

A woman in a long, light-colored dress stands with her arms outstretched in front of a large, multi-paned window. She is positioned behind a dark, ornate metal railing. The scene is dimly lit, with light coming from the window, creating a silhouette effect on the woman and the railing.

COPYWRITING THAT TURNS  
FOLLOWERS INTO CUSTOMERS

over 100  
done for  
you call to  
*actions*

- ☐ This {product} is the answer to "What would Beyoncé do?"
- ☐ "Add to cart" to achieve instant enlightenment (results may vary).
- ☐ Our {product} is so good, it's almost like we're bribing you to be happy.
- ☐ If you can't go to Mars, our {product} is the next best thing. Probably.
- ☐ Our {product} is like a spa day for your ego.
- ☐ Consider this {product} your participation trophy for adulting.
- ☐ This is your new best friend. Sorry, human friends, the truth hurts.
- ☐ Act now, or pretend you did when everyone's talking about it.
- ☐ Conquer your fears. Or just distract yourself with our {product}.
- ☐ This {product} has the power to make your ex cry. Interested?
- ☐ Make history. Or at least, make your delivery person's day.
- ☐ Be the reason your neighbours question their shopping habits.
- ☐ Our {product} is better than your last swipe right. We promise.
- ☐ Warning: May cause envy on social media. Proceed with caution.
- ☐ Unleash your inner superhero. Cape not included, but this {product} is.
- ☐ Join the exclusive club of "I got it before it was cool."
- ☐ This {product} won't solve existential crises, but it's a start.

- ☐ This {product} has your name on it. Metaphorically. For now.
- ☐ Buy it now or regret it at 3am.
- ☐ Break up with {situation e.g. boredom}. Our {product} is looking for a rebound.
- ☐ Your bank account might judge you, but we never will.
- ☐ Don't ghost our {product} like it's an awkward Tinder date.
- ☐ Swipe left on your ex, but swipe right on our {product}.
- ☐ This {product} comes with a side of bragging rights. You're welcome.
- ☐ Ready for a plot twist? It involves you and our {product}.
- ☐ Want to feel like a million bucks without spending it? Here's the shortcut.
- ☐ Plot twist: You and this {product} were meant to be.
- ☐ Warning: Our {product} may cause a spontaneous happy dance.
- ☐ Forget about him / her, this {product} will never leave you on read.
- ☐ Buy our {product}, or we'll tell everyone about your 3am Google searches.
- ☐ If you can find a better {product}, buy it. But seriously, good luck with that.
- ☐ This {product} is like finding out your blind date is actually a billionaire.
- ☐ Warning: May cause intense feelings of "Where've you been all my life?"
- ☐ This {product} isn't illegal, but it feels like it should be.

- ☐ Because adulting is hard, but shopping? Shopping is easy.
- ☐ This {product} is like a horoscope, but it actually comes true.
- ☐ Your shopping cart is lonely. Adopt a {product} today.
- ☐ Plot twist: You and this {product} were meant to be.
- ☐ Remember, Cinderella is proof a new pair of shoes can change your life.
- ☐ Because every day is a good day for a {product} day.
- ☐ Our {product} is so good, even your mum will approve.
- ☐ Your ancestors didn't evolve so you could resist this sale.
- ☐ Buy this and become the person your dog thinks you are.
- ☐ This {product} is so good, it almost broke the internet. Kim K, who?
- ☐ Aliens called. They want their {product} back, but you can have it first.
- ☐ If you buy this, we promise not to tell anyone about that thing you did.
- ☐ This {product} won't text you back at 3am, but at least it won't ghost you.
- ☐ Our {product} is so hot, global warming just called to say "tone it down."
- ☐ Treat yourself. Because let's face it, no one else is going to.
- ☐ Our {product} doesn't make you younger, but it's the next best thing.
- ☐ Our {product} has more benefits than your last relationship.

