

Magic Words: The Art of Using Persuasion, Psychology, and Nuance in Your Copy

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When we influence language,
we influence thinking.

There are 3 “identities”
to every brand.



1. Verbal



1. Verbal
2. Visual



1. Verbal
2. Visual
3. Value



The verbal identity of a brand is
determined by copywriting.



Price Matching. Coupons Accepted.
LOW PRICES EVERYDAY!



Sometimes home is just a feeling.

Profits from the bag benefit Conservation Cotton Initiative Uganda.

Marketing isn't about
closing a sale, it's about
opening a relationship.

For any relationship
to grow and thrive,
you have to talk!



Verbal Identity.



Wendy's  @Wendys · 3h

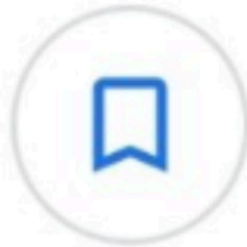
You: it's healthy to set goals

My goals:



Burger King

Permanently closed

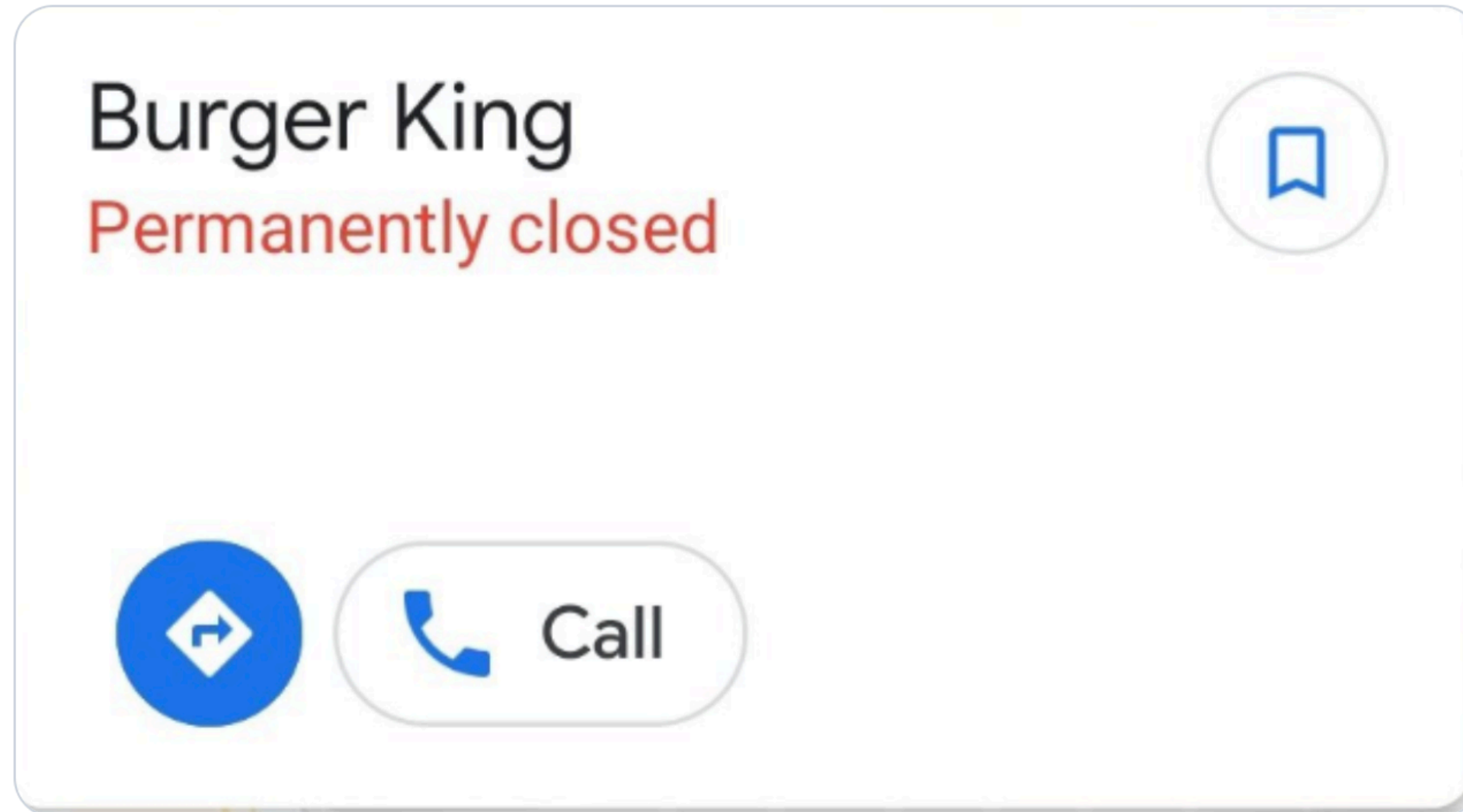


Call



Wendy's  @Wendys · 3h

You: it's healthy to set goals
My goals:



