

# The Hidden Truth Behind Why Plain and Simple Works

It will change the way  
you view everything!

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4 Actionable Hacks



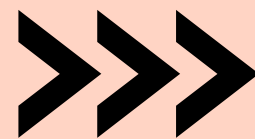
**SPOILER**

**ALERT**

It has nothing to do with  
attention span!!!



Repost



As a copywriter, I wanted to dig deep and comprehend why simple works.

Results don't lie but still...

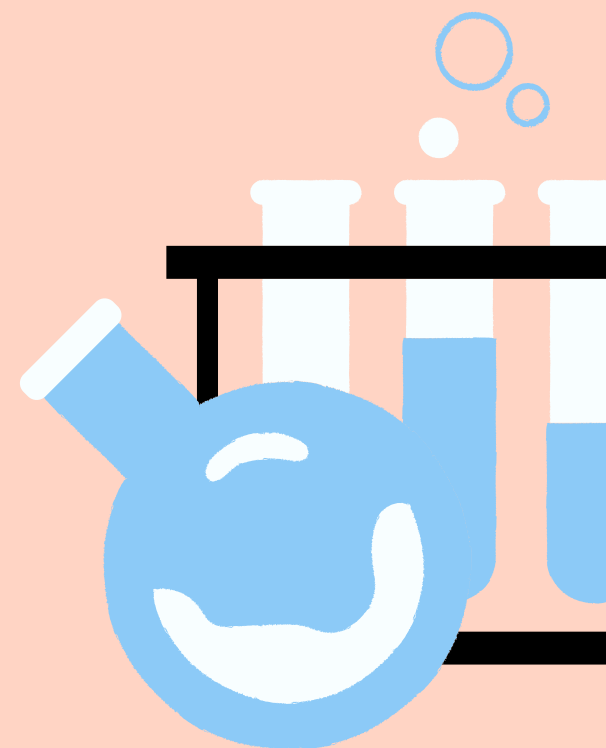
So, I read tons of books and extensively looked for the answer.

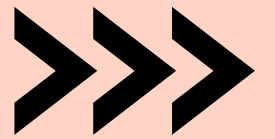
Here's what I found:

All experts agree on 1 thing

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No one ever says "no" to easy.



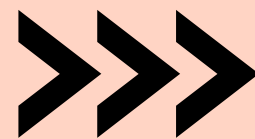


Especially when your content is an interruption. Because like it or not, no one is eagerly awaiting to discover your content.

Some might even be misunderstanding their problem and to them, you're an interruption.

Making your content easy to read is a no-brainer.





But why does it matter?

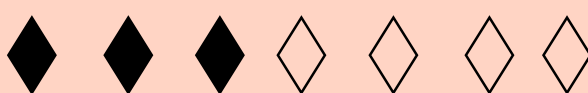
Because your lizard brain likes it.

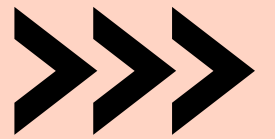
Your System 1 wants to conserve energy, and it decide in a matter of a second if to fight or flight.

Engage or disengage in this case.



Before even reading your first word, the human brain scans your content.





Using fancy words may make you feel good and sophisticated, but your ideal client will ignore you.

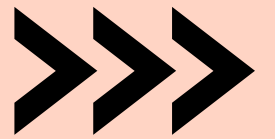


Or worse, think you're unapproachable & stand-offish.

Plus, they don't have the time to decode your message. They're busy, and it's challenging to grab their attention.

**The lizard brain is the 1st obstacle to overcome. And here's how...**



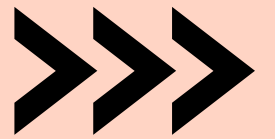


# 4 Hacks to Trick the Lizard Brain

1. Use simple words.
2. Make it easy to read.
3. Break your content up.
4. Say "no" to long sentences & paragraphs

This way, when your reader takes a glimpse of your content, the lizard brain decides to give it a try.



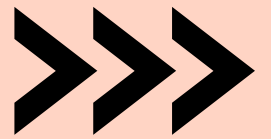


When it registers that it's easily digestible, you've made the lizard brain feel at ease.

This applies to any type of writing tailored to your ideal client's attention.

Some argue that the first barrier is to get them to read the hook. But the brain scans first, decides if it's worth reading, and then moves on.





Hey friend, thanks for making it this far and reading my carousel.

I'm Darina - a Conversion Copywriter & Strategist on a mission to make your copy a force of good.

As you noticed, talking about copywriting gets me excited. Like a kid in a candy store.

And like kids, I believe in being authentic in attracting your tribe.

That's why I use compelling words consciously ...  
Those build long-lasting relationships with your ideal clients.

Think of

- simple & concise words
- true emotional benefits
- love-based messages
- and more (if I list them all you'll most likely zone-out )

As a result, your solution will truly help those it is designed to help.

And get raving fans without feeling icky about the words you use.

Because the words I use give your ideal client the room to breathe...  
and make the choice for themselves. While seeing you as the logical choice.

I share tips on being intentional with your words without sacrificing your values.  
Sometimes I call out the bull\*\*\*t but I can't help it when I see deceiving messages.

I'm on a mission to eradicate:

- fake claims
- exaggeration
- fear-based messages



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