



5 Tiny Words That Add  
Mystique To Your Titles,  
Tweets, Headlines &  
Other Short Copy

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## Karon Who?

- Started Marketing Words in 1999
- Fascinated by buyer behavior
- Major pet lover

Marketing  
WORDS

# What Is Short Copy?

Have you ever noticed those snippets of text that seem to start almost every piece of marketing? They are usually just a few words long but hold major power over the success of your campaign. **That's short copy.**

- Laser-short snippets of marketing text that (usually) kick off some other action/process.
- Text that typically needs to catch attention and move people to the next step/phase.

# Examples Of Short Copy

Short copy includes (but is not limited to):

- Headlines and sub-heads
- Email subject lines
- Blog post titles
- PPC ads
- Social posts (tweets)
- Calls to action
- Bullet points
- Book titles
- Podcast titles
- And other types





Mystique drives curiosity. |  
Curiosity causes clicks.

# Secrets Build Curiosity

One of my favorite techniques for writing short copy that drives people further into your marketing funnel is to create curiosity. Not knowing everything sparks a need for people to find out. That need makes people read/watch more. For example:

- Colonel Sanders had his “11 herbs and spices” that were (and still are) mixed in 2 separate facilities.
- Coca-Cola’s secret ingredient, affectionately called “Merchandise 7X” has been under lock and key since 1886; the entire formula since 1925.

# Banish The Nouns



There are lots of strategies for writing short copy, but this is one is golden!

Simply replace nouns in your short copy with one of these 5 words:

- This
- It
- Here
- These
- Those

# Replace Specific With Vague

## Example #1

- Lack of Instructor Feedback is Why Most CEU Courses Fail
- Or
- This is Why Most CEU Courses Fail

The first bullet tells you everything. While this could be revealed on a web page or landing page, if you're using social posts, email subject lines, or other short copy to drive traffic, it will usually work better when you replace "lack of instructor feedback" with the word "this."



# Replace Specific With Vague

## Example #2

- Create Dozens of Facebook & Instagram Photo Books with the Blurb WordPress Plugin
- Or
- Create Dozens of Facebook & Instagram Photo Books with This WordPress Plugin

It could be that readers/listeners have already considered the Blurb plugin and dismissed it. (Fictitious, by the way). Those people might skip this altogether for that reason. Leaving out the specific name and building curiosity instead will get more interest.

# Replace Specific With Vague

## Example #3

- Philadelphia Cream Cheese is a Simple Trick for Making Your Chicken Irresistible

Or

- Here's a Simple Trick for Making Your Chicken Irresistible

Giving away the secret ingredient right off the bat could cause some people to skip your recipe/blog post and just experiment with cream cheese on their own. Withholding that secret ingredient drives more clicks to your site.

# Replace Specific With Vague

## Example #4

- Rock your blog by adding the ImageFast plugin for creating photos quick

Or

- Rock your blog with this must-have plugin

(Another made-up plugin.) With these email subject lines, replacing the noun with the word “this” not only piques curiosity, it also saves characters and makes your subject line shorter. More of it will be visible on desktop and mobile email.



Leaving your audience hanging makes them crave the missing piece.



# That's What Short Copy Is All About

Understanding the purpose of short copy can make all the difference.

- ✘ You can't make a sale or land an opt-in with only 10-15 words.
- ✔ You can build curiosity and make readers take 1 more step.

As you write headlines, podcast titles, email subject lines, calls to action and other snippets, keep in mind that the only goal is to get your prospect to take 1 more step.



Isn't That Click Bait?! |

# No! It's Only Click Bait If It Is:

- Hype
- Deceptive
- Sensationalized
- Misleading

## **Webster's definition is:**

Something (such as a headline) designed to make readers want to click on a hyperlink especially when the link leads to content of dubious value or interest.

## **The Urban Dictionary adds:**

The "bait" comes in many shapes and sizes, but it is usually intentionally misleading and/or crassly provocative. Clicking will inevitably cause disappointment. Clickbait is usually created for money.

## **Make Sure You:**

Provide exactly what the prospect expects. Don't mislead or trick people with a bait-and-switch. Honest marketing builds a loyal following.

If you blow the short copy,  
the rest of your marketing  
will suffer!

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## SHORT COPY SUCCESS SECRETS

How to  
Easily Write  
Compelling  
Tweets, Bullets,  
Headlines & Other  
Short Copy

KARON  
THACKSTON