



GLOSS GUIDE

**HOW TO USE GIFS,
EMOJIS & BOLDING**

**+ MORE FORMATTING TIPS TO MAKE YOUR
COPY GLOSSY, SAUCY & POSSE-APPROVED**

LET'S GET GLOSSY & SAUCY!

Want to learn how to write copy that is flowy, fun and engaging?

The Posse has you covered.

If you're not sure when to GIF, when to meme, when to emoji, when (or what) to bold...

If formatting and conversational copy just don't come naturally to you...

Or if you need to UNlearn "*proper syntax and grammatical perfection*" after years of formal writing experience or training...

Then the Copy Posse **GLOSS GUIDE** is about to be your new bestie 🐱🐱

Follow these **10 steps** to make your copy **glossy, saucy** and Posse-approved – *no matter what your business, brand or niche is.*

Let's get started...



Step #1

Imagine You're Writing To A Real Friend

When you're talking to a friend, you're not worried about sounding smart or being impressive...

You're not stressing out about using proper grammar or inserting the perfect fancy word...

Nope. You're just having a regular conversation.

And THAT is how you should write your copy.

So the next time you sit down to write copy, close your eyes and *imagine that you're writing to a friend.*

Make it a **real person** who you are close with and talk to frequently.

Step #2

Practice The "No Backspace" Rule

Correcting, editing and tweaking *while* you write is one of **the biggest mistakes** most writers make.

It interrupts your train of thought and stops conversational flow dead in its tracks. Which makes your copy clunky (*and we don't want that!*)

Practice the "*no backspace*" rule when you write...

Get all your thoughts out *without* worrying about flow, formatting, spelling, punctuation or ANYTHING ELSE.

Let it be messy and make no sense – *you'll fix it later*.

Try this, and I think you'll be surprised by the **stream of genius** that comes from your brain through your fingers.

Step #3

Read Your Copy Out Loud

See? I told you we'd fix it later 😊

It's time to go to back through what you've written and *clean it up*.

While this might seem like an unnecessary step, **do not skip this...**

When we read back our writing *in our head*, we tend to automatically read it the way we intended it to sound...

But when you read your copy *out loud word for word*, you get to hear it from the perspective of your reader...

And your mistakes become **way more clear**.

If YOU get tripped up or have to read a sentence twice to figure out what you're trying to say...

Your reader will too!

NOTE: Of course, I also recommend you use a spell checker and grammar tool. I use [Grammarly](#).

Step #4

Remove Redundancies

If you said anything more than once...

If you *pretty much* said the same thing (*but worded it differently*)...

If you're adding additional context where additional context is not needed...

If anything feels unnecessary or like “extra fluff”...

DELETE!

Step #5

Make It Skimmable

Remember – great copy is a *visual* experience too.

Long sentences and paragraphs (*even if expertly written*) are overwhelming to your reader's eye.

The rule of thumb I like to follow is that **no sentence should be longer than 15-20 words...**

And no paragraph should have more than **1 or 2 sentences** in it.

Of course, this is a general guideline and not meant to be something you stress yourself out about.

Step #6

Add Coherence Markers

Coherence markers are **bridge words or transition sentences** that connect two ideas or concepts together.

This is one of the most important elements of conversational copy.

Coherence markers make it easier for your reader to follow along...

Set a tone and rhythm that mirrors that of an actual conversation...

And create a **visual open loop** that encourages readers to *keep reading*.

Judith Kamalski investigates this [in her study](#).

Examples:

- You know...
- But...
- Actually...
- Basically...
- You see...
- The thing is...
- Now...
- For example...
- That's why...
- But truthfully...
- Here's the thing...
- In short...
- Listen...
- In other words...
- I mean...
- So...
- I have to say...

Step #7

Get To The Point (But Not Too Fast)

The **golden rule** of conversational copy is: *say what you need to say in half the amount of words.*

The key is to convey your message *without* anything unnecessary.

I know that YOU love all the asides, explanations and backstories you put into your copy...

But be honest...

This is a
coherence
marker!

This too!

Are they **really necessary** to make your point?

On the flip side of this...

You don't want to be too direct and jump to the point immediately – because that's not very engaging.

Great copy needs to utilize **the elements of storytelling.**

You want to...

You get
the point ;)

- Hook your reader's attention...
- Pique their interest enough to keep them reading...
- And keep them engaged.

Find the balance between too much and not enough.

Step #8

Check Your Copy On Mobile

The majority of people reading your emails, social captions, ads, and other copy assets are doing so on their mobile devices...

