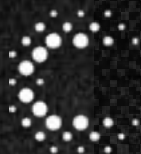


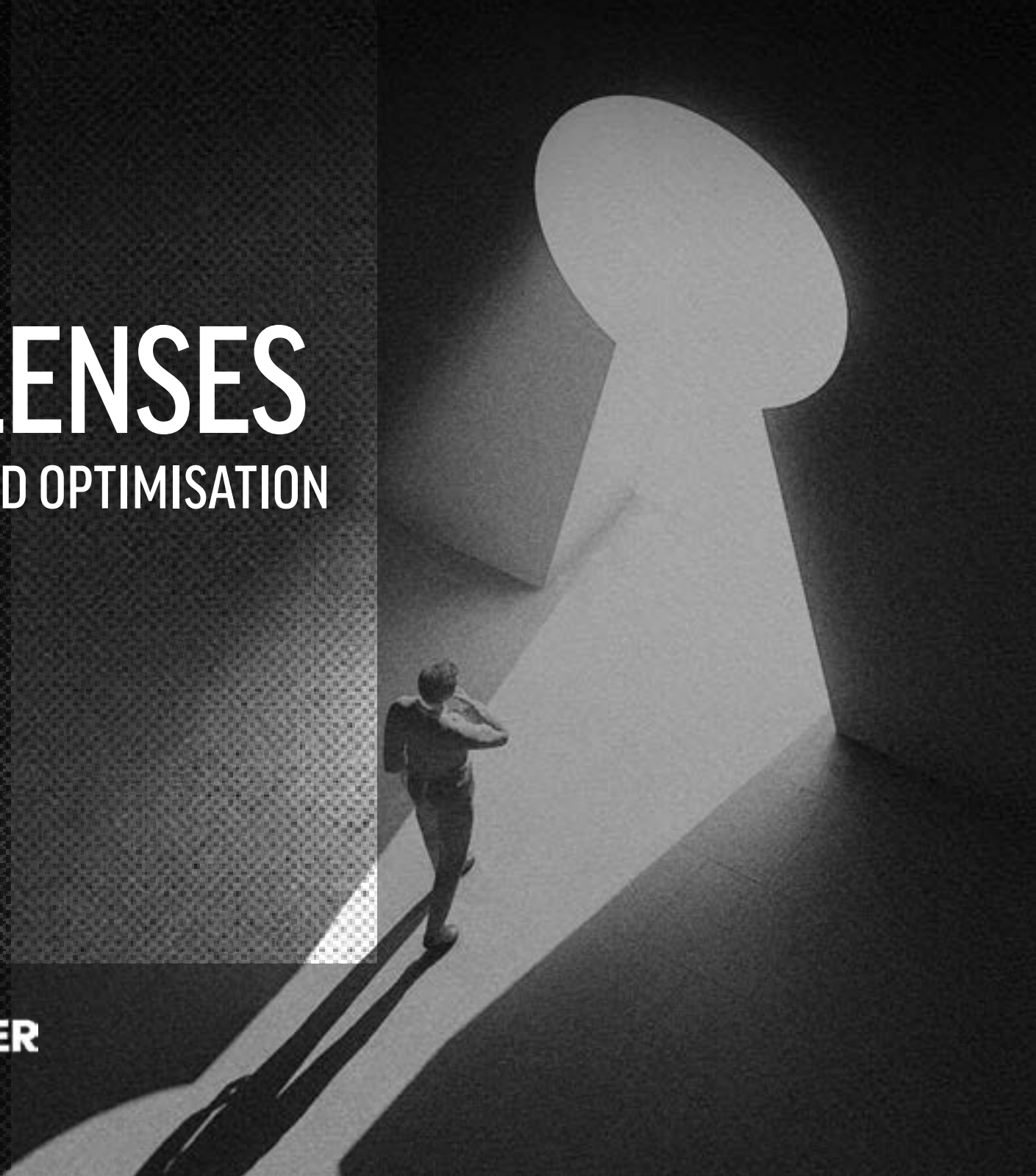
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# THE 13 LENSES

## FULL-FUNNEL WORD OPTIMISATION



THE  
**CREATIVE  
COPYWRITER**



**COMING UP...**





# 13 LENSES. AN INTRODUCTION.

---

You're on the most magnificent beach in the world.

There's an idyllic burnt orange sunset doing its thing behind you. Blue string lights are hanging beautifully in the backdrop. You have some kind of red cocktail in your hand.

Well, this is a perfect photo opportunity, you very rightly think to yourself.

So your phone comes out (along with your pout).

And... every single photo you take is a blurry mess.

A silhouette with bright glaring blue flashes in the background.

Annoying, right?

You had all the ingredients for perfection at your disposal, but it just didn't quite come into focus.

And the same goes for copywriting. You can have all the tools and ingredients, but if you don't apply the right lenses, it may be off-piste and out of focus.

No one wants blurry copy. And even blurrier messaging.



# CONTINUED...

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When all the components of a photo come into sharp focus, you get the full picture. When all the words are strategic at every stage, you get a fully optimised marketing funnel.

Listen up: the words at every stage of your customer's journey matter.

To make sure all copy and content – at every stage – is looked after as it should be, I've taken matters into my own hands.

I've developed a methodology that hones in on a way to analyse, cross-reference and gauge the quality and effectiveness of your copy.

At every step of the funnel.

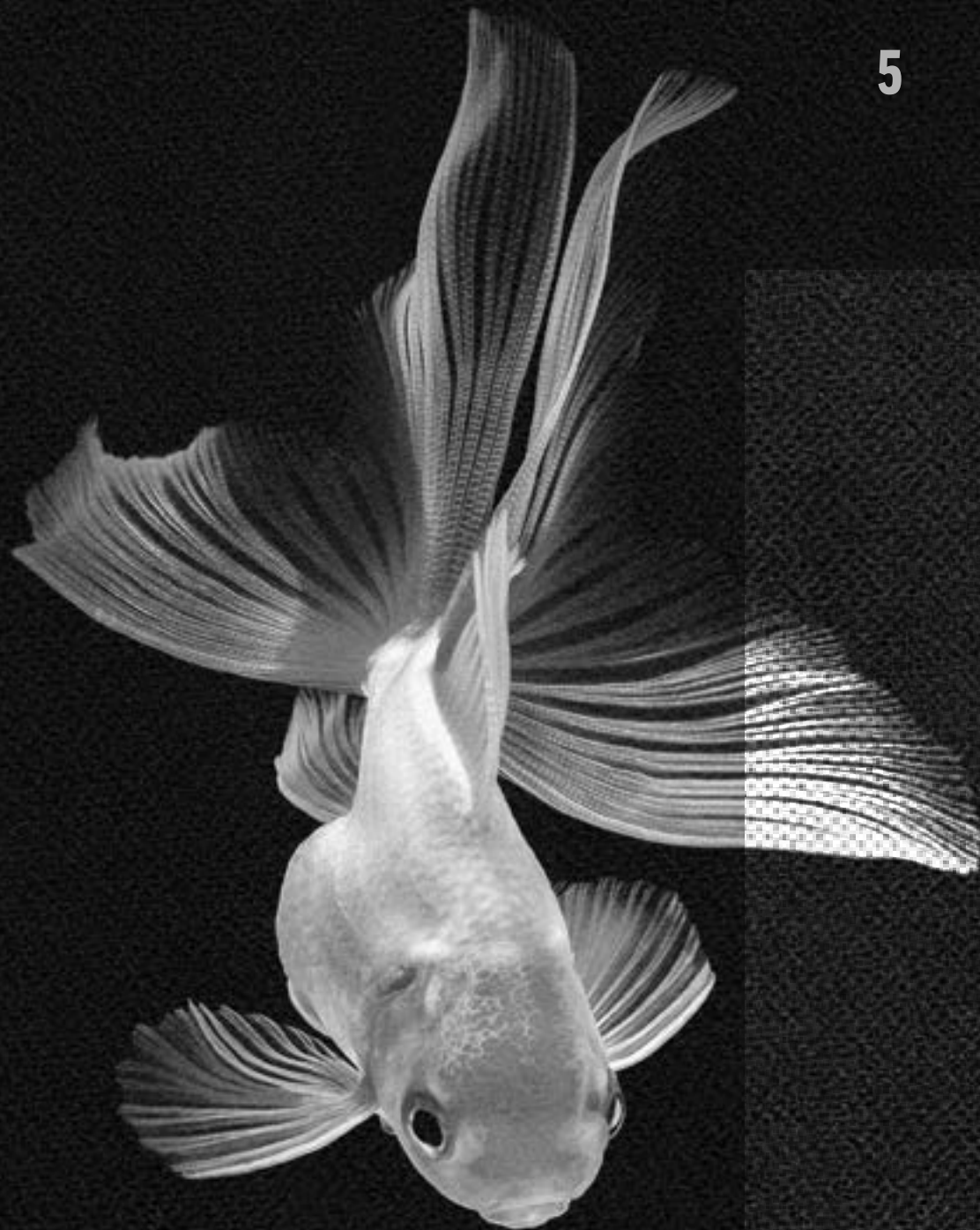
So that it's sharply in focus, every time.

And your funnel is optimised within an inch of its life.

Introducing...



