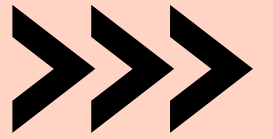


# The **#1** Copy **Mistake** That **Turns** People **Off**

And how to **avoid** it



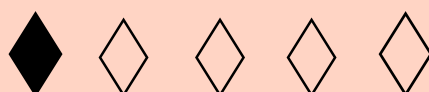
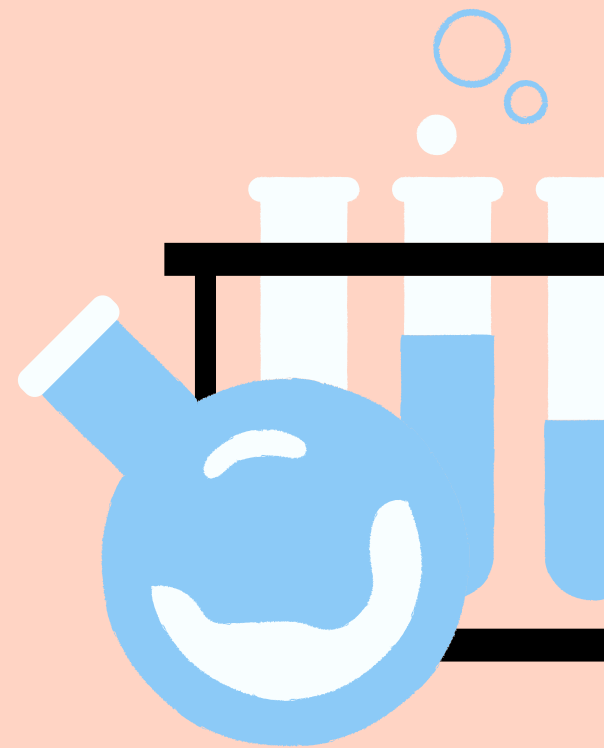


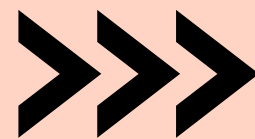
Talking about **YOU**.

And especially **flexing**.

No one cares about how many years  
of experience you have.

Instead, tell them  
how that  
experience  
**benefits**  
them.



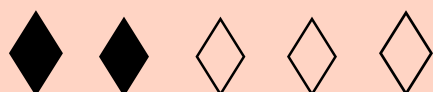


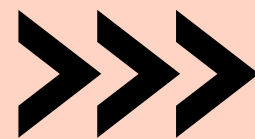
They don't want to know about  
your medals or awards.

People want to know  
how that  
**translates** into  
benefits for them.



Remember:  
People **care** about  
themselves.





**What's in it for me** is  
the 1st question  
we ask ourselves  
subconsciously.

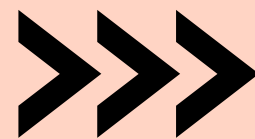
Before we decide to  
bother with anything.



Blame the  

I'm just the messenger.



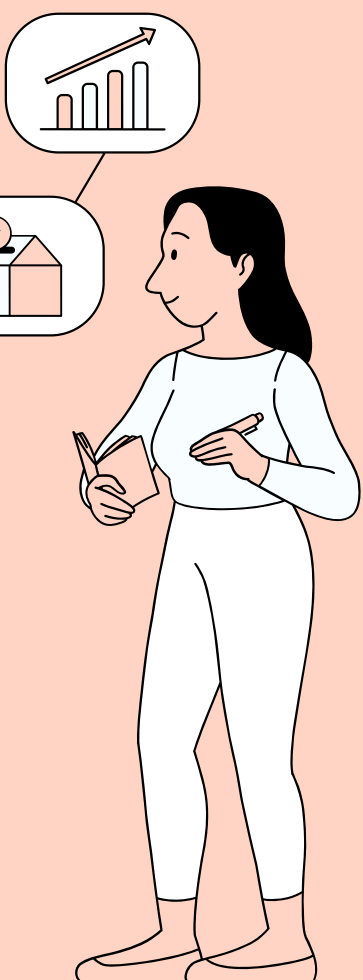


Here's a question to **avoid** boasting.

Ask yourself...

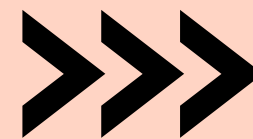
**How is what I'm sharing serving the people I help?**

You know what to do when it's only making you feel good...



To your success!





Hey Friend.

Thanks for making it this far.

I'm Darina a copywriter on a mission to help purpose-driven businesses maximize their impact. By using love-based copywriting principles.

One last step..

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