

The 5 Reasons Why People Buy Anything

Psychology of humans.

What makes someone buy anything? Always ask why.

If you talk about the features of a product, it's not really why you buy a car, it might be an answer to the objection. But not actually a reason people buy.

1. Survival (people will pay anything for their survival, it's deep-rooted)
2. Community /mating (impress their significant other, stand out in the community, very biological)
3. Esteem/ status (we buy brand products because they will prove to the community that we're high up in the social hierarchy of the group, we're respected, therefore we'll survive)
4. Freedom (a lot of people will buy travel products, or the idea of independence, show independence, a rebel archetype)
5. Purpose/legacy (the archetype of Achilles, wanted to be remembered forever, are you just going to go on with your life, eating, drinking, hanging out with friends...that's it? Doesn't feel very good, you want to have done something important)

Questions:

Why do people buy brand products?

Can you build a niche audience using the 5 reasons people buy anything?

Tone

Voice of the company = The tone it uses to speak to its audience.

Potential tones:

- Comedic
- Mysterious
- Inspiring
- Professional
- Academic
- Colloquial

Choose which tone you want to write in, don't think that the tone is unchanging though.

You can be humorous and funny yet serious at times.

You can't always be serious, sometimes adding a bit of humor to the tone can improve it.

It isn't a matter of Always or Never

60% or 70% of the time → how is the copy?

20% of the time → What is the copy?

To effectively carry on the tone of a company:

Imagine yourself wearing a hat, it helps to get in the zone of speaking as if you're someone else.

Ask yourself:

- How is their energy?
- How do they speak to potential customers?
- How do they speak to existing customers?
- How do they speak to the community?
- How do they wish they spoke to the community or customers?

Take out the qualities that make them who they are and make the best version of that.

But, don't overthink it.

#1 problem with young copywriters.

- Their understanding of discerning good from bad is very high. Very analytical.
- Their skills to produce at the level that they consider "good" are often lower.
- They realize the gap between their skills and ability to judge what others are doing is wide.
- So they get insecure about their skills.
- And they try to overcompensate by being extra fancy.
- Leads to weaker copy.

Good copywriters are not necessarily fancy.

Don't insert yourself into the copy that you wrote, it's how you put your insecurities and desire to show off.

If you put your ego to the copy, it'll perform worse, and it'll show in the tone.

The customer doesn't care about you, the owner, or the product.

They care about the feelings they want and the problems they have.

Give value to the community, in exchange for that value, they get money.

It's not about your ability to write, it's about putting on the hat of the owner.

Truth + Be honest

People can feel that it's selfish.

We're here to connect the consumer and the client, not to write beautiful words.

Bad copy = Too much ego

Good copy:

- No ego
- Simple
- Straightforward
- Has a call to action inside it.
- "You" "Yours" are better.
- Starting with a verb is powerful.

Question:

When writing copy, do you have to consistently stick with your tone of voice?

How can you distance yourself from the copy you wrote?