Wendy's  @Wendys · 5h

It's going to taste good.



Eric @ebev91 · 5h

Replying to @Wendys

How will your breakfast be different than places like McDonald's?

 343



 13.8K



Color

Amazon corporate colors are Black and Amazon Orange (see colors below). No screens of either color are allowed. If the logo moves to one-color, the smile will be black or white—never gray. The logo must appear in one of the following color combinations.



Amazon Orange



Black



Preferred two-color



Preferred one-color



Reversed two-color



Reversed one-color

If background colors other than black or white are used, the background must provide adequate contrast for the logo.



On dark background



On light background

Not Allowed

Do not alter the logo artwork in proportion or color. Below are some examples of logo presentations which are not allowed.



Do not use unapproved colors



Do not outline the logo



Do not modify or recreate the provided artwork



Do not use the logo as part of a sentence



Use of arrow as standalone graphic must be approved by the Amazon brand team



Do not layer other content on top or below



Do not use the logo without the smile



Do not place the logo on a patterned background



Do not place a drop shadow behind the logo

Amazon Display Advertising Style Guide

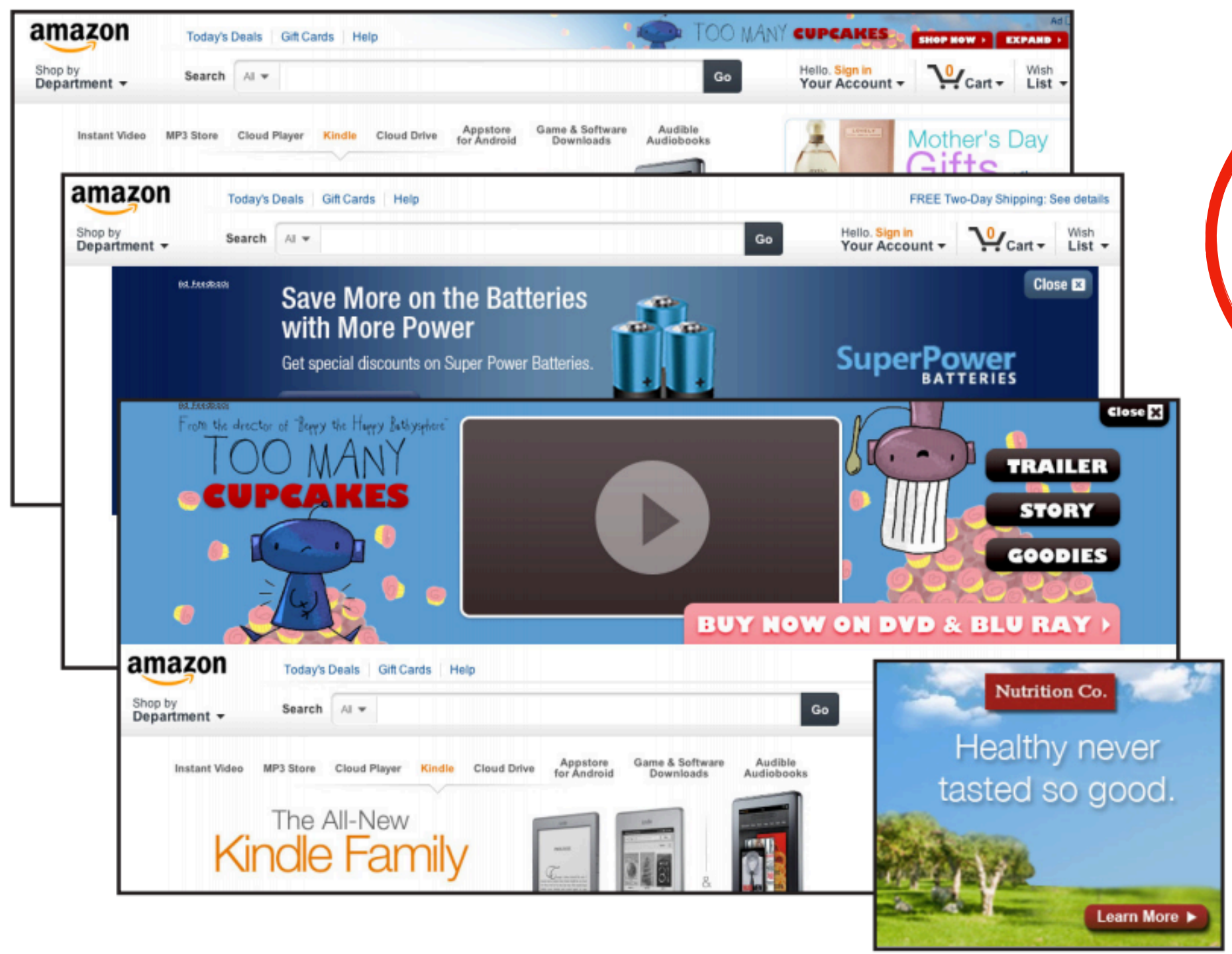
AMAZON BRAND USAGE GUIDELINES

1 Overview

Description

This document is intended to provide high-level best practices of display advertisements that link within Amazon.com with a focus on usage of the Amazon brand.

Using the Amazon.com name or branding elements can help you get results. However, the Amazon.com brand is one of our most valuable company assets, so we require advance review of creative materials. With written approval, we permit our advertisers to use Amazon branding elements within the requirements outlined in this document. All materials must be submitted to Amazon in advance for approval by Amazon in accordance with our advertising policies.



1 Overview

2 Call To Action & Messaging

- 2.1 – CTA Overview
- 2.2 – Recommended CTAs