# THE GOLDFISH LENS





# THE GOLDFISH LENS

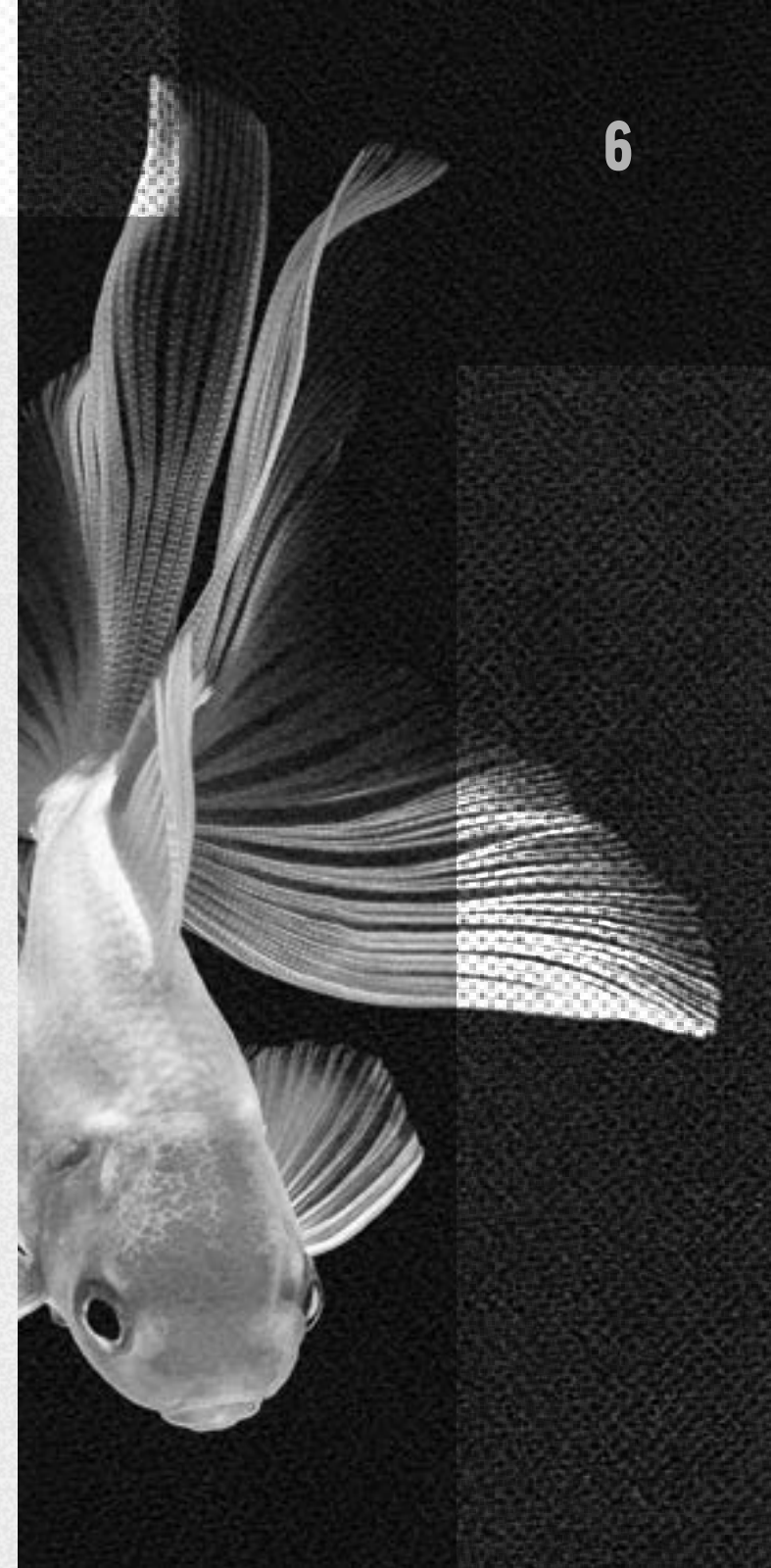
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Your prospects are busy. Their attention span is being pulled left, right and centre at any given time.

Think of them as goldfish.

If your content or copy isn't immediately digestible, their minds will find any excuse to drift away from your words.

So don't give them one.

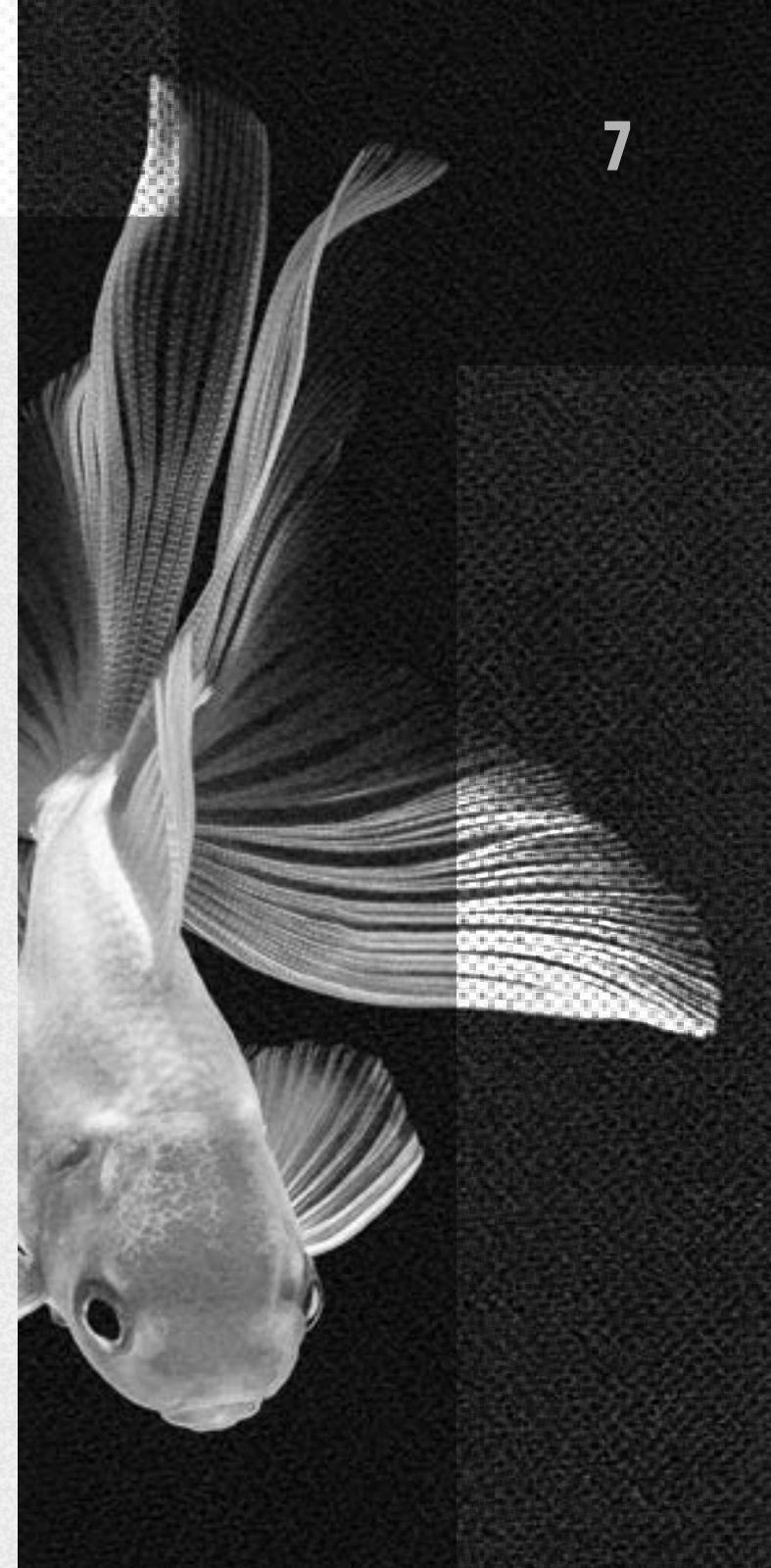




# THE GOLDFISH LENS

---

- Is your headline, title or subject line instantly clear and compelling?
- Are your paragraphs short and staggered in length? No more than three/four sentences per paragraph. Big, chunky ones are harder for the eye to digest - especially when skimming or scanning.
- Are your sentences short and sweet? Ideally, one or two 'thoughts' per sentence. Long ones lose attention.
- Is the line length on your page between 50 and 70 characters? This is for optimal readability.
- Is the content easy to skim and scan: with subheaders and/or bullet points?



# EXAMPLE

---

## NOT LIKE THIS...

Airstory makes it easy to import your Evernote notes so that you can instantly add a world of research to your next blog post, your team's reports and your boss's presentation to the board.

## LIKE THIS...

- Easily import your Evernote notes.
- And add a world of research to everything you write.
- Boost your next blog post. Your team's reports. Or your boss's all-important board presentation.
- Boom.



