

# SAN FRANCISCO SCHOOL OF COPYWRITING

Copywriting To Go!  
A mini course of pro tips  
with Amanda Caswell



# Pro Tip #1

## Use emotion to boost conversion rates

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Emotion sells. Regardless of size, brands use emotion in their advertising to make sales copy and marketing campaigns memorable.





# Next Pro Tip:

#2 Use everyday language to engage with as wide as an audience as possible.

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