- ☐ Don't make your credit card lonely; give it a little swipe!
- ☐ Be the trendsetter in your group chat – snag this before they do.
- ☐ Say 'aloha' to our sale (and 'goodbye' to your self-control).
- ☐ Wallet feeling too heavy? We can help with that.
- ☐ Life's short. Buy the shoes, eat the cake, order the {product}.
- ☐ Let's make your ex a bit more jealous, shall we? Upgrade your look.
- ☐ Caution: This deal is hotter than your morning coffee. Sip it up!
- ☐ Your future self called, they want you to grab this deal now.
- ☐ Warning: Adding this to your cart may cause extreme happiness.
- ☐ Is it love or just our {product}? Spoiler: It's both.
- ☐ Your \_\_\_\_ called. It wants a new friend. Meet our {product}.
- ☐ Who needs a gym? Flex your shopping muscles here.
- ☐ Swipe right on our {product}. It's a perfect match.
- ☐ Be the hero your bank account didn't know it needed. Save with our sale.
- ☐ Make your neighbours jealous. Yes, even the noisy one. Click to conquer.
- ☐ Because "someday" is code for "never." Dive in now!
- ☐ Your pet called. They think you deserve this.

- ☐ Our {product} is vegan, cruelty-free, and gluten-free. Just kidding, but it's really good!
- ☐ Our {product} is the only thing more consistent than your mum's 'when are you giving me grandchildren?' questions.
- ☐ "Buy now" is the new "Once upon a time..." Spoiler: You live happily ever after.
- ☐ Our {product}: Because self-care isn't just about bubble baths and face masks.
- ☐ Confirmed: You have better taste than your friends. This {product} proves it.
- ☐ Like a fine wine, our deals get better with time. But this one? Expires at midnight.
- ☐ Congratulations! You've been promoted to CEO of Making Great Choices. Here's your first task.
- ☐ If you think our {product} is as dreamy as your crush, wait till you see our discounts.
- ☐ Buy this {product} and we'll include an alibi for last Friday night, free of charge.
- ☐ Our {product} is the only thing more reliable than your favorite conspiracy theory.
- ☐ This {product} is like a reality show binge: you didn't know you needed it until it's 3 AM and you can't stop.

- ☐ For the low, low price of this {product}, you too can pretend you have your life together.
- ☐ This {product} is the emotional support item you didn't know you could shop for.
- ☐ Like a lottery ticket, but with better odds and guaranteed to not disappoint.
- ☐ Congratulations, by considering our {product}, you're officially smarter than 98% of the internet.
- ☐ If this {product} were any more exclusive, you'd need a secret handshake just to view it.
- ☐ This {product} is recommended by 4 out of 5 people who thrive on making good life choices.
- ☐ Our {product} has more uses than your high school algebra. And it's actually fun.
- ☐ This {product} is the answer to the question, "What will make me mildly more interesting at parties?"
- ☐ For the cost of seven fancy coffees, this {product} can be yours. Caffeine crashes not included.
- ☐ This {product} is eco-friendly because once you buy it, you'll never want to throw it away. Ever.
- ☐ Just like your gym membership, owning our {product} is the first step. Unlike your gym membership, you'll actually use it.

- ☐ Act now, because regret is only a click away. Or is it satisfaction? Only one way to find out.
- ☐ Our {product} is the only thing in your shopping cart that's been to the moon and back. Probably.
- ☐ Buy now, because let's be honest, your self-control left the chat a long time ago.
- ☐ Our {product} is so good, you'll forget to post about it on social media. Who are we kidding? Please brag about us.
- ☐ This {product} is the best thing since sliced bread. And let's be honest, sliced bread is just lazy.
- ☐ Buy our {product} and instantly feel more accomplished than finishing any adult coloring book.
- ☐ This {product} won't make you a better person, but it'll make you look like one.
- ☐ Our {product} comes with a 100% satisfaction guarantee. Unlike living through your 20s.
- ☐ Our {product} is like the superhero sidekick you never knew you needed. Minus the stretchy lycra pants.
- ☐ For the price of admitting you'll never learn that second language, our {product} can be yours.
- ☐ Our {product} is the only thing more reliable than your dog's judgment of character.