





"**The Bible Bashing: Seven Deadly Sins** in Copywriting! How we **Use** these tools to exploit you!"



By Coach Lyn

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“Don’t worry my dear violins,”

*I’ll help you with your daily pleads
My fellow human beings
With Social Media,
Social Media
Darn the
Social Media
With your worries
Lots of worries
Only coming to me
And the
Nearest and dearest
Exclusive yet elusive
Creative words for copywriting
I can hear you
I can hear you
I am only here to please*





“Hello My Violins...”

In “The Bible Bashing: Seven Deadly **Sins** in Copywriting! How we **Use** these tools to exploit you!” You will also learn new tips in copywriting.

When you complete this joy of a read, follow me and see my upcoming **books/ courses**. This E-book will increase your conversions! **Sounds exciting...**

First and before anything else, let’s get cracking about you!



Not You?

It's not about you, it is all about them.

People only care about their interest and how it affects them not about your company, products or features so you must lead with benefits and validate it with features.

Remember it's all about them, them and them.



I, Me and We

NOBODY cares what I have to say (In fact they do, I'm the author hehehe) unless I am talking about You!

We need to **stop** talking about ourselves unless it benefits your stakeholders, friends, family in some way.

You may be asking yourself... What about me? Yes my dear, you are important too; you have your own individual needs. That my violin you need to manage you OWN boundary.

Every business is a PEOPLE business and so it is paramount to find out as much about your target audience as possible to give them the value they deserve.

And as another bonus, think of your IDEAL target man (or woman) than a group of people. Only then you can tailor it to their needs, than being Mr Oblivious.

So let me talk about your target man or woman, they all fall victim to these 7 Deadly Sins and the Anti- Sins!



Sloth

This is the lazy sin. Some people just can't be bothered to do it. Sometimes these people have such a lot on that they need things to be as close to automation as possible. They want to do as little work as possible. This is perfect for us, we already know their weakness! All they want is service. The best phrases will be.

- Done for you
- it's already made
- readymade meals
- Free delivery
- It can be delivered to your address whilst you can sit at home watching TV with the kids



Diligence

This is great if you have an entrepreneurial streak or a bookworm who aims to read 50 books a year. You want challenges, seek knowledge and find solution to other people's problem. Cracking this code makes you a genius, only if you persevere! You believe in taking action! You have this mind-set to not give up and be the best in what you do. Also to continue with being successful is to have a curious mind, to ALWAYS learn new skills and to embrace creativity.

- Do it yourself
- problem solver
- As a fully qualified technician, you will get loads of job offers after completing this course
- You will feel the satisfaction, it's so worth it



Wrath

'Hell hath no fury as a woman scorn'. You know that we can't reason with someone when they are angry so why bother? This is a powerful emotion to incite someone to act! Gossiping and being negative a lot makes you look bad and then people can't help but associate you to them. There is no love in the air! Oh yeah, Bitterness is Wrath's little sister so watch out.

- This product is no good, waste of money
- OMG! He got away with murder
- This saleswoman lied to me
- Do you want to get revenge on people by showing off your success?
- Your money in the bank is useless? Aren't you infuriated? Spend your money here.
- Disguising
- Beat down



Meekness

You don't need to diffuse the fire if there no coal left for you to add to the fuel. Meekness is quietness, timid or humility. Everything has its place and sometimes it's best to swallow your pride. Remember, people only care if it benefits or affects them. Meekness can come across as shy (you wouldn't want that do you?) You must stay true to yourself with an attitude to help others. Remember, see them as an individual not as a group. If the product isn't right for them then this is the time to say it. Honesty is key.

- This product is right for a particular person who has these skills/experience etc.
- This product is perfect for you, have this too on me
- This product can really help you with your acne
- You don't need a guarantee as this product comes with a warrantee



Envy

Jealously and Envy are virtually the same thing. The only difference is jealousy you don't admit it whilst envy you do. Don't you just hate how good she looks whilst she eats like a pig? Whilst I need to count my calories every freakin' day to get the same results she gets! Oh God I hate her! This also applies to a 'humble brag'

- Don't be like everyone else. Show your exceptional tang with this exclusive car and rub people's ego
- You can now keep up with the Joneses
- I think this jacket looks better on you
- By having a face-lift, you will have the face you crave, people might even mistake you for a celebrity
- This product will make you hate getting all of this attention, even though you secretly like it



Brother/Sisterhood

This is about brother/ sisterhood. Helping our communities and reaching out to other people for guidance, assistance, peace, showing compassion and working together as a people to make a world a better place. Charities use these tactics to call out to the reader/ listener to help another being.

- Every penny helps; if you give two pounds a week, you could save a child's education
- Every child matters; nobody deserves to live on the streets
- If you can give £10 per month we can find them rooms where they can stay and remain safe.
- Discover a rich, exotic, peaceful community far away, have an adventurous spirit when you book a tour with us



Gluttony

Overindulging, overeating, over drinking, drug abusing, the latest fashion, the newest gadget and just over doing it altogether. Well I'm gonna sound harsh now, basically you are dealing with very selfish people who only cares for their own temporary kicks which they need to fill their insatiable void (just like narcissist and histrionics.) Basically, find out what they crave and deliver, deliver until there is nothing left in stock.

- This man is so attractive as he's driving a Porsche, every woman will desire him
- Hurry up save 50% on our entire storage. Discount ends Saturday!
- This dress is perfect for the birthday girl turning sweet 16
- If you win this challenge, you can have free beer delivered to your door for the whole year!



Temperance

To abstain from something is to go without. It's all about focusing on the bigger picture. You can't afford to be distracted by fairies. Are these features and benefits the ones you seek? Is it a new deal new thrill? Is it worth your time and money? How about the people you care about?

- Will you provide these kids a loving, stable home?
- Can you spare one day a week volunteering to help a greater cause
- Taking this course will encourage you to be more humble, gracious and loving
- This book is a spectacular find, reading this is a real winner
- Read this! You will no longer have these lurking thoughts making you to succumb the addiction



Avarice

The fat cats out there *need* more money. Every man has a price... except for them. There are people out there willing to gamble it all away on the bookies, casinos **even** risking losing their families. They have the perfect all-or-nothing attitude so LONG as we show them the reward. Just like gluttony, these people are reckless too.

- This Rolex watch shows your status and worth;
- Luxurious
- Very valuable
- This ivory is from Nicaragua and it will last for at least 100 years
- Expensive
- High- End
- It's fit for a king

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