

# JAMES SCHRAMKO

## 6 Elements of Copy with Empathy

- 1. Authenticity** - A message that is true to the principles of a company and with real intent to deliver value to the customer.
- 2. Has the good of the customer in mind** - The brand is not the hero; it is merely a guide to help the client attain the solution they need.
- 3. Thorough research** - Good copy takes all relevant info into account - who the client is, who their market is, what problems they have and solve, their product and process, their rate of success, testimonials, proof, and so forth.
- 4. Based on proven and ethical sales fundamentals** - Look to classics like SPIN Selling and Building a StoryBrand for frameworks that aim to benefit both the customer and the seller.
- 5. Demonstrates real authority** - Good copy backs up claims of expertise with case studies, credentials and social proof.
- 6. Is not pushy or aggressive** - There is no pressure on the customer to buy something they don't need or aren't ready for. They are simply presented with all the information they need to make a proper and informed choice to purchase or not.

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