

## Be Specific

Whenever you can, be more specific

“If I want to sell a product that’s pink, happy socks for 6-year-old girls then the total market might be too small”

Always balance between speaking to the masses so that you can bring more people!

But, at the same time, you don’t want it to be so vague that you say nothing

It’s super common for business owners to write unspecific points, you as a copywriter can come in and really change up the game of that company with just a few tweaks

If they’re saying “best” coffee, what does “best” mean?

The best coffee in town? Be more specific! The best coffee in Cairo, or maybe even all of Egypt?

Make bold and specific claims!

Average words:

- Best
- Good
- Better
- Tasty

Use a synonym finder, it won’t pose an issue, unless you choose a word that isn’t correct, but you used it because it sounds fancy, **don’t do that.**

Be specific enough but not too advanced that the customer has to think before understanding the word.

Tasty > Good/better

Smooth > Tasty

Luscious > Tasty

Mouth-watering > Tasty

Savory > Tasty

The more specific the word, the better.

Try to use a word that's deeper than "good", and keep on changing it until it's better than "better".

Questions:

Why does being as broad as possible in your copy actually decrease sales?

Should you be extremely specific about your product or service?