



# Copywriting Hacks

## TO USE IN YOUR CAPTIONS

### GREASY-SLIDE

Magnetic copywriting hack that keeps your audience glued to the caption. Grease-slide words and phrases create smooth transitions between paragraphs and sentences, minimise the friction in your copy and make it read just like a greased slide.

Once you start reading, you can't stop reading. Until you reach the bottom of the page.

The caption is divided into **HOOK**, **BODY** and **CALL TO ACTION**.

The idea behind this hack, is that you can repeat these hooks, bodies, or call to action structures over and over again within your whole caption, bearing always in mind the effect of "sliding" into the next sentence without any friction.

So let's see the

Types of "**Hooks**" you can use

1. Start with a question. Your followers will feel the need of knowing the answer.

Have you wondered why ..... ?

What if you could ..... ?

Can I be totally honest with you?

2. Set the scene. They will feel intrigued and entertained, entering into an emotional experience. Begin with sentences like:

You've tried everything. But .....

You feel you're banging your head against a wall.

It's a familiar story and it usually goes like this .....

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3. Get inside your followers' minds. Great moment to use the most important trait as a business person: empathy.

OK, I know what you are thinking ....  
I'm sure you've heard the advice 1,000 times ....  
This is the question you are secretly afraid to ask ...

4. Call them to attention.

Listen to this:

Big news:

Get this:

\*Remember that you can find attached to this 5th module, a list of 139 HOOKS!

Let's move to the Types of "**Bodies**":

1. Answer your own question.

Yes, I thought so too, ....

And you'd be right ....

No! No! No! ....

2. Describe a moment of insight.

And boom! You're there.

For the first time, it dawns on you.

I couldn't believe my eyes when I read ....

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3. Ask another question.

Can this really be true?

Sound silly? It's not.

Do you see where I'm going with this?

4. Introduce the purpose of the post.

I'll tell you every single detail of the process.

So let's get down to business.

Let's dive in!

5. Add supporting information.

Bear with me, because I'm going to show you how ....

So stick with me here.

But just keep reading and I wil ....

6. Issue a warning. We are all scared of making mistakes.

Warning:

But don't forget to ....

A word of caution:

7. Offer a solution or revelation.

So, what's the secret?

Don't worry. There's a solution.

Here's the magic formula:



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Now let's move on to the

Types of "CTA" (call to action)

1. Sum up.

Let's recap:

So what does all this mean?

It all adds up to this ....

2. Leave them thinking.

What's stopping you?

Can you really afford not to .... ?

The good news is that this doesn't have to be you.

3. Call to Action!

Now it's your turn ....

I'd love to know your thoughts ....

So take the next step and DM now!

\*Remember that you can find attached to this 5th module, a list of 252 CTAs!

So just to recap, by using a mixture of these sentences it would feel like you are always hooking your audience to the next one.



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The next copywriting hack is called

### FUTURE PACING

This method will Persuade people to imagine themselves already experiencing the benefits. It works on emotion, that's why is so powerful.

Let's see how in three easy steps

#### 1. Acknowledge where your ideal client is at the moment.

Example:

"I know you're destroyed because you are not able to find the man of your dreams because of your insecurities..."

#### 2. Future pace to where they wish to be.

Example:

"Imagine if you could know exactly what to do to overcome those fears and get a boyfriend in less than a week!"

#### 3. Call to action.

Example:

"If you are ready to break those walls and find your prince charming, click the link in my bio!"

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The next hack works perfectly for more marketing posts and it's called

### SCARCITY MARKETING

What your ideal client is missing and they need to get to feel accomplished. Make them feel they are incomplete for not having that.

Let's see how in 3 steps.

1. Compare the group your ideal client wants to belong to with the group they want to run away from.

Example:

"The difference between being in love and being alone is, simply, happiness."

2. By talking about practices that the group they want to belong in, you'll build curiosity.

Example:

"Just people that have found true love have the key for a successful relationship."

3. Call to action.

Example:

"PS: If you are ready to end your loneliness and find happiness hand in hand with your soul sister, click the link in the bio."

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The last Copywriting hack we've got is

### RISK-AVERSION

How much your Ideal Client would lose if they didn't take the action you advise them to.

1. Call out your Ideal Client's NOT achieved desire.

Example:

"Why don't you still get a boyfriend after trying EVERYTHING?"

2. Call out a mistake or misconception your Ideal Client keeps making over and over again.

Example:

"The biggest mistake you are making is focusing on being someone you are not."

3. Call to action.

Example:

"PS: If you are ready to stop wasting your time and want to get a boyfriend asap focusing on the right things, click the link in the bio."

Remember, that you need to experiment these hacks and see which one or which ones work best for you.