# THE CONTEXT LENS



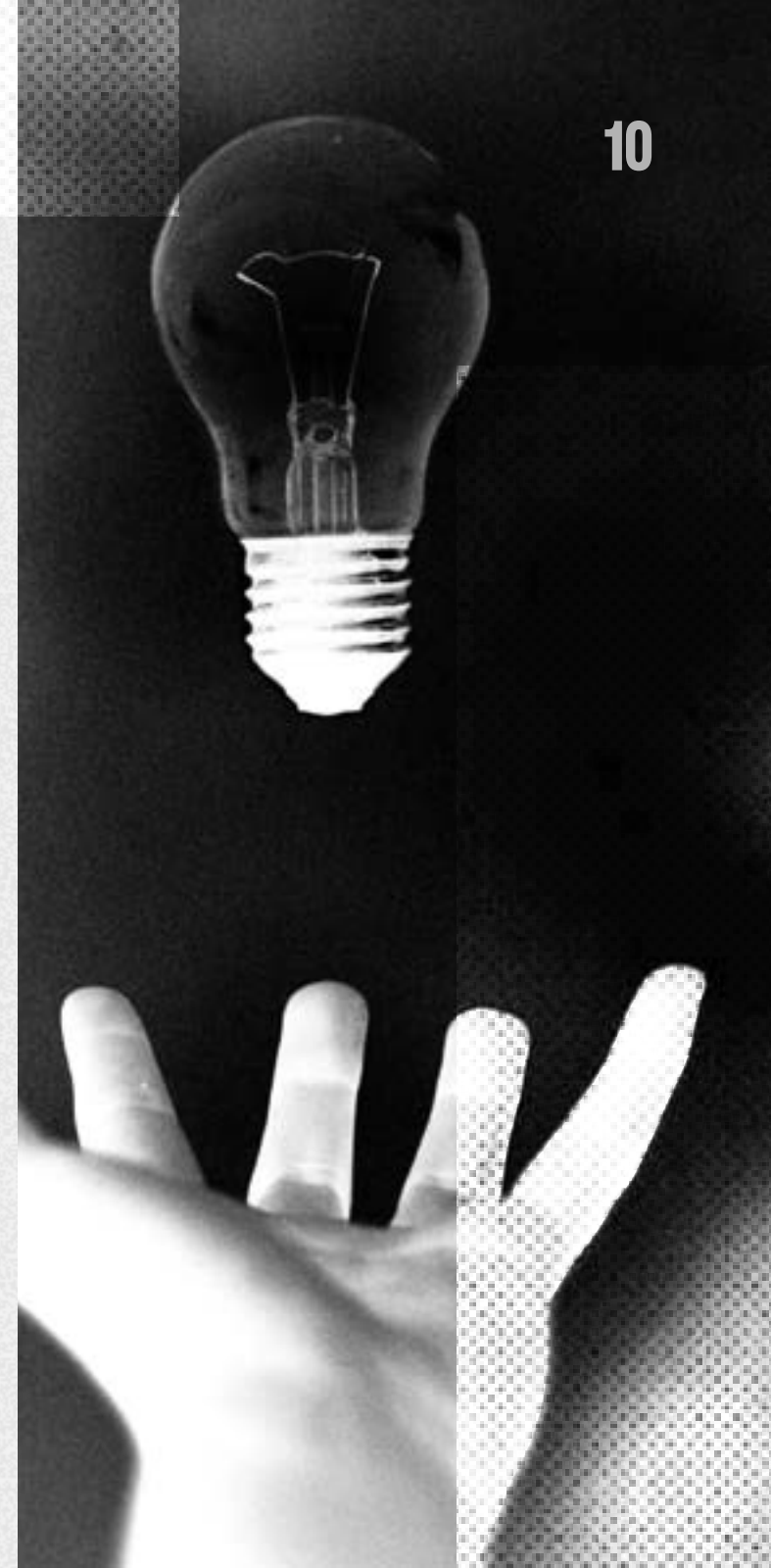
# THE CONTEXT LENS

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Context is king. Your readers will be at different stages of awareness. They might not even be aware that they have a problem that you can solve.

That's why your messaging and content must be in tune with where they are in their minds, and with their relationship to your products/services.

And of course, the context in which they are reading those words.

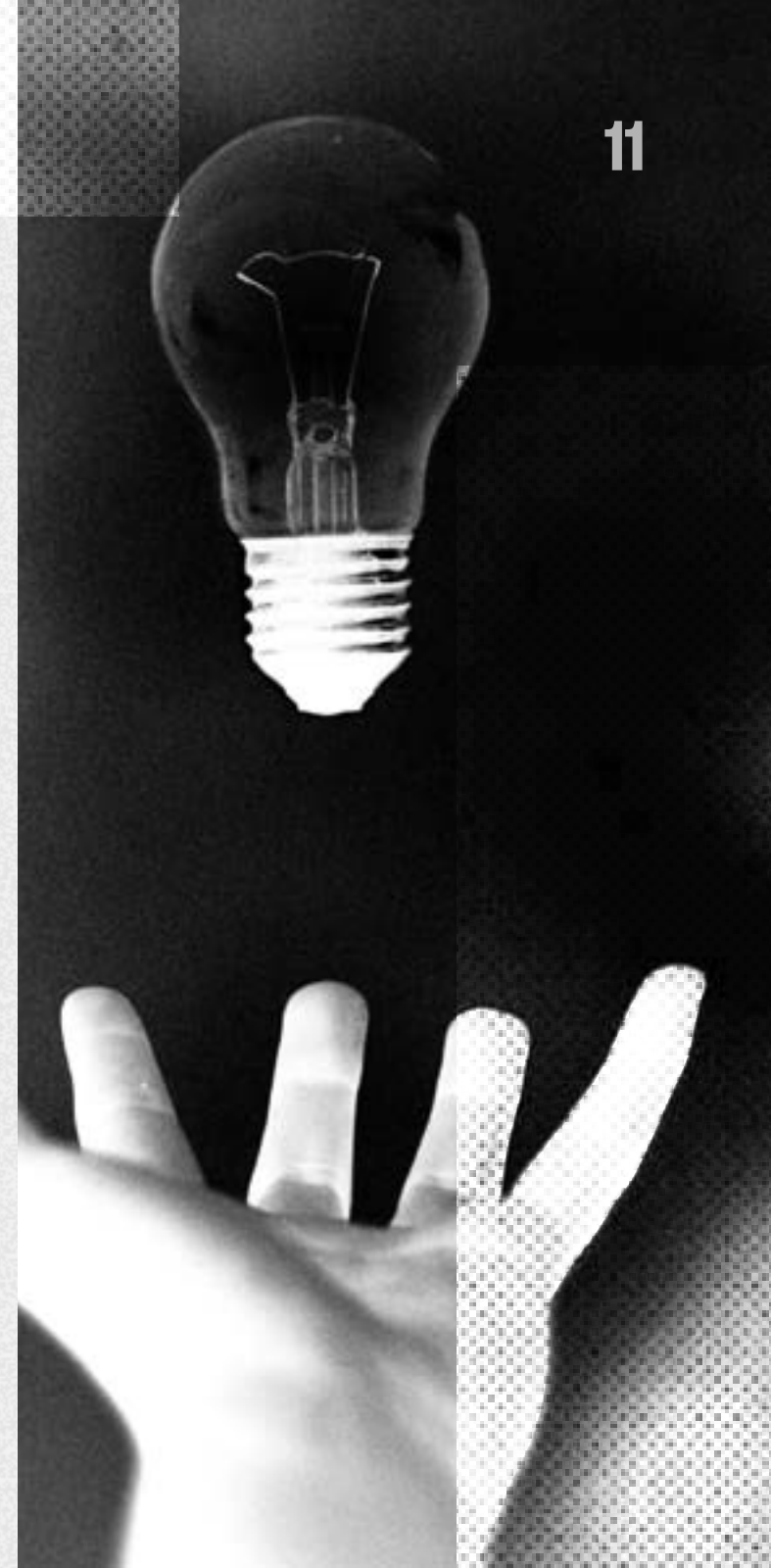




# THE CONTEXT LENS

---

- Do we know what stage of awareness (the majority of) our readers are at?
- Are we using the right headline formula to resonate with and grip a prospect at that stage of awareness?
- In what context / on what platform are they reading the copy?
- Is the prospect likely to be in a rush, and just flick through (e.g. on a social media feed) or do they have more time to get stuck in (e.g. on a website they have chosen to visit)?
- What day and time of day are they likely to consume this content?
- Is there anything that may be happening in their lives that would affect how that message resonates? E.g. Covid!



# EXAMPLE

---

## NOT LIKE THIS...

*(Email Subject Line)*

Got 40 mins to read this 10,000 word whitepaper on conversion copywriting?

## LIKE THIS...

*(Email Subject Line)*

One simple trick to 10x your conversion rate today



# THE INTRIGUE LENS



# THE INTRIGUE LENS

---

Intrigue is such a powerful copywriting tool. Gripping your reader with whatever form of copy you're writing is essential.

If it lacks intrigue, they're likely to metaphorically or literally walk right on by.

Don't let them.





# THE INTRIGUE LENS

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- Have we harnessed the power of ‘The Curiosity Gap’ in our headline and/or teaser copy?
- Have we tackled the topic in a unique way, which will inherently arouse curiosity and compel them to read the piece?
- Are there any cliffhangers to help keep readers glued till the end?
- Do we build anticipation in the intro of the content piece by teasing what’s to come? E.g. by explaining what value they are going to gain by the end.
- Have we included any intriguingly specific stats? E.g. “Our tool saves you 23 hrs & 42 mins per month”.



# EXAMPLE

---

## NOT LIKE THIS...

How to Improve Toaster Efficiency

## LIKE THIS...

Revealed: 7 Ways You've Been Using  
Your Toaster Wrong



A black and white photograph of an astronaut floating in space, with the Earth's horizon visible in the background. The astronaut is wearing a full spacesuit and is positioned in the center of the frame. The Earth's surface is curved and shows some cloud cover. The background is dark, suggesting the vastness of space. The overall composition is dramatic and emphasizes the isolation of space travel.