If your copy isn't **optimized to look good on small screens**, then it's not going to get read (*no matter how entertaining or engaging it is*).



That's why you should *always* pull your copy up on your phone to see how it looks...

Like this!

Break up your sentences and paragraphs so it's not *visually overwhelming*.

Step #9

Check Readability Grade Level

The average person reads at a **7th-grade level**.

So unless you're writing for a highly educated audience, scientific journal or a legal document...

Your copy needs to score at – or below – a 7th-grade reading level.

Copy and paste your writing into the **Hemingway Editor App**.

It will grade the readability of your copy and identify sentences that are difficult to read.

Step #10

Add Your Copy Gloss

Time to add the finishing touch...

This is what adds **personality, fun and conversational flair** to your copy.

How much – *or how little* – copy gloss you add depends on your brand's personality, voice and overall vibe. *There is no one-size-fits-all approach.*

But here are some **general guidelines** that I practice and follow in all the copy I write...

GIFs

When to use them: When you want to make a statement, convey a feeling or elicit a *very specific* emotion or response in your reader.

Why: Words are amazing, but there's a reason why people say, "*A picture is worth a thousand words*"...

Sometimes, a relatable GIF, meme or image says WAY more than copy ever could. It's a great way to add humor to your message as well! Everyone loves a great GIF.

How much: 1 GIF per email or message. Anything more feels a little **trying too hard** to me. I love to use GIFs in any conversational messaging and content.

Do's

- ✓ Emails
- ✓ SMS Messaging
- ✓ ChatBot Replies
- ✓ Blogs
- ✓ Comments

Don'ts

- ✗ Sales Pages
- ✗ Websites (unless custom, [like here](#)).
- ✗ Landing Pages
- ✗ Ads

Email Example

Subject Line: Here's your Gloss Guide, *|FNAME|* 📈

Hey << Test First Name >>,

Thanks so much for grabbing the [Copy Posse Gloss Guide](#).

If you're ready to **stop** writing copy that's Certified B... (boring 😞)

And **start** writing copy that flows just right...

Is easy to read...

And has **just the right amount** of fun and flare that will **leave your reader craving more...**



Then the **Copy Posse Gloss Guide** is EXACTLY what you need.

Here's what is waiting for you inside:

- ✅ My **easy method** for writing conversationally — *without overthinking or overcomplicating it...*
- ✅ The BEST way to edit your writing (*most people don't do this*)...
- ✅ Formatting tips for making your copy **skimmable and easy to read...**
- ✅ 17 of my go-to **coherence markers** for increased reader retention...
- ✅ The **when, why and other guidelines** for using GIFs, emojis, bolding, italics and parenthesis in your copy...
- ✅ Plus a LOT of examples.

Follow these 10 steps for copy that's *saucy, glossy and Posse-approved* ;)

[Download Your Gloss Guide Here](#)

Alex ⚡

P.S. If you want to *seriously* take your copy to the next level...

Then check out the [Write & Ignite Challenge](#).

Inside this course, I'm revealing everything I know about writing **sales pages that convert** 🤖

From my best tips, tools and techniques...

To the foundational skills and **highly coveted secrets** that will boost your conversions, create returning customers and *set you apart* from the competition.

Plus, you'll get **my proven Sales Page Formula** that I've used to make 7 figures for myself *and* my clients...

And ALL of my [sales page formatting notes and tactics](#).

The best part?

...it's only \$97 🤖

[Check it out here.](#)

Emojis

When to use them: When you want to capture attention, add personality, convey a feeling, solidify or clarify a message.

Why: Studies have shown that emojis play an important role in getting attention, enhancing consumers' experience and even their willingness to purchase something...

Here are some stats that prove emojis are effective at doing just that:

- On Facebook, posts with emojis get 57% more likes, 33% more comments, and 33% more shares.
- On Instagram, 50% of all comments and captions contain emojis.
- On Twitter, tweets with emojis get 25.4% more engagement.
- In fact, one study analyzed 31 million tweets and half a million Facebook posts to find that emojis were a common factor in predicting social status and influence.
- Over 50% of emoji users are more likely to engage with brands that are using emojis online.

How much: Not too much, not too little 😊 There is no rule on emoji usage. Only YOU know if they are right for you and your brand.

As much as I **LOVE** emojis, It's important to note that they can be overused.

Use them if they add to your message. Otherwise, leave them out. Adding emojis *just because* is never a good idea.



