

Top 10 Tips for Writing Emotional Marketing Copy

*This is an extra resource to go along with the original article:
[How to Use Emotions to Convert Prospects into SaaS Customers](#)*

1. Create individual personas for each of your customer types.
2. Tailor your copy for each persona.
3. Understand your customer's underlying motivation and appeal directly to that emotion, i.e. fear or pride.
4. Create a sense of urgency by using language like "limited time only" or "act soon."
5. Use humor to relate to your audience.
6. Write using terms that your audience understands. Avoid jargon.
7. Include customer reviews and testimonials in your marketing copy to build trust.
8. Make sure that your copy is simple and scannable. No lengthy paragraphs. No run-on sentences.
9. Don't sell the coil count. Sell the good night's sleep. In other words, focus on benefits instead of features.
10. Always end with a call to action that gives your reader the next step they should take.