# THE OUTSIDE-IN LENS

# THE OUTSIDE-IN LENS

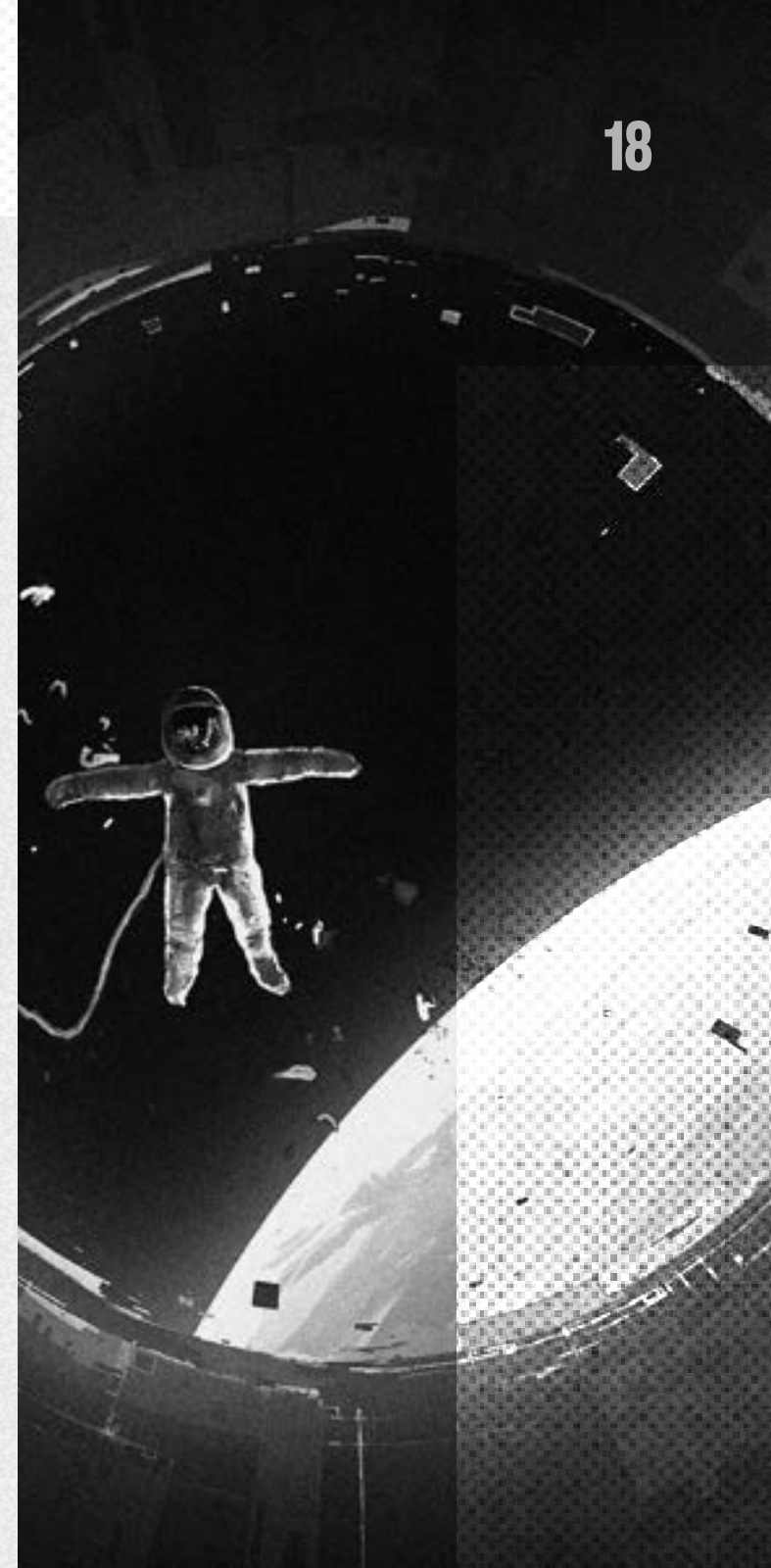
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The best content strategies and highest converting copy are built on the needs, desires and pains of the people we are targeting.

Not just on what we think should resonate.

They are demand-led, not assumption-led. Which is why we must truly try to get inside the heads of our customers.

And the best place to start is with both implicit and explicit data collection. I.E. Listening to them and talking to them!

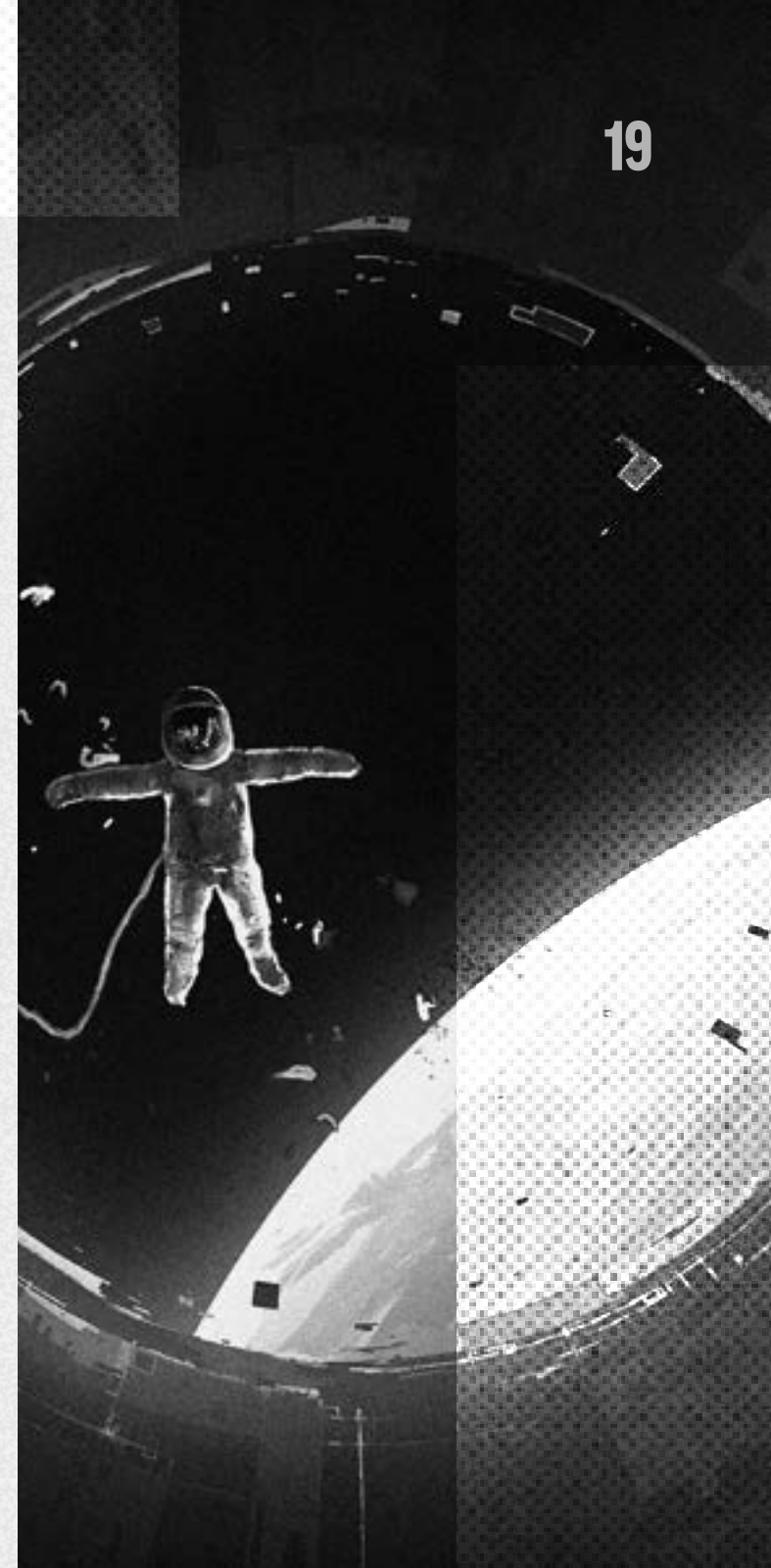




# THE OUTSIDE-IN LENS

---

- Is this content based on insights, not just assumptions?
- Have we used voice-of-customer data? (Words and phrases used by our actual customers and prospects)
- Have we done keyword research to understand what prospects are searching for? Or discovered the questions they are typing in?
- Have we injected any insights from surveys, focus groups and/or buyer interviews?
- Are we focused on customer benefits, not just features? Do we paint a picture of those benefits and help our prospects imagine the rewards?



