

Dinky Doc: the core structure of all copy

Headline

You need to hook the reader in and make them want to read more.

- 🍰 Target people emotionally.
- 🍰 Use 'How to...', numbers, or pose a question.
- 🍰 Curiosity is the main reason people click/read more.

Context

Explain the reason your audience should care.

- 🍰 Deliver on the promise made in the title.
- 🍰 Make it timely – why now?
- 🍰 Encourage your reader to visualise: "Imagine..."

Problem/opportunity identification

State the problem/opportunity.

- 🍰 Make the audience feel – if they don't feel, nothing happens.
- 🍰 Once stated, agitate the problem so the emotion feels stronger.
- 🍰 Use research and statistics to back up your points.

Anticipated outcome

Hint at what life could be like.

- 🍰 Evoke high arousal emotions, such as excitement or anxiety.
- 🍰 Ask a question.
- 🍰 Finish with an ellipse to make them read on...

'Solution' overview

Introduce them to the product/service you're trying to 'sell'.

- 🍰 Use your value proposition: [product/service] help(s) [target audience] who want to [business objective] by overcoming [pain] to deliver [benefit].
- 🍰 Always pitch benefits, not features.
- 🍰 Use bullet point structure: "It...so you can..., which means..."

Evidence

Prove the tangible benefits your 'solution' provides.

- 🍰 Reference a client case study.
- 🍰 Use third-party endorsements from analysts.
- 🍰 Insert independent research to back up your claims.

Call-to-action

Tell your reader what you want them to do as a result of reading your piece.

- 🍰 Use really specific verbs: "Read...", "Click...", "Download..."
- 🍰 Make links obvious by hyperlinking text or inserting a button.
- 🍰 Try to stick to 1x clear, call-to-action to avoid confusing your reader.

