

Using Words to Boost Sales in Health & Wellness



4 Tips For More Effective Copy

By Brian Stanton

Products and services don't sell themselves.

You might have the best supplements in the world, but nobody is going to try them without some convincing first.

That's where good copywriting comes in. Good copywriting triggers a reaction deep within the human psyche—a reaction driven by emotion, not logic.

People don't buy with their heads. They buy with their hearts. (Not literally, but you get my point).

This is my brief guide to effective copywriting. I've worked with many successful health and wellness brands—including Thrive Market and Perfect Keto—so that's the industry I'll be focusing on here.

Use these 4 tips to supercharge your marketing strategy. You'll sell more.

#1: Write Like Your Customer Thinks

To sell, you must get inside your customer's head. You must write like they think.

The first step is to create a profile of your customer.

Are they a man or a woman? How does she spend her weekends? Does he want to gain muscle or lose weight? Does she eat meat, fish, plants only?

These answers will inform your copy. If you boast about plant-based ingredients, but very few of your customers are vegans or vegetarians—it's time to change your marketing strategy.

I think SEED—a new probiotic startup—does a brilliant job at this.

"You are a superorganism," reads the website. SEED's copy is tailored, it's clear, to people who love science-based health hacks. People like me.

Compared to my old probiotic, I pay about double for SEED.

No regrets. I like the supplement. But I wouldn't have bought it without the copy.

#2: Evoke Emotions

Bad copy has no emotional valence. In other words, it's BORING.

Good copy, on the other hand, creates an emotional effect. Emotions are both interesting and motivating.

Fear is perhaps the strongest human emotion. We fear uncertainty, and that's why cliffhanger headlines about "surprising" benefits are so effective.

We also fear growing old. Smart collagen companies, you've probably noticed, are positioning their product as a solution to the aging problem.

To be clear, smart collagen companies don't fear-monger. Instead they focus on the positives—beauty, skin health, etc.—of using collagen peptides.

After all, you don't want to associate your brand with fear. You want warm feelings of trust.

And so—as you subtly remind customers of a pressing problem— stick to the positive side of the emotional ledger.

#3: Surprise Them With The Truth

Provided your message is on-brand, feel free to discard the rules of polite society with your copy.

Do something unexpected. Tell the truth.

I like EXO Protein's tagline of "No Guts, No Glory".

"Yes!" this copy screams, "you're eating cricket guts when you eat cricket protein!"

Why is this good copy? Because it's TRUE.

EXO doesn't hide from the ick factor of eating bugs. They embrace it. This signals honesty. People trust honest people.

The lesson is simple. Surprise your customers with the truth and they will love you for it.

#4: Don't Be Boring

Nobody likes listening to a boring person. Likewise, nobody likes reading boring copy.

If your copy reads like my freshman year accounting professor talked—slowly, laboriously, and full of jargon—you have work to do.

A good smell test? Your emotional reaction. If you don't smile while reading back your copy, all the while thinking, *dang this is good!*... it's not good enough.

Persuasive copy reads like persuasive people talk. It carries you along helplessly. It's so interesting you can't look away. It puts you in a trance that may culminate in an unexpected purchase.

So be authentic, not cliché. Be surprising, not predictable. And please, for the sake of your customer's three-second attention span, don't be boring.

Your conversion rates will thank you for it.

Better Copy = Better Sales

Let me reiterate two things you already know:

- 1. To improve your sales, you must improve your marketing**
- 2. Effective marketing depends on effective copy**

Publishing great copy is like filling your marketing tank with high octane fuel. You'll notice the performance difference.

So go ahead, implement these tips—and don't be surprised when your sales metrics start improving.

And if you need help crafting copy for your health and wellness business, feel free to give me a call or shoot me an email at brian@brianjstanton.com.

Happy selling,
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