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- 2.7 – Special Offers & Discounts
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2 Call To Action & Messaging

2.1 – CTA Overview The Call To Action (CTA) is the standard way to prompt customers to click on the promotion and should be kept as short as possible. CTA messages should be selected to clearly communicate the action the customer is taking and what they will experience on the landing page. Use the guidance provided below to select an appropriate CTA for your link in campaign.

CTAs are generally executed through text or use of buttons. If using a button, ensure that it matches the branding guidelines for your campaign or is in compliance with the examples below. It is recommended that buttons, like pointer text, should start with an action verb whenever possible, be sentence capped, and contain no ending punctuation.

2.2 – Recommended CTAs

	Recommended CTA	Destination or Action	Allowed Visuals (see also section 2.3)	
			Advertiser Branded	Amazon Branded
Shopping	Shop now at Amazon.com	Product, Destination, Category or Search page	Button or text	► Shop now at Amazon.
	Shop now			► Shop now
	Pre-order now			► Pre-order now
	Clip coupon	Product page or coupon landing page	Not allowed	
	Add to Cart	View Cart page	Not allowed	
Interaction	Learn more	Product, Destination, Category or Search page	Button or text	► See more
	See more			► Watch now
	Watch now			
	Expand ad	Open from collapsed to expanded	Button (see individual ad unit style guides for more info)	Not allowed
	Close	Close expanded ad unit back to collapsed		

See the following page for additional CTA guidelines as well as visual examples that are allowed and not allowed.

- Never start a sentence with “And”
- Yes, we use the Oxford comma
- First paragraph of all blog posts must use a drop cap
- Never use ellipsis in mid-sentence, instead use double-hyphen
- Web writing: No paragraphs longer than two sentences
- All CTA buttons should end with a chevron “»”

So, how do we differentiate
ourselves in copywriting?

context

Context.