Do's

- ✓ Emails & Subject Lines
- ✓ Ads
- ✓ Social Captions
- ✓ SMS Messaging
- ✓ ChatBot Replies
- ✓ Blogs

Don'ts

- ✗ Sales pages
- ✗ Websites
- ✗ Product Descriptions
- ✗ Headlines
- ✗ Subheadlines

Email Example

Subject Line: 3 things you actually need to succeed 🤔

What does it take to make your dreams come true, <<First Name>>?

I mean, like... what does it *really* take?

A college degree?

The perfect opportunity?

The right connections?

A lucky break?

While all of those things *can be beneficial* in helping you reach your goals and chase your dreams...

I'd argue that you don't actually need any of them.

Is a fancy 4-year degree really what you need in order to **start that business you've been dreaming about?**

Or is it just a story you're telling yourself to avoid getting started? 😊

I hear from soooooo many of my students and community members that they "can't" do XYZ (*be a copywriter, start their online business, etc, etc.*) because they never went to college...

But here's the cold hard truth...

A lot of the time (*not always, but a lot of the time*) the training you receive inside [a highly specific step-by-step program](#) is **so much more valuable** than the information you learn in college...

Especially when you want to learn a highly-specific skill like copywriting (*that they don't teach you in school*).

Check out this #win my student, Brit, recently emailed me 📧

Hi Alex!

I have a #win. I finished my Brand Voice Guide!

Now, I haven't finished glossifying it because I want to give some thought to my brand visuals, but I did complete the copy!

I would like to say thank you for the work and value you put into the Posse Eye challenge. I'm just getting my business started and having this guide has helped me crystalize what I stand for and is providing direction as I get up and running.

Because of the immense benefit I've gotten from Posse Eye (and Write & Ignite), I've signed up for STORM. I have a degree in Marketing, but the practical, step-by-step training you provide is incomparable.

So, THANK YOU from the bottom of my heart!

YOUR biggest fan,

Brit 📧

"I have a degree in Marketing, but the practical, step-by-step training you provide is incomparable."

This is music to my ears...

And Brit is not the first student who has told me my program was **MORE** valuable than their 4-year degree...

I don't say this to brag, <<First Name>>...

I say this because the perceived "*lack of formal education*" is a massive barrier that is stopping SOOOOO many people from going after their dreams...

And it's a load of shit.

You don't need a college education to be successful.

Can it be valuable and useful? Of course.

But is it absolutely *necessary* to have?

No.

All you *really* need is:

- ✓ A dream
- ✓ A plan
- ✓ And the fierce determination to do the damn thing.

And I'm here to help you every step along the way...

My YouTube Channel has hundreds of videos to help you learn the basics of copywriting, marketing, branding, and storytelling...

[The Write & Ignite Challenge](#) will teach you how to write a high-converting sales page from scratch. You'll learn **the exact writing process and sales page formula** that I've used for 10+ years to help businesses execute million-dollar launches and students land high-paying copywriting clients.

[Own the Inbox](#) will teach you how to create an engaging, memorable and high-converting email marketing campaign. You'll get **12 fully-customizable and proven email frameworks** that create authority, build anticipation and turn signups into sales.

[The Posse Eye](#) will help you create a spellbinding brand voice that helps you stand out, sell out and attract your dream customers. This is the **same exact branding framework I used** to go from anonymous copywriter to founder of a 7-figure brand in one year, build a community of over 300,000 raving fans and be crowned Marketer of the Year in 2022.

[The Launch Files](#) will help you **ignite your copywriter career** – from scratch. I'll walk you through the foundational copywriting strategies that businesses desperately crave today and help you build a killer portfolio so you can approach new clients with unstoppable confidence.

[STORM](#) combines all the marketing knowledge I've accumulated over the past 10+ years to deliver **a timeless method for building an unshakable business** in today's online world. Doors are currently closed, but you can join the waitlist [here](#).

And, of course...

I'm *constantly* posting new tips and insights on [social media](#).

So whatever dream is living inside your heart, <<First Name>>...

I'm here to help you make it happen.

But remember – you don't need me.

All you need is YOU (and those 3 things I mentioned above) ✓

Rooting for you,
Alex 🍌

Ad Example

copyposse Are you writing a sales page right now?
👁️ Or do you currently have one that just isn't
converting? 🙄

If you answered YES, then listen up...

Because there are 6 things your sales page **MUST** answer if you want to convert those leads into paying clients and repeat customers.

1 What can you do for ME?

The number one question on everyone's mind is "What's in it for me?"... so make sure your page is clearly addressing it (and early!)