# EXAMPLE

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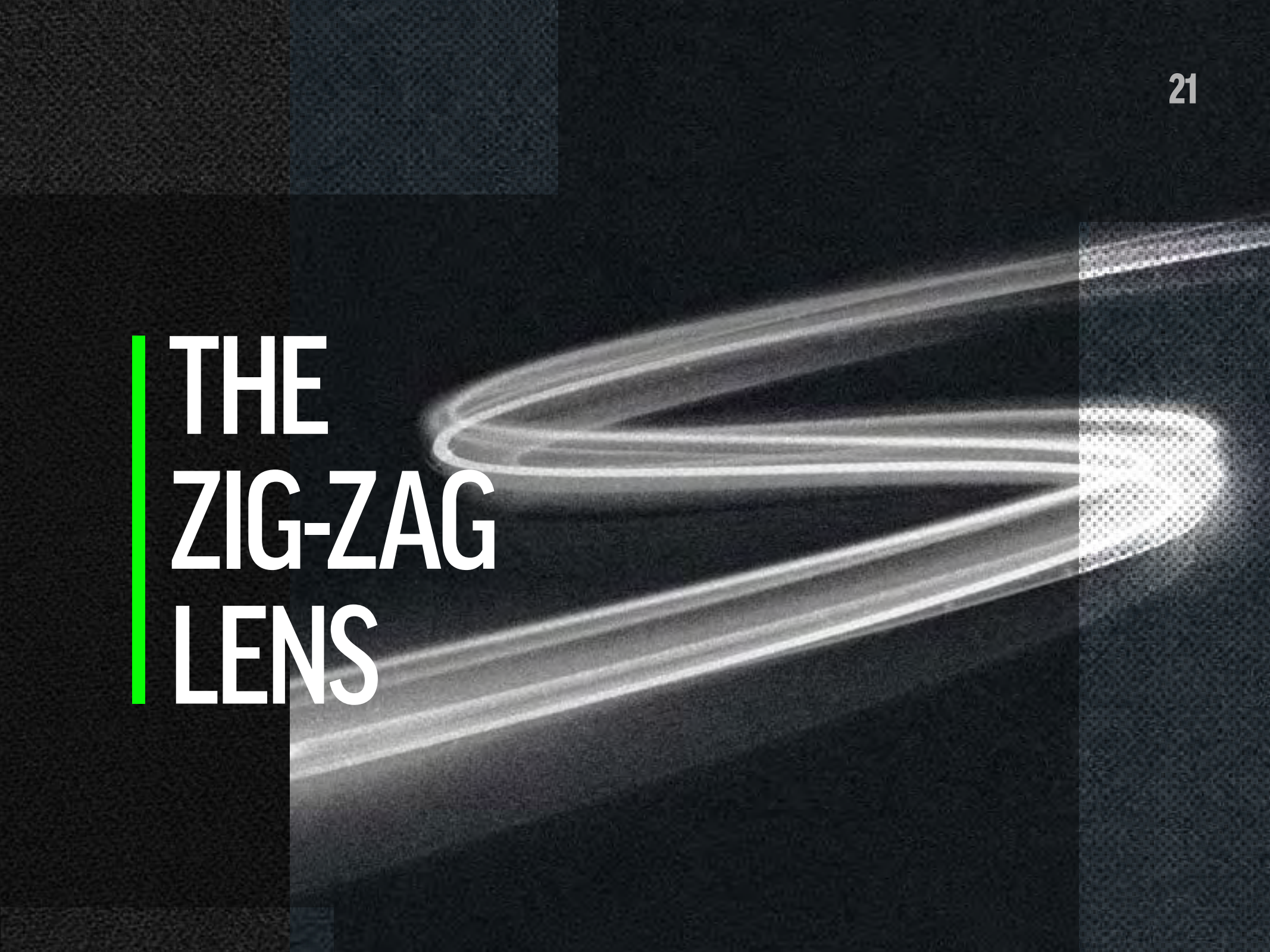
## NOT LIKE THIS...

You want what we sell. And we're the best at it. Because I said so. Whether you want it or not.

## LIKE THIS...

68% of our customers asked for faster load times. So we've upgraded our servers.



The background of the slide is a dark, textured surface. It features several bright, glowing light trails that curve and swirl across the frame, creating a sense of motion. A vertical green line is positioned to the left of the main text. In the top right corner, the number '21' is displayed. The overall aesthetic is modern and technical.

# THE ZIG-ZAG LENS



# THE ZIG-ZAG LENS

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Content saturation is a very real and palpable problem. Your readers are bombarded with emails, ads, copy and content constantly.

The result? Their go-to reaction will be to ignore, avoid and delete... Ouch.

But you can combat this by having something uniquely compelling about your content. By getting your content and brand messaging to zig while the industry zags.



# THE ZIG-ZAG LENS

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- Have we done competitor analysis to understand their USPs, tones of voice, strengths, weaknesses, styles, formats, lengths etc and the industry in general?
- Is the angle, approach or perspective of our piece of content unique?
- Do we have any other differentiators: e.g. unique design style, unique format, unique tone of voice etc?
- Are these differentiators consistent across other bits of content?
- For copy and bottom-funnel content: are the benefits we're pushing truly unique and compelling?

# EXAMPLE

---

## NOT LIKE THIS...

Happy birthday from Mercedes-Benz

Here's %vouchervalue% off your next service.

## LIKE THIS...

Your Mercedes-Benz celebrates birthdays too

Why not treat your vehicle to something special too?

Here's %vouchervalue% off your next service.



# THE ACTION LENS



# THE ACTION LENS

---

Marketing is all about 'selling the next step'.

Many companies make the mistake of trying to propose on the first date. But as content marketers, we know that in most cases, a slower nurturing process towards conversion is needed.

And every piece of content or line of copy needs to play its role.

Thus, we should always put on our strategic hats and ask: is this piece of content doing enough to push my reader to take the desired next action?





# THE ACTION LENS

- Is there a strong and relevant CTA?
- Is that CTA taking them to the correct next step or jumping too far down the funnel? (Don't propose on the first date).
- Are we using conversion copywriting techniques, such as a sense of urgency, a sense of scarcity and/or social proof? This may only be for the CTA or, for a landing page, may be needed throughout.
- Have you done enough to remove barriers and build trust? E.g. by presenting yourself as a credible authority.
- Have we made sure any persuasive copy doesn't make us sound like a car salesman? Get the balance right.



# EXAMPLE

---

## NOT LIKE THIS...

In order to give our safe driving app a test run, it can be downloaded from the app store by following this link.

## LIKE THIS...

Join 330,987 (and counting) other happier drivers.

Download our app today.

And drive safer tomorrow.



# THE REAL TALK LENS



# THE REAL TALK LENS

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Time and time again, conversational copy has proven to get optimal results. The reason is simple: people buy from people.

And your customers don't want dull, cliched corporate speak.

A handy litmus test is: would you talk like that at home?

If not, then consider revising it. You've probably fallen into the jargon trap.





# THE REAL TALK LENS

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- Are we talking directly to the reader with the words “you” and “your”?
- Are we asking questions to engage and include the reader, as we would in a normal spoken conversation?
- For brand copy: are we admitting weakness and turning it into strength?
- Are we steering clear of cliches and industry jargon?
- Does the flow feel like someone is talking? Try reading the copy out loud to check.



# EXAMPLE

---

## NOT LIKE THIS...

Since 1985, Conance Limited has been providing trade financier services that put the client first.

Our depth of experience in the field allows us to take risks we believe in on the side of our importers.

## LIKE THIS...

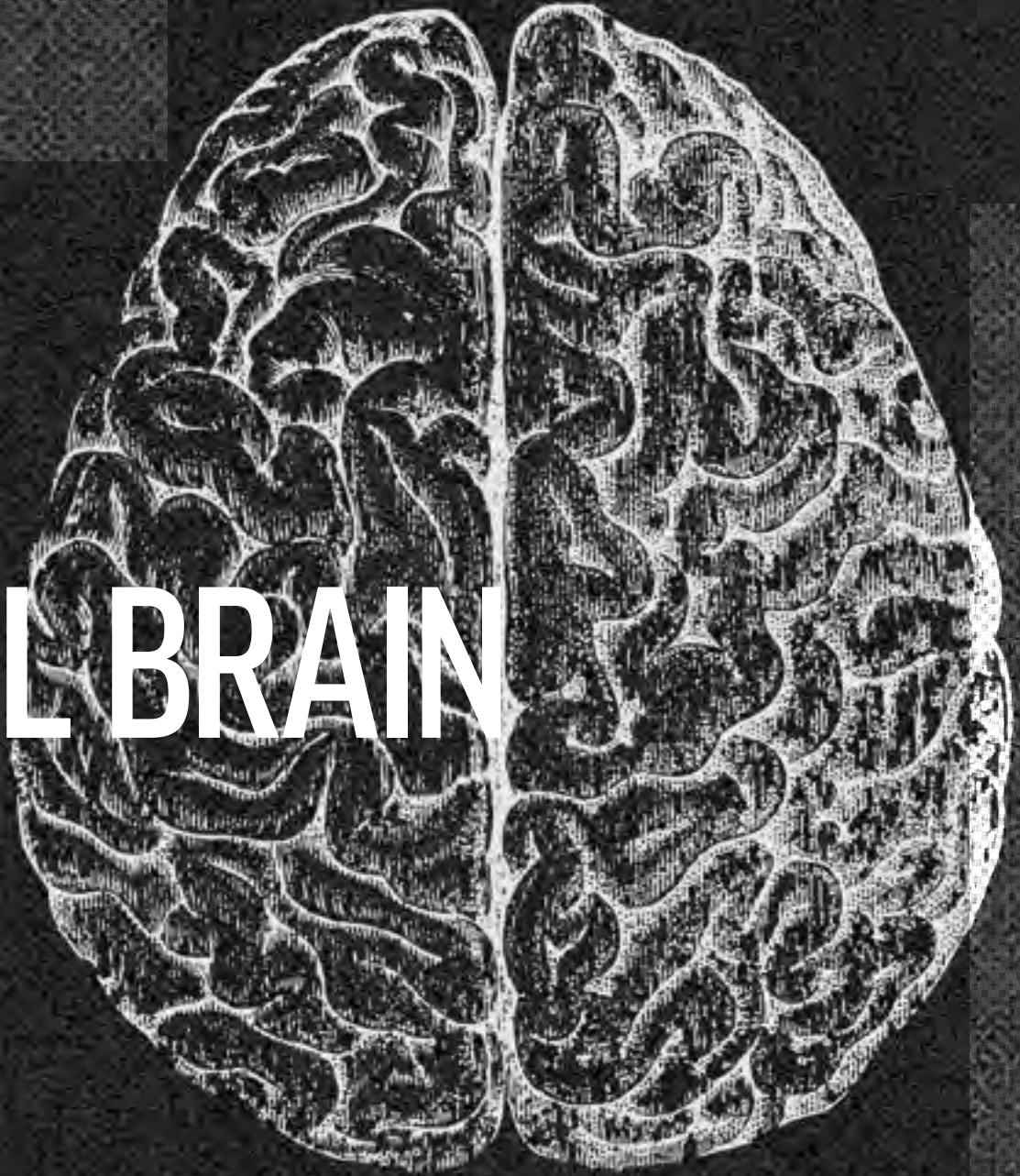
Since 1985, we've been providing trade financier services that put you, the client, first.