The PB3

(The Personal Brand 3)



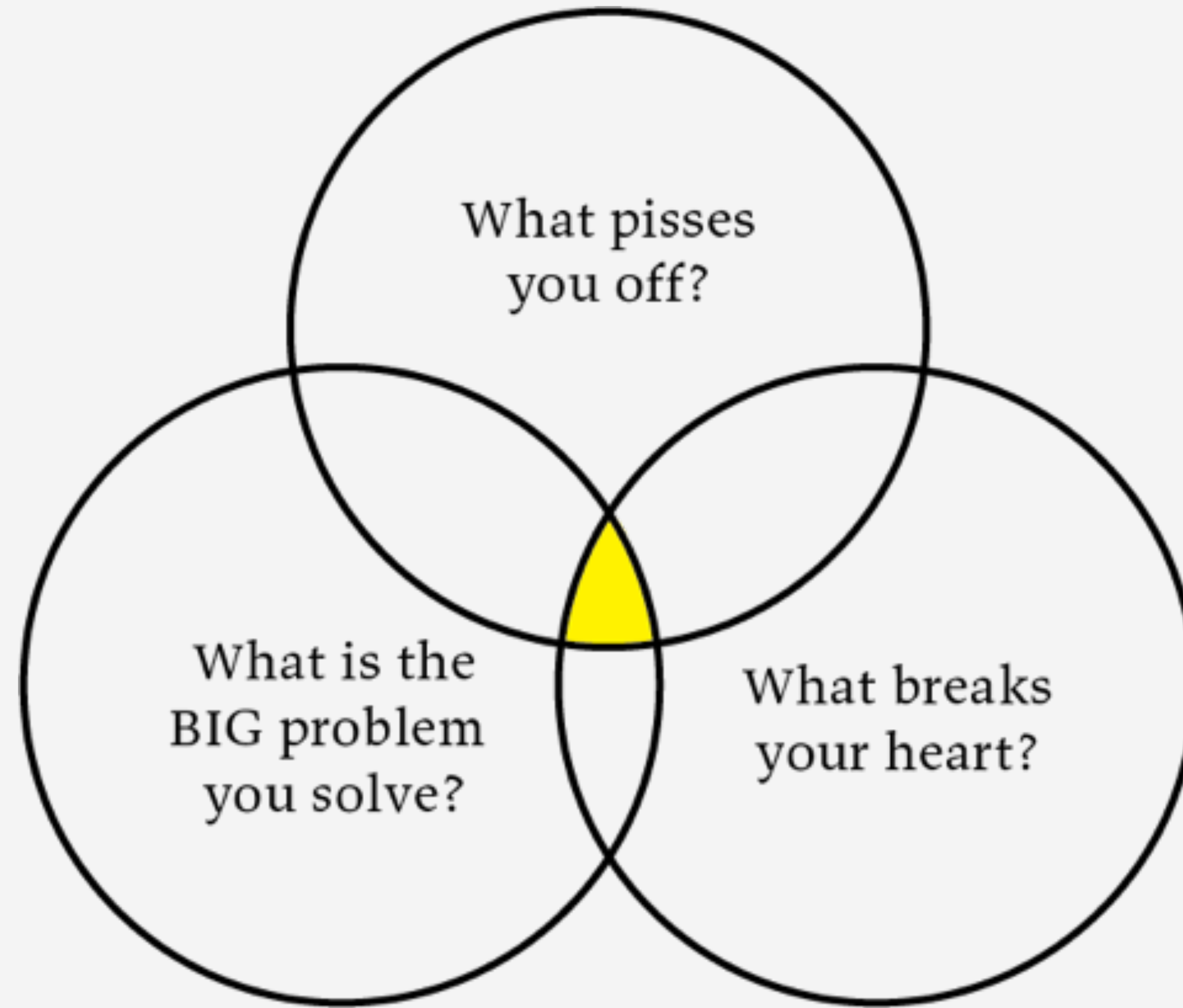
1. What pisses you off?