2 Why should I listen to YOU?

You want them to know that you understand what they're going through, that they are not alone and that you're here to help.

3 What makes you legit?

Hit 'em with that authority, credibility or social proof, baby!

4 What do you do?

People are natural skeptics. After they know what's in it for them... they want to know more about the person they're about to buy from. What do you do... and how is it different?

5 Where do I start?

Always give them a clear and concise call to action. Remember: confusion is the biggest conversion killer!

6 Why should I stick around?

Studies have estimated that you have between 5-10 seconds to convince visitors to stay on your page before they bounce. So you gotta keep opening loops throughout your sales page to keep 'em reading!

👁️ Need help answering these questions for YOUR sales page?

👉 Join the 5-Day Write & Ignite Challenge to learn my exact high-level, high-converting and PROVEN sales page formula.

I'll walk you through it, every step of the way, and in just one week, you'll walk away with a 🔥🔥🔥 sales page designed to convert like crazy. 😜

Interested? Click the link to join today!



Social Post Example



Alex Cattoni

Founder of The Copy Posse | 🔥 300K on YouTube | 💜 Join our Empathy ...
Published • 1y

191 articles

✓ Following

Whether you love them 🤔 or hate them 🤢...

If you want to stay relevant, engage new leads, and sell your products or services online...

➡ Then you BETTER be using emojis in your marketing messaging.

I know, I know...

This is somewhat of a controversial opinion, but hear me out...

Emojis are SO MUCH MORE than a silly fad or frivolous trend...

They are an essential part of our daily communication.

And as digital marketers... 📩

They are CRUCIAL to include in your online messaging

👁️ And I'll prove it to you.

In this week's article, I'm breaking down the 3 reasons why you absolutely NEED to be utilizing emojis in your branding, marketing, and content communications alike...

Plus, at the end of this tutorial...

I'll teach you exactly how not to use them (yep – believe it or not, there is a wrong way to use emojis) 🤖

Don't think emojis are controversial? Wait till you hear the story of one of my Reign Makers.

Keep reading...



Like



Comment



Share



and 99 others

16 comments

Bolding

When to use it: To emphasize a word or section of text. To draw the eye of the reader to important concepts, benefits or calls to action.

Why: Most people are *chronic skimmers* – strategically bolding things you want to make sure the reader notices can **improve reader attention** and make them more likely to take action.

How much: Throughout the body of your copy. *Less is more*. Too much bolding causes eye fatigue and reduces reader comprehension.

Headlines & subheadlines should have very minimal bolding, if any. *See the example below.*

Tip: On platforms where bolding is not allowed, I like to use emojis, CAPS or other punctuation to help make key concepts, benefits or calls to action.

Do's

- ✓ Headlines
- ✓ Subheadlines
- ✓ Emails
- ✓ Sales pages
- ✓ Websites
- ✓ Descriptions
- ✓ Blogs

Don'ts

- ✗ Ads
- ✗ Social Captions
- ✗ SMS texts
- ✗ ChatBot Replies

Headline Example



The banner features a bright blue background. At the top center is the 'COPY POSSE' logo. Below it, the text '10 Steps For Writing Copy That's Clear, Engaging & Fun To Read' is centered. The main headline 'STOP WRITING BORING COPY' is prominently displayed, with 'BORING' in pink and 'COPY' in black. Below the headline, the text 'Get FREE & Instant Access To The Copy Posse Gloss Guide' is centered, followed by a yellow button with the text 'GET INSTANT ACCESS'. At the bottom, a black bar contains logos for 'ARCHANGEL', 'Forbes', 'DIGITALMARKETER', 'AD WORLD', 'INSIDER', 'CLICKBANK PLATINUM', and 'mindvalley'.