What makes us different?

Our depth of experience in the field allows us to take risks we believe in. Educated risks which help your business flourish.



# THE PRIMAL BRAIN LENS





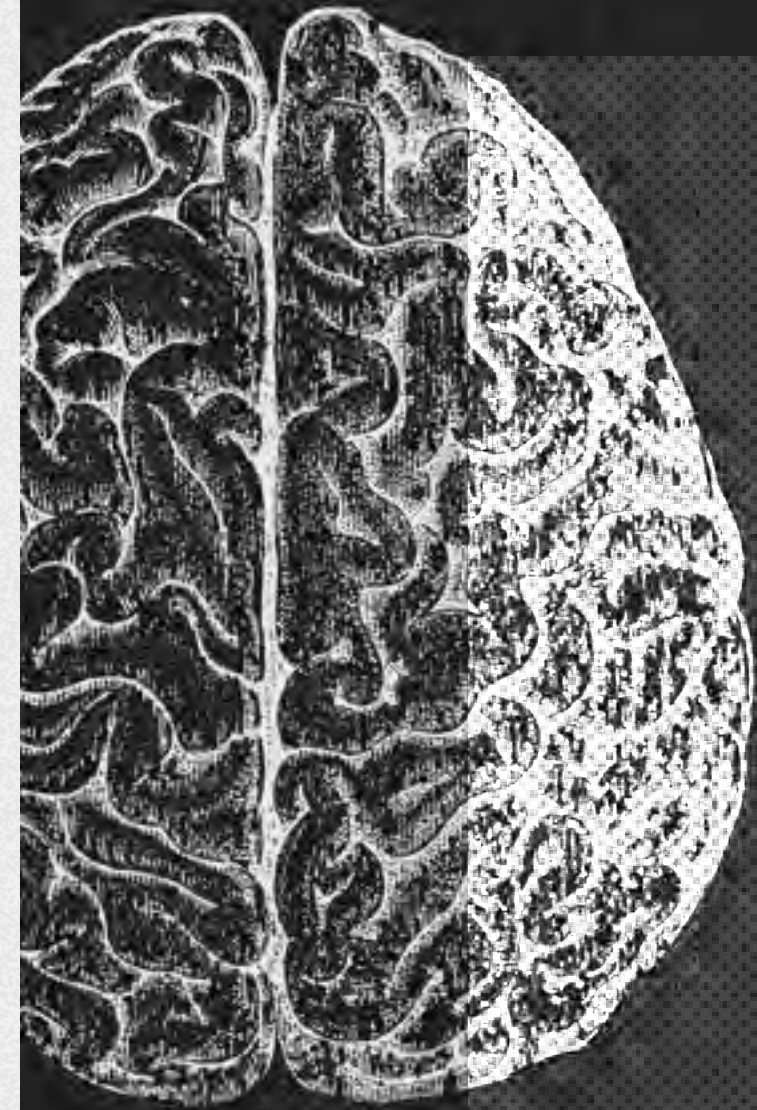
# THE PRIMAL BRAIN LENS

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In simple terms, our brains can be broken down into two main parts. The primal part, which is in control of our instincts and emotions. And the rational part, which governs higher-level cognitive processes and rational thought.

While we are of course rational beings, the primal ('reptilian' and 'mammalian') brain processes simply work faster.

So tapping into raw gut instincts and emotions, wherever possible, will help you quickly grab attention and influence decision making.

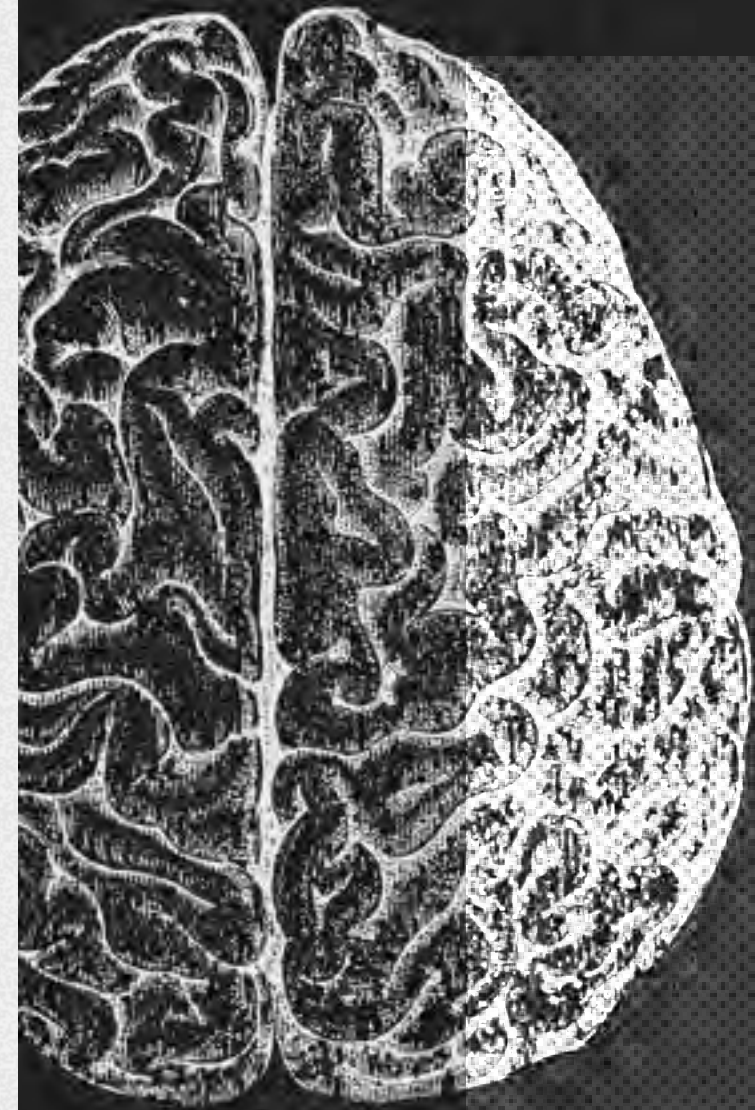




# THE PRIMAL BRAIN LENS

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- Have you connected with how your reader is currently feeling? Tap into powerful emotions like love, nostalgia, sadness, regret etc.
- Have you communicated how that product, service or piece of content will make them feel?
- Have you used sensory words like “stink”, “bitter”, “silky” and “shiny”?
- What about onomatopoeic words like ‘pop’, ‘bang’ and ‘sizzle’?
- Have you tapped into our strongest primal instinct: fear? One of copywriting’s most famous headlines, which plays on the fear factor, is Max Sackheim’s “Do You Make These Mistakes in English?”



# EXAMPLE

---

## NOT LIKE THIS...

Some reasons Why I Didn't  
Get What I Wanted From My  
Marketing Campaign

## LIKE THIS...

Bang: How My Best-Laid Plans Went  
Up In Smoke



# THE SEO LENS





# THE SEO LENS

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This is a lens for any copy or content that's free for public viewing. As we need to consider the search engines, too.

SEO is a careful balancing act these days. And to make sure you get it bang on, you need to follow some simple rules to win over the serp's algorithms.

Let's win over your audience and the search engines.





# THE SEO LENS

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- Have we used the primary and secondary keywords within the text in a natural way? I.e. no keyword-stuffing.
- Is the primary keyword in the first paragraph?
- If this is an SEO-driven article or landing page, is the exact keyword phrase in the H1 header? And are the H2 headers (subtitles) relevant to the topic too?
- Do the images have ALT descriptions closely connected to the primary keyword (but not the same)?
- Are we interlinking between articles in a natural and helpful way?
- Do we have a meta-description and meta-title, both containing the exact keyword phrase?



# EXAMPLE

---

## NOT LIKE THIS...

We sell SEO tools. Use our SEO tools for all the SEO tools your business needs with our SEO tools.

## LIKE THIS...

5 SEO Tools You Didn't Know You Needed



# THE HIERARCHY LENS





# THE HIERARCHY LENS

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You can have the most perfectly written copy that hits all the right notes.

But if the messaging hierarchy is wrong and doesn't make sense, you could lose the interest of your reader sharpish.

Messaging needs to be structured in an optimal way to take your prospects on a carefully planned mental journey.





# THE HIERARCHY LENS

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- Are we 'expectation matching' in the top 10% of the piece of content? I.e. does the copy or content match what the reader was expecting to read?
- For conversion copy landing pages: are we following a proven framework such as PAS or AIDA?
- If telling a story: is there a beginning, middle and end? What is the story arc?
- When listing benefits: are the most important benefits at the top?
- Are we answering questions in the order that a prospect would need them answered?



# EXAMPLE

---

## NOT LIKE THIS...

BUY NOW

Read our FAQs

M a t t r e s s   T i t a n

## LIKE THIS...

Sleep better than ever

From £299

DIVE IN



# THE BRAND LENS



# THE BRAND LENS

---

Your brand voice needs to be consistent across the board.

