

# 6 Additional Copywriting Tips for Maximum Lead Conversion

*This is an extra resource to go along with the original article:*  
[7 Copywriting Tips for the Perfect SaaS Landing Page](#)

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## 1. Make Use of the Word "Free"

Next to a person's own name, the word "free" is the most enticing word in the English language. Use this word on your landing page to grab the reader's attention.

## 2. Make Your Text Scannable

Readers will scan your landing page, so make it scannable by:

- Using bullet points
- Breaking up large paragraphs
- Writing short sentences
- Varying sentence length
- Using bold and italic text to draw attention to certain words

## 3. Paint a Happy Picture

Give the reader a glimpse of what their life will look like after following your call to action. For example, instead of focusing on the attributes of the mattress, sell the good night's sleep.

## 4. Include Social Proof

Add customer testimonials and/ or product reviews to your landing page. Including this form of social proof will reduce the amount of copy that you have to write while also building trust with your reader.

## 5. Add a Frequently Asked Questions (FAQ) Section to Your Landing Page

Sometimes, readers are hesitant to follow your call to action. Perhaps they're not sure they can trust you with their email address. Perhaps they have questions about your product or the terms of your free trial. Solve that by including an FAQ at the bottom of your landing page. Answer questions and reduce friction.

## 6. Call Them to Action

Be careful not to ask your reader to do different things (i.e. download my ebook and sign up for a free trial). Choose one, and only one, call to action for your landing page. You may use this same call to action multiple times, and say it in different ways.