.

It's also in the **presentation**.

Portion control.

You have to make what you're saying digestible if you want your audience to eat it.

It's what I'm doing right now.

This is portion control.

You can digest this so easily right?

And I'm not even talking about anything right now.

This is purely just to prove a point.

About readability.

You're just reading and eating.



And reading.

And eating some more.

Because you can!

And I'm still saying nothing!

That doesn't mean you go crazy and just.

Make.

Every.

Line.

A.

Single.

Word.

But you need to break up your huge paragraphs, generally one line per sentence is a good rule of thumb.

Because the easier you make it for your audience to listen to you, the better they will absorb your message.

When you crowd your messaging, it's like trying to tell someone the 5 best qualities of your boutique agency in a screamo mosh pit.

It's cluttered. Too much noise. Too much to follow at once.

Spinning kicks coming from eyebrow-raising characters.

Don't spin-kick your audience.



Kiss them gently on the neck with simple, readable copy and watch them melt like butter.

And there it is!

The 3 (of 17) simplest copywriting laws with the biggest impact on your business that you can act on right now.

I specifically spoke on these 3 laws because they're **so easy to understand** and provide a very smooth introduction into the invisible intricacies of copywriting finesse.

The other 14 laws are a little more in-depth, so naturally they have even greater impacts on your brand presence, conversion rate and revenue.

If you want to learn more about these, here's exactly what to do next:

1. **Wait for your free business copy audit to arrive in your email.** We'll speak on these 3 simple laws and how they can be applied to your business in your audit report. If you didn't opt for your free business copy audit, you can do that [HERE](#) now.
2. **Book yourself in for a call with us.** I personally take calls for business owners serious enough about making a real change to how their business leverages copywriting mastery. You can book yourself in for a call before or after the audit – it's completely up to you. Go [HERE](#) to book in a call now.
3. **Check out my website [HERE](#)** to get to know me better. Heads up, it's just more copy.