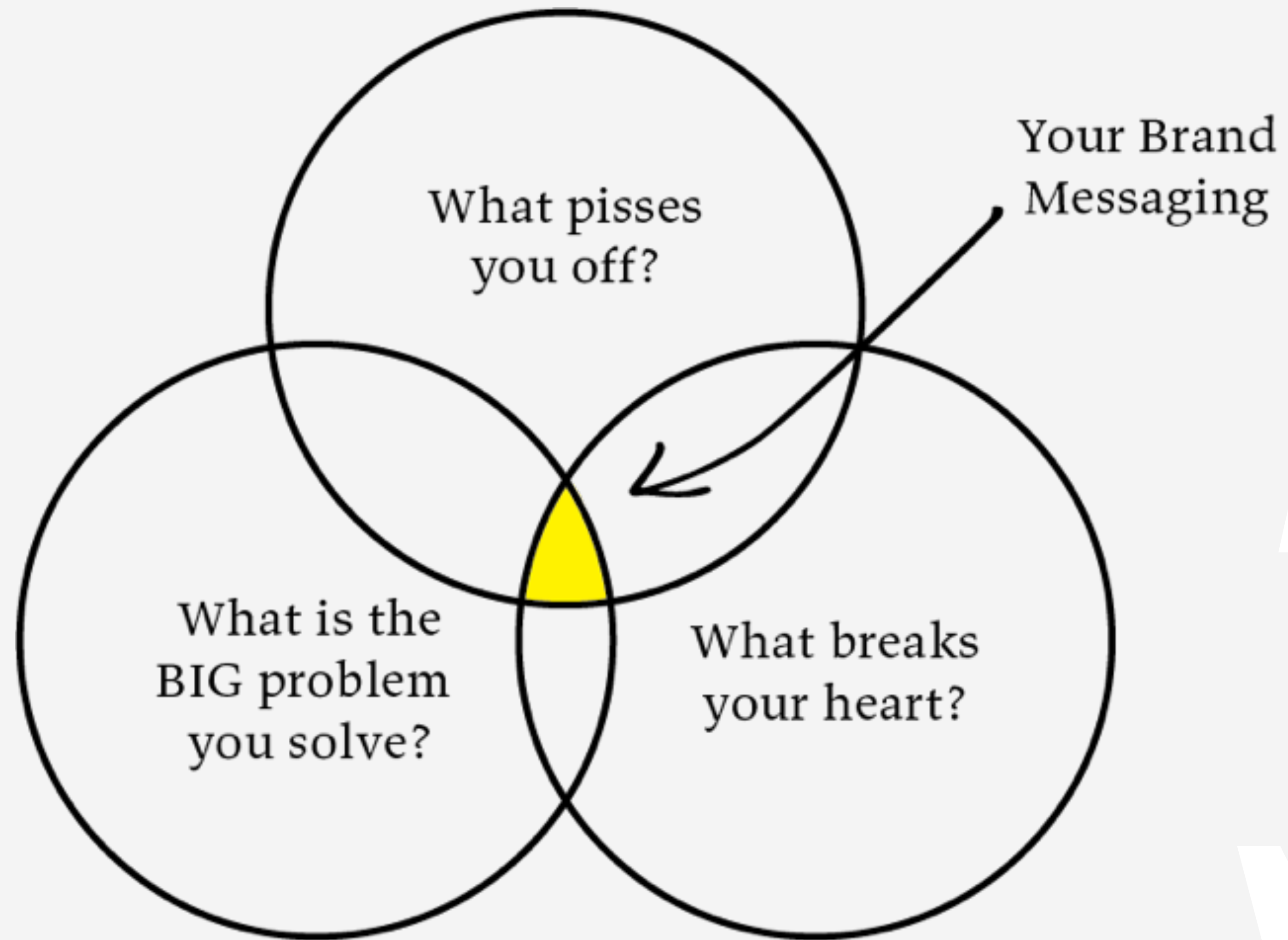
1. What pisses you off?
2. What breaks your heart?



1. What pisses you off?
2. What breaks your heart?
3. What's the big problem you're trying to solve?







Marketing —> Money

Movement —> Marketing —> Money

Phrases:

“Not sure if this is
for you, but...”

“As you may know...”

“You’re never too young to
be a great _____, you’re never
too old to be a better one.”

“Just out of curiosity...”

“What do you really
know about _____?”

“Before you make
up your mind...”

“You have three options...”

“What’s going to be
easier for you?”

“Just one more thing...”

pace

Pace.
(Do you talk fast or slow?)

The Great Wall of Text.