If you're talking one way on your website, but then using a different tone in other comms, it's going to create an uncomfortable dissonance.

Always keep your voice and key messaging in line. So your content resonates with your customers and you don't go off-piste.





# THE BRAND LENS

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- Is our voice consistent with the rest of the marketing collateral?
- Is it in line with our brand voice guidelines? Check the chosen adjectives. Does it 'feel right'?
- Are we using American or British English, consistently?
- Are there any brand voice nuances we should consider? E.g. a slightly different brand voice for different sectors. Or for B2B vs B2C.
- Are there any words or phrases we should be including/excluding?
- Is our key messaging the same as elsewhere in our marketing collateral? I.e. are we describing benefits in the same way?
- Do our brand values emanate from the copy?



# EXAMPLE

---

## NOT LIKE THIS...

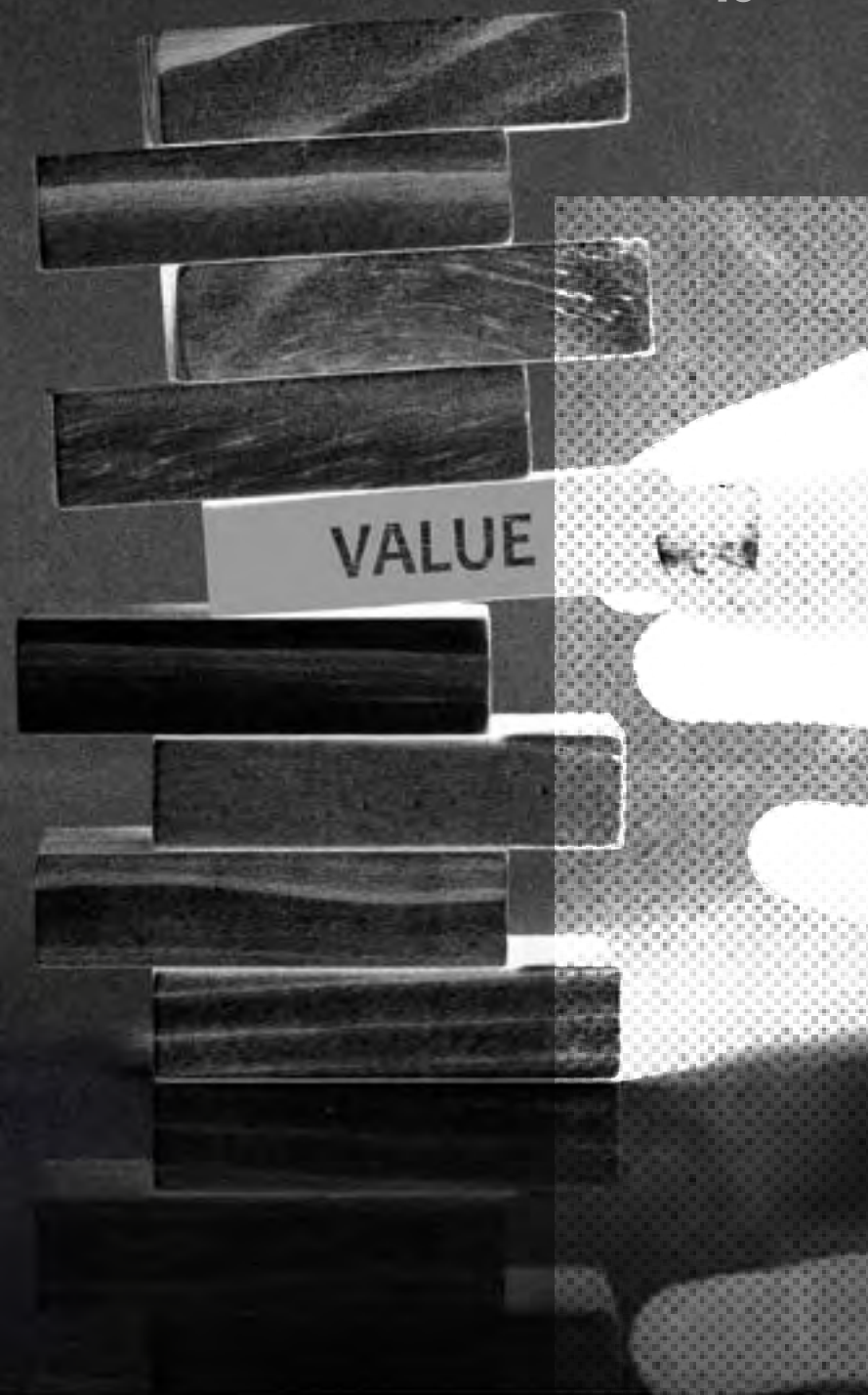
Dear customer, we're psyched to be delivering an exceptional, luxury service. In't that bangin'?

## LIKE THIS...

A five-star service, delivered.



# THE VALUE LENS



# THE VALUE LENS

---

Humans are selfish beings. (Yes, you too).

So copywriting is almost always about giving value to your reader. From highlighting benefits in website copy to a blog post that solves a burning problem.

Every piece of content should be focused on what value it's offering. What does the reader get out of reading this? Why should they care?



VALUE



\_\_\_\_\_

- Are you turning the product or service features into tangible, relatable benefits for the reader?
- Do blog posts and other top-funnel content solve a real problem for the reader? Do they steer clear of self-promotion?
- Does your content or copy teach the reader something? Does it offer knowledge they might struggle to find elsewhere?
- Have we made sure to trim out unnecessary fluff?
- Do you address the readers' pain points in your copy? You'll know this info from your insight-gathering approach.

# EXAMPLE

---

## NOT LIKE THIS...

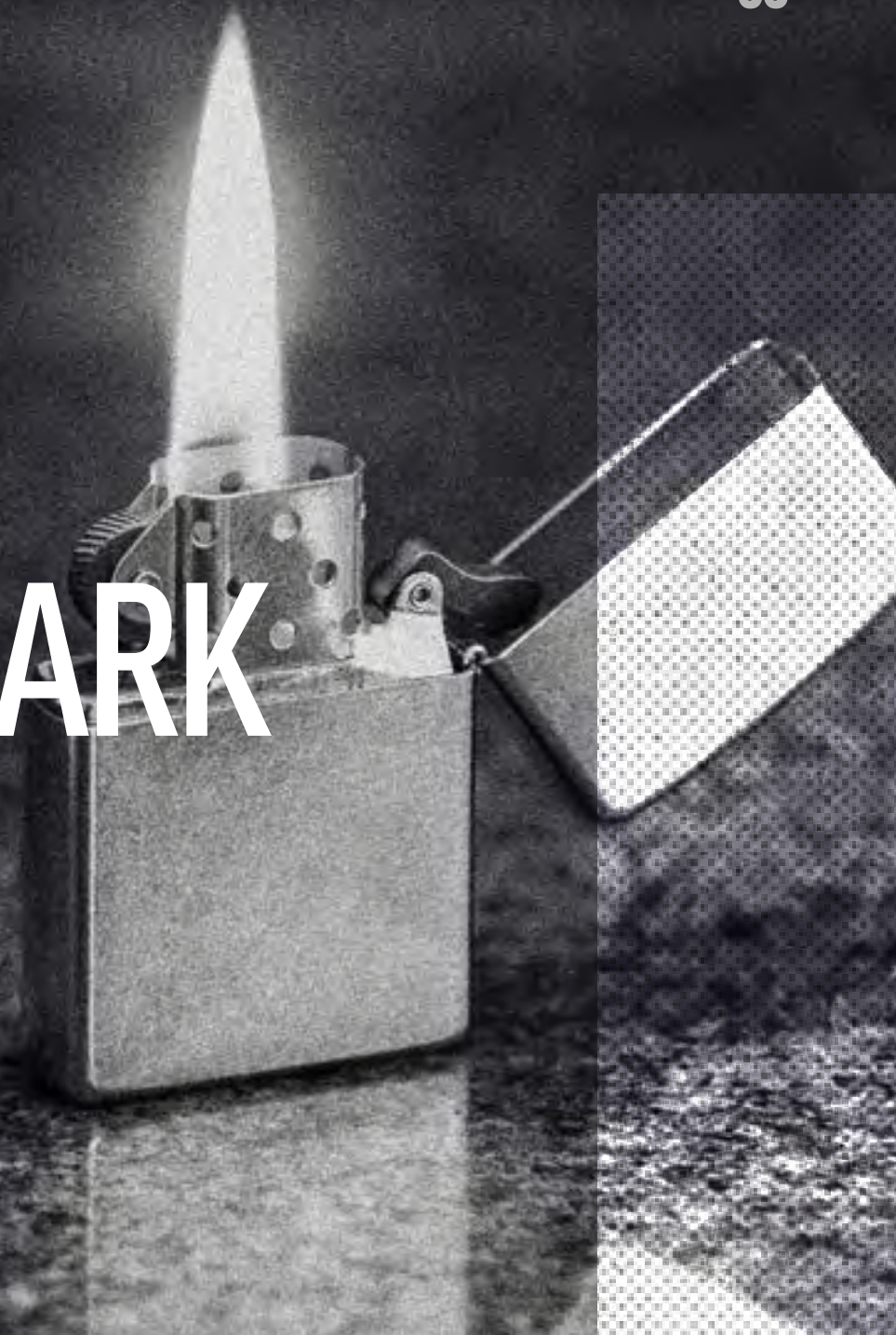
Our shelving units are built with only flat-head screws.