COPY POSSE

10 Steps For Writing Copy That's Clear, Engaging & Fun To Read

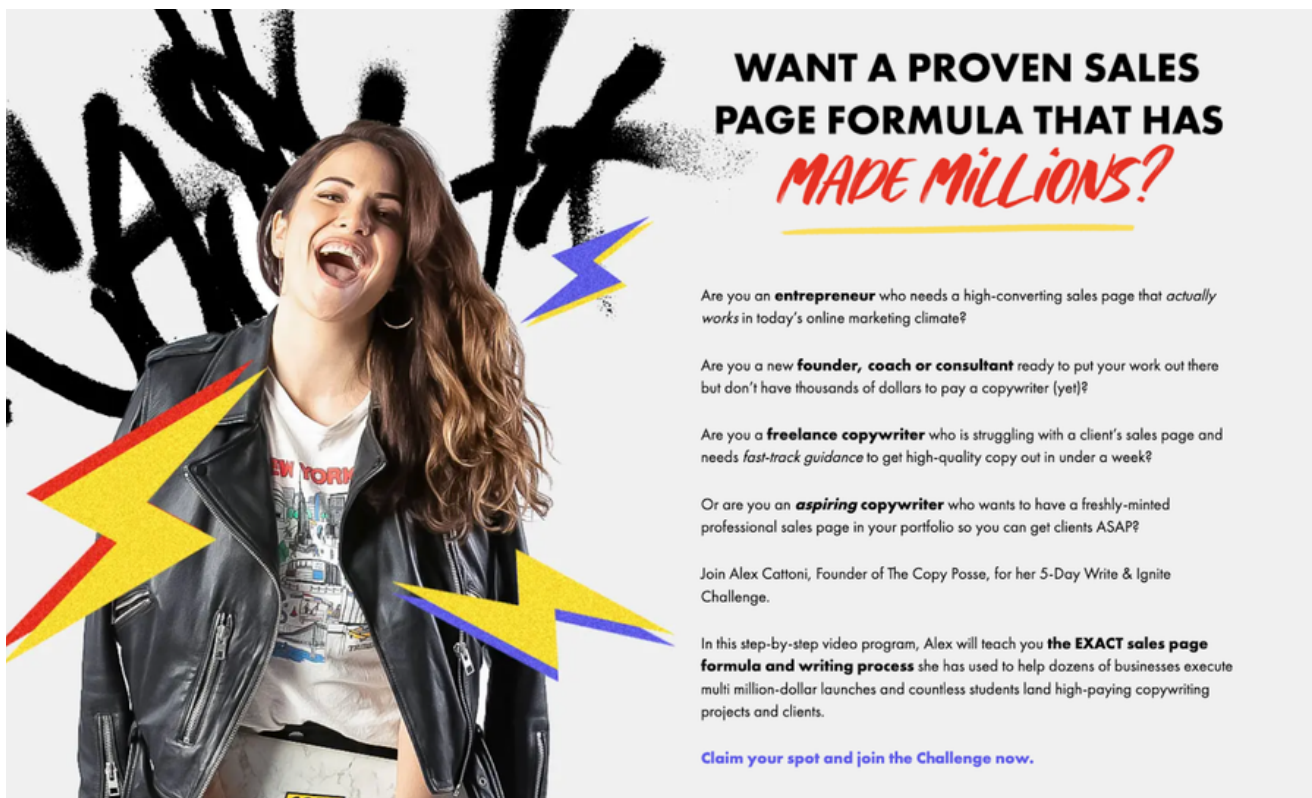
STOP WRITING BORING COPY

Get FREE & Instant Access To The Copy Posse Gloss Guide

GET INSTANT ACCESS

ARCHANGEL Forbes DIGITALMARKETER AD WORLD INSIDER CLICKBANK PLATINUM mindvalley

Sales Page Example



The sales page features a woman with long brown hair, wearing a black leather jacket over a white t-shirt, laughing joyfully. The background is white with large, bold, black graffiti-style letters. A large yellow and red lightning bolt graphic is on the left. The headline 'WANT A PROVEN SALES PAGE FORMULA THAT HAS MADE MILLIONS?' is in black and red, underlined. Below the headline are four bullet points, each starting with 'Are you a' followed by a specific role. The bottom section describes the program and includes a call to action.

WANT A PROVEN SALES PAGE FORMULA THAT HAS MADE MILLIONS?

Are you an **entrepreneur** who needs a high-converting sales page that *actually* works in today's online marketing climate?

Are you a new **founder, coach or consultant** ready to put your work out there but don't have thousands of dollars to pay a copywriter (yet)?

Are you a **freelance copywriter** who is struggling with a client's sales page and needs *fast-track guidance* to get high-quality copy out in under a week?

Or are you an **aspiring copywriter** who wants to have a freshly-minted professional sales page in your portfolio so you can get clients ASAP?

Join Alex Cattoni, Founder of The Copy Posse, for her 5-Day Write & Ignite Challenge.

In this step-by-step video program, Alex will teach you **the EXACT sales page formula and writing process** she has used to help dozens of businesses execute multi million-dollar launches and countless students land high-paying copywriting projects and clients.

[Claim your spot and join the Challenge now.](#)

Italics

When to use it: To distinguish quotes, titles, names, dialogue or “unspoken thoughts” (*aka inner monologue*) from the rest of your copy.