1)My name is Derek Province, I am 24 years old. I got started in missions back when I was a sophomore in high school. I took two trips to the Amazon in Brazil while in high school. I thought they were fun but had no idea what God had in store for me. One morning during my senior year of High school (April 2007), in my home church in Richmond Indiana, during worship I had a vision. In this vision, Jesus came up to me and put his arm around me and we were staring at the world. He told me to go. I had no idea what it meant, at least not for another hour. We had a guest speaker that morning and his name was Dr. Leon Van Rooyen. He spoke a very powerful message that ignited a fire inside my soul. Not only that, but he had stories of going on these amazing adventures and serving the Lord in ways that I had previously only heard about in the bible. My pastor introduced me to Leon after the meeting and that is when my life changed forever. I was expecting him to take a look at me and encourage me to go to a bible school somewhere for 4 years and then come back and talk to him. Instead he looked me in the eye and told me I was ready! He said, I have a school that you can go through that will help you gain foundations in the Word while you are over in Africa sharing the gospel. From that day forward I was sold out for mission work. It took me about a year to get to Africa, and I was there for 3 ½ years. I was raised up under Phil Smethurst in Overland Missions in Zambia Africa. I started talking with a girl from home and convinced her to come to Africa with Overland Missions for 3 months and see what she thought of missions. She fell in love with it and was forever changed during that time. We kept in touch and eventually started dating. Then I got married to my beautiful wife Chelsea and came back home to be an associate pastor in my home church while she finished her nursing degree. This experience lasted a year and a half. I learned a lot about how a church runs. It helped me to develop some administration and leadership skills. The day after my wife finished her licensing test for nursing, we jumped on the plane together with another 9 people from our church and went back to Africa. We did a short-term trip with the people from our church. It was a great experience to be able to show them what I do instead of just telling them. God moved powerfully, many people on the team were stretched and receiving amazing revelation from the Lord, and many lives were touched through their obedience to the Lord.

2)The whole time that I was an associate pastor at my church I was also still on staff with GMR. Through a series of prayer and events, we had decided that Saskatchewan, Canada was where we were off to after Chelsea finished her schooling. So after our short-term trip back to Africa we had a week in the states and then traveled up to Canada. Currently we are working in Pinehouse Lake, SK. We have a vision to reach the lost, disciple the found, and build up the churches in the northern indigenous communities. We have been in Pinehouse Lake for 4 months now and are amazed at what God is doing in this place. We are teamed up with another couple from GMR, Don and Sharon Fisher. Through our collaborated efforts with the existing church, we have seen God fill the church, going from 16 regular attendees to over 100 regular attendees. The whole community is seeing how God is impacting the lives of individuals all around them. The School System, Health Clinic, and Town Hall, have all came and asked for the church's involvement in many areas. One of our biggest focuses is the youth of the community. Chelsea is amazing with children of all ages. She has a huge group of girls that look up to her and are constantly banging down the door to come and spend some more time with her. I spend a lot of time going out after the guys. I helped coach the football team, will start coaching wrestling tomorrow, and jump in on a lot of the community sports opportunities so that I can build up a relationship with them. People here in the North find it very hard to trust outsiders, but I have already seen God at work and have had lots of opportunities already to speak about their true identity in Christ. Outside of youth, I am also helping teach Dr. Leon's bible school. Don and I take turns teaching the 16 hungry students that come each week to learn more about what they were created for. It is such a blessing to see the impact of renewed minds in the community. Our goal is to see this church be a command post for the North. We want to see the indigenous people take the Gospel message to the other communities. Once there are leaders raised up in this community we will move on to our next location and do the same thing until we have reached all of the northern communities of Saskatchewan. Then we will simply move on to the next Province!

3)One thing that is constantly on our mind right now is needing to raise our support level. We are currently at a steady \$1,300 a month, which isn't very much with the cost of living in the North. God has always been faithful and we have never missed a meal because of not having money. Both my wife and I love to be generous givers as well. We tithe and support another missionary couple but we want to do more. We are also looking to start a family in the next year or so, which means another increase in our monthly support. Also, eventually we hope to raise money for a "base" for GMR here in Saskatchewan. We are currently living in the basement of the church, but after we finish here and head to other communities we are going to need a central location. As I looked through the things that you had talked about being able to help with, the thing that stuck out to me the most was a blog. It is something that I have had a desire to do, but have not really known how to go about it. I have started a blog or two over the past 5 years, but failed miserably. I see blogging as probably a missionary's number one marketing tool. So being able to blog effectively and engage supporters is something that needs to be a focus for us.

WHY YOU NEED TO TAKE MORE BREAKS (AND HOW TO DO IT)

Ahh!! The last couple of months have been CRAZY busy...

So, I stopped taking breaks because I thought I could get MORE done.

The problem?

My productivity completely tanked.

Something needed to change.

And I had a lot of questions... Like, how do breaks help or hurt your productivity? How do you take an effective break?

Here's what I found...

Taking a break = being lazy?

I used to believe that taking a break = being lazy.

As it turns out, this couldn't be further from the truth.

And still.