## LIKE THIS...

Build our furniture in just ten minutes, with only one tool.



# THE CREATIVE SPARK LENS



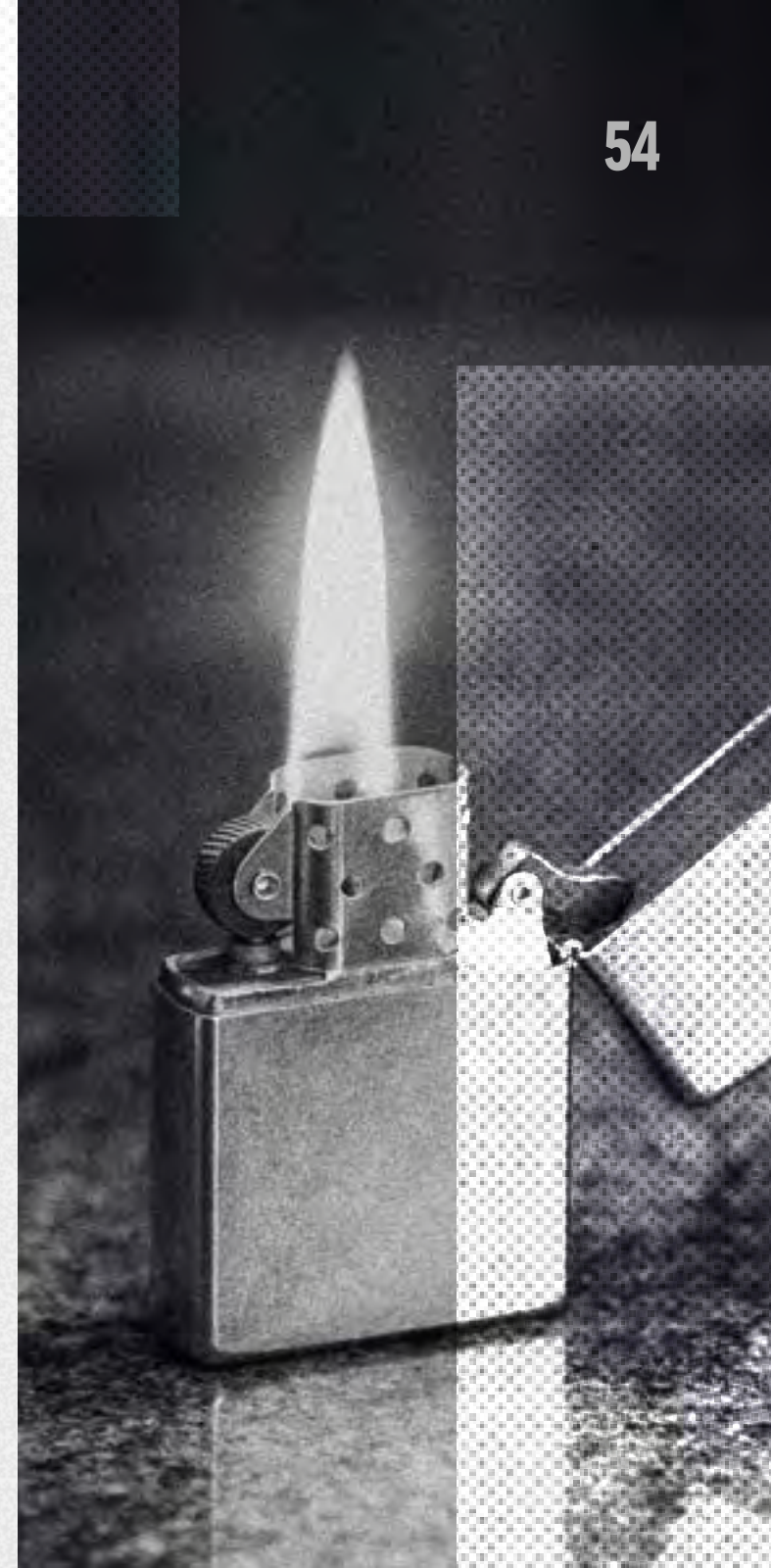


# THE CREATIVE SPARK LENS

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Copywriting can make use of all the formulas and techniques in the world, with decent results. But if it's lacking that creative spark, the copy will only stand out so far in a sea of competition.

A healthy injection of creativity is the key to crafting eye-catching, attention-grabbing, memorable copy and content.

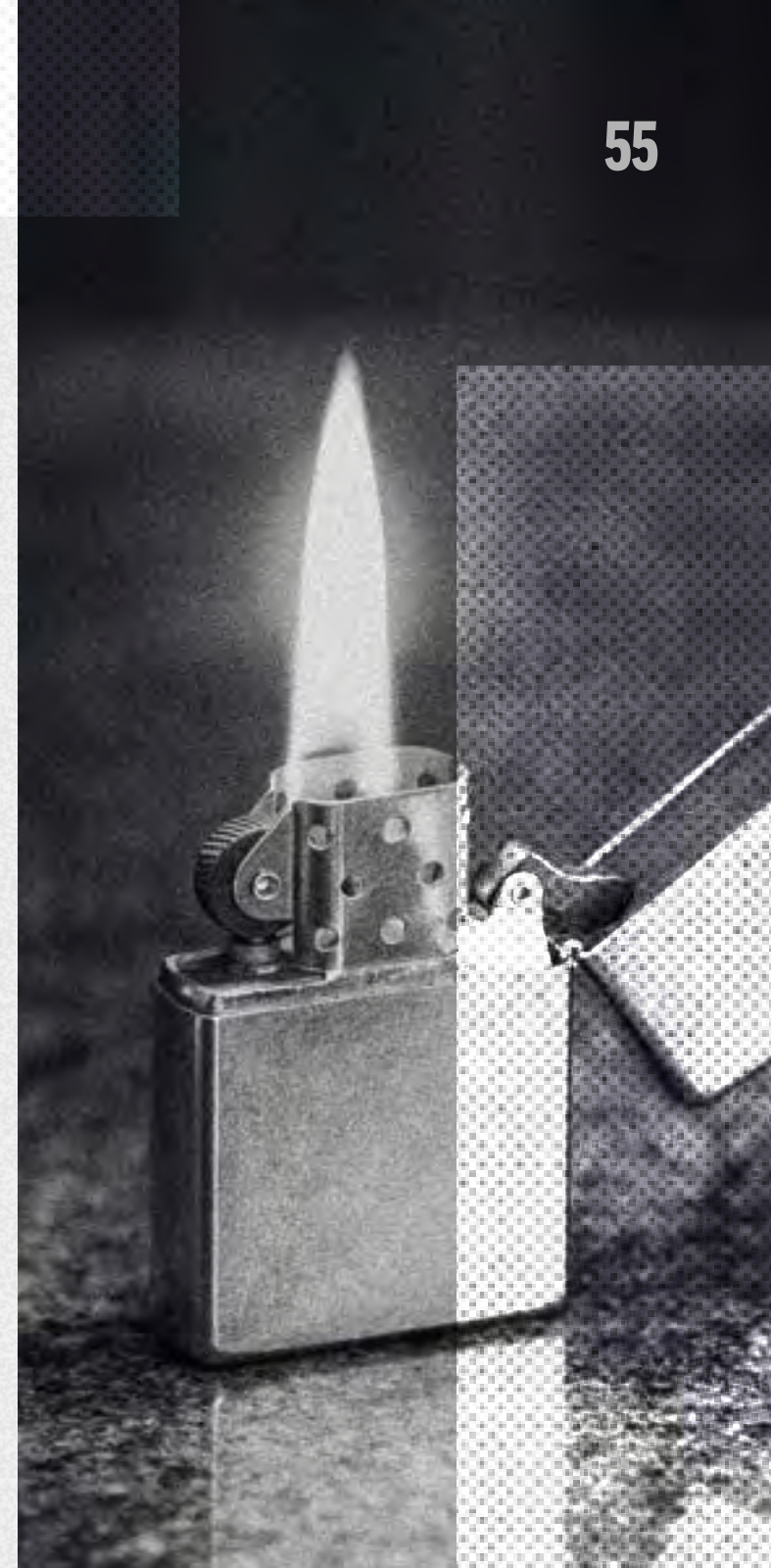




# THE CREATIVE SPARK LENS

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- Are we using any storytelling to draw in the reader?
- Are there any metaphors, analogies and similes to make the content tap dance and sing? And to make tough technical concepts more digestible?
- Have we tackled the topic in a refreshingly unusual way?
- Have we used any poetic devices like alliteration, personification, repetition or wordplay?
- Are you tying up 'extras' creatively, such as CTAs, sub-headers, menu items, autoresponder copy and Thank You pages?



# EXAMPLE

---

## NOT LIKE THIS...

The new Cayman: corners better  
than some competitors.

## LIKE THIS...

The new Cayman:

Bends the rules.

Rules the bends.



# FINAL THOUGHTS

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- Blurry copy. Unfocused messaging. Off-point words. They're all just plain unnecessary.
- Look at your copy and content through the 13 lenses (remember, only SEO if it applies).
- To be truly effective and all singing, all dancing, the marketing funnel needs to have strong, powerful copy at every single step.
- From top of the funnel PPC ads and social media posts to bottom of the funnel drip campaign emails and landing page conversion copy – everything needs to be put through the 13 Lenses© Methodology.
- Then you can be confident that your copy and content is as powerful as your brand needs it to be.
- And the cumulative effect and ROI of sharpening your words at every step of the funnel will be downright spectacular.



# THANK YOU

