

No One Cares About You

Laws of persuasion

- Why do people do what they do?
- What do people care about?
- Why do we even talk about this?

Our words will take the customer through a journey starting with “I’ve never heard of this company” all the way to buying products from the company.

Take them on that journey psychologically. Understand how they’re thinking as a person.

- The customer does not care about the company at all.
- No one cares about the company.
- No one cares about the product.
- No one cares about you as the copywriter.
- No one cares about the history of the company.
- No one cares about whether you’re using this type of feature.

So when you’re writing a copy, understand that the only thing you should be thinking about is that the customer only cares about their problem and the benefits they will receive if they eliminate that problem, that’s it.

This works perfectly with the seven stages of a sale.

Benefits they will get if they eliminate this pain = 7 stages of a sale.

The reason why this is a massive fallacy that most businesses have today with their copywriting.

A business owner or an executive that might hire you is not an expert on human psychology. They’re not as good as you in marketing and persuasion.

When they’re explaining the thing they’re proud of, the product they’ve been working on for a long time they’ll say.

“My product, the reason why I’m working on this product, how I struggled for this product”

No one cares. Remember:

- No one cares about the company.
- No one cares about the product.
- No one cares about you as the copywriter.
- No one cares about the history of the company.

- No one cares about whether you're using this type of feature.
- They'll care about the problem and the benefits they'll have if they solve that problem.

Questions:

Why do business owners prefer to use first-person language when talking about their products?

How can you help the customer care about your product?