Why: Similar to bolding, italics help to emphasize certain words or phrases.

How much: Minimal.

Tip: On platforms where bolding is not allowed, I like to use quotation marks and brackets to denote “quotes” (or unspoken thoughts).

Do's

- ✓ Headlines
- ✓ Subheadlines
- ✓ Emails
- ✓ Sales Pages
- ✓ Websites
- ✓ Descriptions
- ✓ Blogs

Don'ts

- ✗ Ads
- ✗ Social Captions
- ✗ SMS texts
- ✗ ChatBot Replies

Email Example

Subject Line: \$0 to 6-figure copywriter in 6 months

Ever since I started my YouTube channel in 2019, <<First Name>>...

I have heard every excuse in the book about why someone "can't" start a copywriting side hustle...

"I have no time..."

"I'm too young..."

"I'm too old..."

"I have no experience..."

"I can't afford your programs..."

Look – I'm not saying these aren't valid roadblocks...

But, as I always say, if you are looking for a reason something WON'T work for you...

Or why NOW is now the right time to go after your dreams...

You will find it.

So, instead, why not look for reasons and ways it CAN work?

I think you'll be surprised how this simple mindset shift can *literally change everything*...

And open more doors than you ever thought possible.

Of course, if you're looking for the fast-track path to getting paid to write, my [courses](#) are definitely the way to go, and you can get started today for as little as \$97 with my *Write & Ignite Challenge*...

But when have I ever said that you have to take my courses (or *anyone else's*) in order to succeed?

HINT: I've never said that and I never will.

I put out free content every single week on my [YouTube Channel](#) to help YOU master the world of copywriting, branding and marketing...

And, frankly, it's good shit 🤩

Unlike a lot of free content that's all fluff and no fangs...

I spend thousands of dollars every month producing the best copywriting content on the whole freakin' internet...

(I mean, there's a reason I was voted the #1 most popular copywriter in the world 😊).

And if you're committed and resourceful, you can build a wildly successful copywriting business from my free content alone.

Here's proof 🙌



@Joy

4 days ago

I've been a huge fan of yours, just like many others. I began my freelance career with the aspiration of breaking free from the 9-5 routine.

Your YouTube videos played a significant role in my journey; each video is GOLD ✨.

I've learned so much just by watching your YT, and by applying your tutorials and consistently learning from trial and error, I became a 6-digit freelancer in just 6 months.

and I'm NOW living my best life and continually expanding my knowledge.

Know that you are INSPIRING countless individuals; you can't possibly imagine the IMPACT.

Sending love from the Philippines! ✨

F YES!!

That is what happens when you stop making excuses and start taking action 🙌

Ask yourself this...

What is one small step I can take TODAY?

Maybe it's watching one of my free tutorials on YouTube ([this one](#) is great to start with)...

Maybe it's picking up that dusty marketing book you bought months ago but never opened ([here](#) are a few of my faves)...

Maybe it's writing practice copy ([these](#) are some of my favorite writing exercises)...

And if you want to take a program to help fast-track your progress and results, I recommend my [Write & Ignite Challenge](#).

It's only \$97 and it has already helped over 2,000 rad people from around the world kickstart their copywriting careers.

In this home study program, you'll learn the most important elements of copywriting and you'll get my **million-dollar sales page formula**...

Along with all the tools, practice and confidence you need to get paid to write.

[Check it out here.](#)

Here's to no more excuses,

Alex 🙌

Sales Page Example

A SALES PAGE IS — TO PUT IT BLUNTLY —



It is the central piece that converts your prospect into a paying customer, and **the most valuable copy asset you can have for your product or your portfolio.**

There's a reason that copywriting has been named one of the highest paid freelance gigs of 2020.

In fact, many entrepreneurs pay up to \$10,000 for an experienced copywriter to write their sales pages for them.

It's the fuel that funds their entire business...

And it takes expert guidance, strategic preparation and a proven formula to get it right...

Which is more important *now* than ever before.

Over the past year, I've come across so many business owners that are scrambling to scale online...

And struggling to create, update and innovate their sales pages in response to the recent shifts in the online marketing climate.

Unfortunately, not many are able to find a copywriter they can rely on to churn out a great sales page in the time (and budget) they want...

And a lot of copywriters aren't equipped with the training and knowledge they need to write a sales page that actually works *today* — *based on proven principles and frameworks*...

And many aspiring copywriters are stuck in that painful copywriter catch-22: no clients and no portfolio. *(I get it. Approaching a dream client without any meat to show? It's pretty much pointless.)*

Between running my agency, my copywriter coaching programs and my YouTube community of over 60,000 subscribers — I can only take on a few select clients a year...