Taking a break at work is kind of taboo.

“Mike, how do we get started writing copy in our own voice?”

1. Answer the PB3
questions I gave you
earlier.

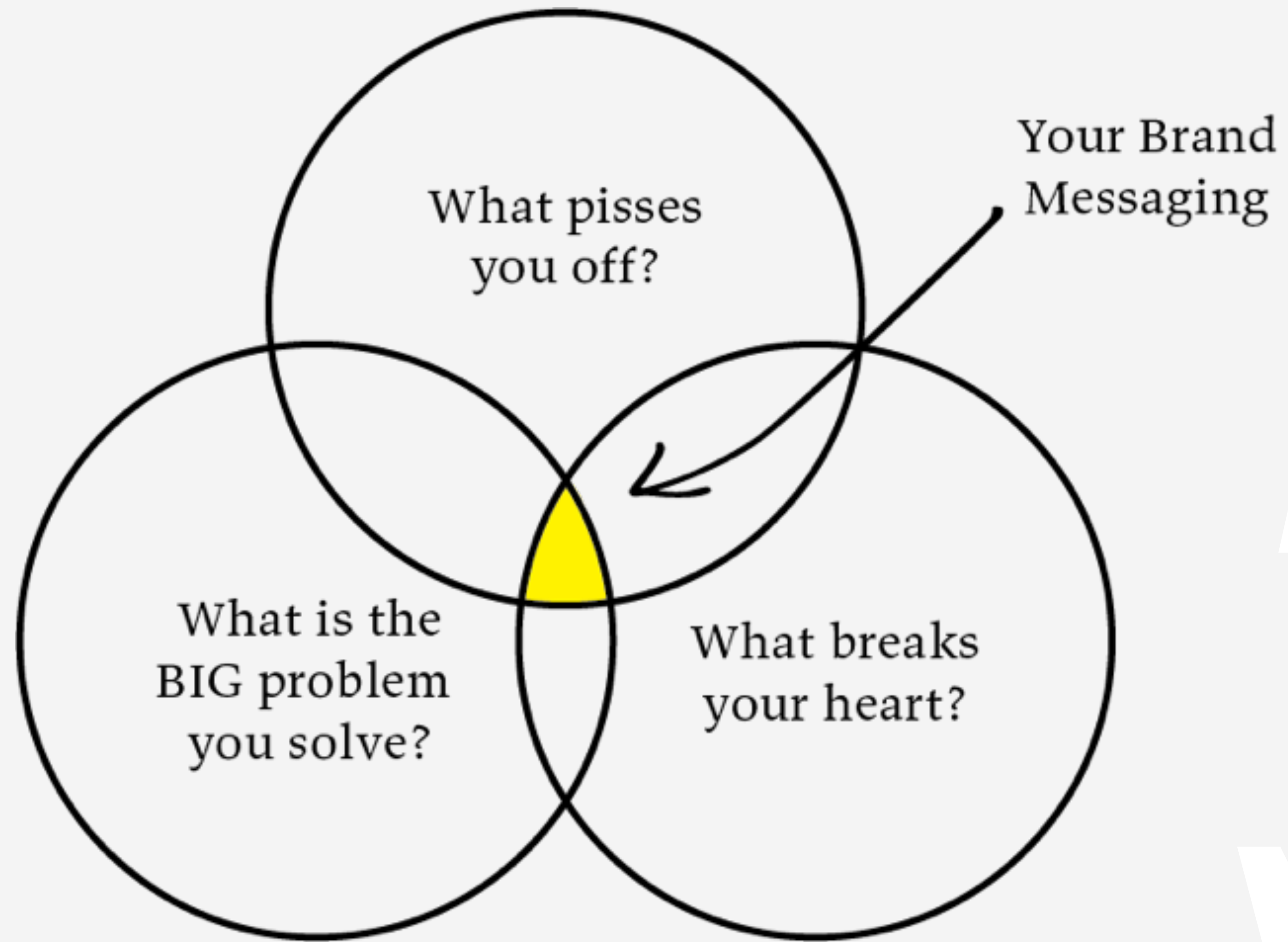


2. Be intentional about
the voice you use for
each channel
(remember Wendy's).



3. Build a verbal brand guideline (remember Amazon).

3



Marketing isn't about
closing a sale, it's about
opening a relationship.

mikekim.com/carnegie

Instagram: @mikekim