

Be Avatar Obsessed

What does being avatar obsessed mean to you as a copywriter?

What being avatar obsessed means is whenever you're thinking about writing any copy, always obsess about the end consumer. Always think about the end consumer. The phrase "end consumer" should be synonymous with the reason you're writing a copy.

The best way to do it is to use the words "you" "your" "we" "our" more than "I" and "me"

Sounds simple, right? It's also super effective, for example:

"Your second home" > "A second home"

"You need my product" > "My product is important for you"

You have to make the customer feel that you're a servant to the community.

depending on the language grid, whenever you're writing a copy, use second-person language as much as possible, "you" singular or "you" plural.

First-person plural "we" is allowed, as it makes people feel like they're in a community and brings them into the positive side of the product.

Don't use "I" unless you're in a sales letter. And even then it's to relate to the customer.

"I was just like you, I used to suffer from this problem"

Questions:

How can you use first-person language such as "I" to relate with the customer?

Which words are more impactful to the copy? "We" & "Our" vs "You" & "Your"