That's why I decided to do whatever I could to make this skill as accessible and affordable as possible for those who need it...

So YOU can write your own high-converting sales page from scratch and ignite your business ASAP.

This got me thinking...

What could I give you that goes way deeper than my free YouTube tutorials... yet charge way, way less than my exclusive coaching programs?

How could I teach you how to write the single most important and lucrative copy asset in the shortest amount of time?

That is what inspired me to create the **Write & Ignite Challenge.**

Parantheses

When to use it: To provide additional thoughts, information or clarification.

Note: *I LOVE using brackets and italics together in my emails to convey an inner monologue. See the example below.*

Why: Improves cadence and directs the WAY in which your message is read.

How much: Minimal.

Do's

- ✓ Headlines
- ✓ Subheadlines
- ✓ Emails
- ✓ Sales Pages
- ✓ Websites
- ✓ Descriptions
- ✓ Blogs
- ✓ Ads
- ✓ Social Captions
- ✓ SMS Texts
- ✓ ChatBot Replies

Don'ts

- ✗ Overuse them

Email Example

Subject Line: The #1 most popular copywriter in the world?!

2024 is officially here, and *whewwwwie...*

I am feeling fired up and *straight up saucy* about the year to come.

The Posse's word for this year is "amplify" 🗣️

AMPLIFY

am·pli·fy

1: to expand

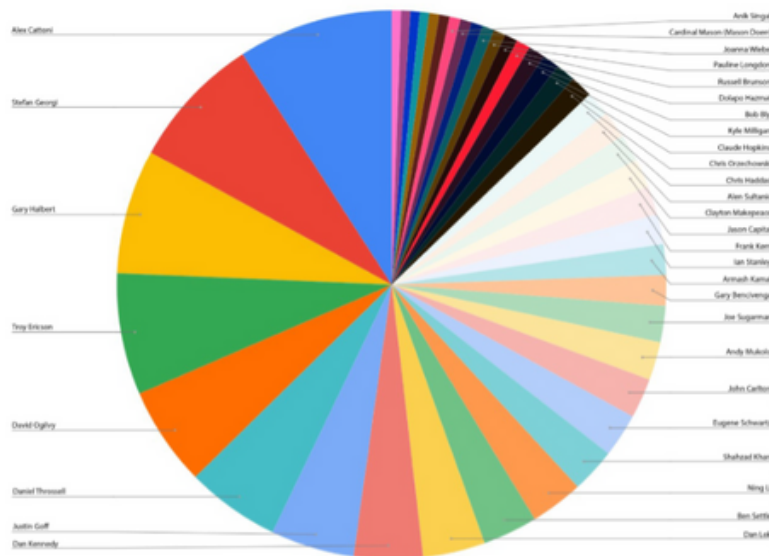
2 a: to make larger or greater (as in amount, importance, or intensity)

2 b: to increase the strength or amount of

And, hey, we're off to a good start...

Guess who was just voted the #1 most popular copywriter of 2023?!

Based on 2,043 Interviews Conducted by Copywriting.org



It's me!

When I saw this, I legit spilled my coffee ☕

It's hard to believe that less than 5 years ago, I was completely anonymous on the internet...

I had no brand, no followers, no audience...

And now this?!

Listen, I know this doesn't mean I'm the BEST copywriter on the internet (*yes, many panties are bunching right about now*)...

But the bragging rights are pretty fucking cool (*suck it, gentlemen!* 😏)...

And I KNOW I would not be here without you and the Posse.

So thank you, <<First Name>>, for being here with me...

Thank you for standing up and fighting for a *new way* of doing marketing...

Thank you for *believing in me* and rallying behind me on my mission to de-douchify the internet, redefine modern marketing, and build an empathy empire...

Because caring is fucking cool, and this proves it.

This is a major WIN for the Posse and I KNOW we're just getting started, baby 😊

Next year, I want to see *more women and Posse-trained* writers on this list.

So, <<First Name>> – let's make 2024 the year we **turn shit up a notch**.

You with me?

It's time to AMPLIFY your potential...

Take up more space...

Fuel the things in your life that *feel good*...

Boldly claim *the person* you want to be...

The career you want to have...

And *the income* you want to make...

Don't shy away from it, don't minimize it, don't shrug it off, don't play small...

Get loud...

Stand up, stand proud and say to yourself...

I'm going to fucking do this.

And then let's get started...

Because I've got BIG plans in store for you (and me) in 2024... and it starts very soon.

Here's what is happening in the Posseverse this month 🗨️

🚀 **Launch Pad Season 5 Is Coming...**

The moment you've been *waiting all year* for is almost here...

Doors to Season 5 of the *Launch Pad* **open this Sunday** (*for one week only*).

If you want to start a copywriting side hustle from scratch in 2024...

If you want to start getting paid to write so you can create more freedom, fun and impact in your life...

If you want to take your current copywriting business to the next level so you can increase your rates and call in higher quality clients...

Then THIS is for you.

The *Launch Pad* gives you **direct access** to me, my team and an entire expert panel of Posse coaches for 8 whole weeks.

You'll get step-by-step training and LIVE coaching to keep you accountable and on track...

You'll get feedback on your writing...

You'll get all my formulas, frameworks and methods...

And you'll ignite your copywriting business in real-time alongside the *raddest, baddest* crew of humans on the internet.

This is a **proven system** that gives you *everything* you need to get paid to write in 2024.

Doors open on Sunday.

So stay tuned...

🗨️ **What's Coming On YouTube**

✅ If you haven't checked out [this week's video](#), make sure to do that ASAP for 3 massive mindset shifts you *need to hear* going into 2024.

✅ Next week, I'm sharing **4 proven ways to land your first copywriting client**. I'll include tons of real-life examples and methods that have worked for my students time and time again.

✅ Want to start a YouTube Channel in 2024? I'm sharing the **most common mistakes that will make or break** your chance of success.

✅ Then we'll talk about writing Facebook Ads – *for retargeting*. These are often **the most profitable ads** any business can run. I'll share the Posse's top performers and break down exactly how you can recreate them yourself.

✅ And finally, we'll end the month talking about **the ONE SKILL that will make you a better copywriter**.

Make sure you're [subscribed to my YouTube Channel](#) so you don't miss a thing.

I hope you enjoyed this month's peek inside the Posseverse...

Now let's take 2024 by the balls 🏈🏀🏉🏓🏐🏆



Alex

So that's it! Now you know the basics of how to write copy that is flowy, fun and engaging.

So what's next?

How about you **put your new formatting skills to use** and write one of the *MOST important assets* that every copywriter must know...

WRITE BETTER COPY – IN JUST 5 DAYS

In my [5-Day Write & Ignite Challenge](#), you'll learn the EXACT sales page formula (and proven writing process) that I've personally used over the last 10+ years to...

- ☒ Execute multi-million dollar launches.
- ☒ Craft iconic promotional campaigns & evergreen income-generating machines.
- ☒ Help hundreds of coaches, consultants & entrepreneurs IGNITE their businesses.
- ☒ And countless freelancers land high-paying copywriting projects and clients.

During this challenge, I'm revealing *everything* I know.

From my best tips, tools and techniques...

To the foundational skills and highly coveted secrets that will boost your conversions, create returning customers and set you apart from the competition.

Plus, you'll get my **proven Sales Page Formula** that I've used to make 7 figures for myself *and* my clients...

And ALL of my [sales page formatting notes and tactics](#).

The best part? ...*it's only \$97.*

JOIN WRITE & IGNITE

And don't forget to follow me on Instagram [@copyposse](#) for more copywriting tips, tricks and wisdom!

ABOUT ALEX CATTONI

Since 2011, I've helped launch several successful brands and have proudly partnered with many of the hottest transformational authors and businesses on the planet, writing high-converting sales copy, scaling multi-million dollar brands, and crafting iconic promotional campaigns.

It is my conviction that the BEST copywriting today combines **proven marketing principles with modern-day branding and storytelling**. Yet, after nearly a decade of working behind the scenes in the online marketing world, I was noticing a dangerous divide in the industry.

While there were a lot of brilliant and authentic marketers out there, many still used manipulative, hypey, and severely outdated sales tactics that *I just didn't vibe with...*

In 2020, I launched the **Copy Posse** — the raddest, baddest crew of copywriters, marketers, and entrepreneurs from around the world on a mission to de-douchify the Internet, redefine modern marketing, and make caring cool again.

I believe your message matters, and your words can change the world. You have the power to create the life of your dreams, build a lucrative business, AND make an impact on humanity with the type of marketing that today's businesses need, and today's audiences crave.

Through our online programs and social communities, we've helped **hundreds of thousands of rad humans** find more freedom, have more fun, and sell more products and services... without selling out on their integrity.

Join our empathy empire,
Alex

Follow Me

