

How to Create Sales Content That Converts

using the **Customer Copy Code™**



Why Sales Copy Doesn't Work?

- We talk about ourselves
- We guess
- We talk AI to AI
- We pitch instead of listen
- We talk to each other
- We don't give it time
- We do what we're "supposed" to do
- We're afraid of being annoying

**Comments without
clients don't mean
anything.**

Customer Copy Code™

The Core Principle

Great copy is mirrored language

If it sounds like them, it feels like them.

**Saying exactly what
your buyer is already
thinking.**

Where to Find the Code

- **Sales calls**
- **Private groups**
- **LinkedIn reviews**
- **Reddit (not LinkedIn)**

**What's the last
objection you heard
from a client?**

Customer Copy Code™ Formula

- **Problem** - what's in their way
- **Emotion** - how they feel
- **Desire** - what they want instead
- **Language** - the actual words they use
- **Positioning** - how you become the solution

“Sticky” Copy

- sounds natural, candid, human
- makes you stop and re-read
- is unpolished and raw, not “polished”
- addresses real-life objections
- speaks to desired outcomes
- dares to say what competitors won’t

Where You'll Listen

- in Amazon book reviews
- in any product or service reviews
- in forums and subreddits
- in blog post comments
- in Facebook posts & comments
- in survey data
- in interviews
- in user-testing sessions
- wherever your prospect is unedited

Where Not To Listen

- in AI written comments or posts
- in Tweets (character limit = edited)
- in competitor copy
- in old, outdated data
- in team / client interviews that feel scripted
- in places your ideal prospect isn't sharing

You Should Avoid...

- summarizing instead of copying and pasting
- copying everything you like
- getting discouraged when it takes a while

Extract the Patterns

- in AI written comments or posts
- in Tweets (character limit = edited)
- in competitor copy
- in old, outdated data
- in team / client interviews that feel scripted
- in places your ideal prospect isn't sharing

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<https://linktr.ee/DianePrince>

Live Copy Demo

What's the pain?

What's the emotion?

What's the language we're hearing in the wild?



r/managers • 2y ago
m-e-girls



I think I'm bad at hiring.

I manage a team of ten. I "inherited" most of my employees. I was promoted into this role.

When I started, one of the first things I had to do was PiPs for two employees. One, I was able to train up & has done pretty well. Another, I had to let go.

I hired a person about a year ago. She interviewed so, so well. But since starting we've learned that she's a very, very slow learner. It takes her forever to grasp pretty basic concepts. I've had several people try to train her, and she just can't grasp a lot of the work.

I've been very, very cautious on hiring since then. Between her, the PiPs & the firing, I wanted to get this right. I interviewed each candidate several times. Invited other coworkers to the interview. Finally hired a referral we all really liked.

It's been a few weeks since he started. So far, he's okay and catching on quickly, but he's rude and interrupts people, speaks badly about coworkers.



Diane Prince  · You

\$28M Exit · Builder of Killer Offshore Teams · Aggressively Average Pi...

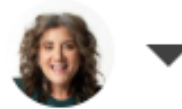
9mo · 



Beyond a laptop, Linked In Recruiter (?), and an ATS - what are essential 'must haves' when starting a recruiting or staffing agency?

   73

263 comments



 Like

 Comment

 Repost

 Send

Add a comment...



Most relevant ▼



Brian Fink  · 1st

I bring people together to solve complex problems.

9mo · 

Food, water, and Wi-Fi!

And ... food and water are optional.

Like ·    7 | Reply · 3 replies

- **pain**
- **emotion**
- **natural language**



r/medicalschool • 3 mo. ago
DickkSmithers MD-PGY6

...

New Surgery Clerkship Director - input

 Clinical

Hey yall. I have been lurking here since I was a med student and now im on the other side of the fence trying to get some input. I am a Surgery Attending and now soon to be Surgery Clerkship director for a brand new med school campus. I am looking for any general input you guys might have for how I can best support folks going through their surgery rotation. Specifically, what is the most recent resources you found helpful on rotation. What was the most helpful for the shelf? Anything else you can think of that would have been helpful in retrospect, either resource wise, or collective advice wise. I just want to help folks do well. Thanks for the input



Diane Prince ▼

Post to Anyone

A new Surgery Clerkship Director asked,

"How can I best support folks going through their surgery rotation?

What are the most recent resources you found helpful on rotation?

What was the most helpful for the shelf?"

my replies were:

Support during rotation: Be approachable, set clear expectations, and give timely, constructive feedback.

Recent helpful resources: Online surgical videos (e.g., TeachMeSurgery) and rotation-specific guides.

Shelf prep: UWorld and NBME practice exams.

What do you think? |



**Copy works, not because it's
clever, but because it's true.**

**Ask for opinions,
not problems.**

The magic isn't in
writing better. It's in
listening better. Your
clients are telling you
everything you need.
You just have to find it.

- **pain**
- **emotion**
- **natural language**

Factory Ops Finance: How do you a miss in your labor hours?

Tile correction lol: "How do you explain a miss in your labor hours"

So when you miss your standard hours and your efficiency is lower than 100%, how do you explain that? Do you have it broken out by sections of the factory?

Do you look at it by line/cost-volume-mix/volume-rate?

Asking because I'm trying to decide what is best practice (and what is feasible for our factory) given the constraints of our systems.

my client prospect wrote this review of an employee on LinkedIn. I want to use his words to present a (fictional) MPC. Write an MPC email with a fictional candidate for a Cardiac Catheterization Technologist and make sure to use exact words from this review



JOHN W. SCHERPI, FACHE

Chief Executive Officer- Banner Casa Grande Medical Center

(More)

(S)

Recommendations

Received

Given



Rachel Weise RT(R)(CI), BSRS · 3rd

Electrophysiology/Cardiac Catheterization Lab at Banner University Medical Center Phoenix

June 11, 2022, John W. was senior to Rachel but didn't manage Rachel directly

Rachel is an amazingly skilled special procedures tech and now leader of the cath lab at Banner University Medical Center Phoenix (BUMCP). She is a compassionate leader that cares deeply about her patients and staff. She is changing the culture at BUMCP by being transparent, empathetic, and demonstrating servant leadership behaviors. Rachel is the type of leader you want to work for! BUMCP is the largest hospital in Arizona and the premiere academic medical center in the Phoenix region and state. We are the referral center for difficult cases and interventions that others cannot or unwilling to perform. Two our 4 interventional labs are scheduled to be updated within the next 8 months with state of the art equipment, lighting, and imaging. BUMCP also offers tiered job levels for our techs and clinical ladder progra ...see more

Subject: MPC – Cardiac Cath Technologist & Cath Lab Leader

Hi [First Name],

Meet **Lisa Martinez** — a **Cardiac Catheterization Technologist** who brings both skill and leadership.

- **Amazingly skilled special procedures tech and leader of the cath lab**
- **Compassionate leader** who cares deeply about patients and staff
- **Changing the culture** by being **transparent, empathetic**, and showing **servant leadership behaviors**
- **The type of leader you want to work for**

Her facility — much like **the largest hospital in Arizona and the premiere academic medical center** — is:

- **Referral center for difficult cases and interventions others cannot or are unwilling to perform**
- Upgrading labs with **state-of-the-art equipment, lighting, and imaging**
- Offering **tiered job levels, clinical ladder programs, and support for conferences**
- Engaged in **cutting-edge clinical research**

Lisa inspires teams to see **not just a job, but a career full of enrichment.**

Interested in a confidential conversation?

Best,

Diane Prince



TA inside a company gets old though. I've been doing it since 2010. The pay is the only thing that keeps me doing this. I go to therapy and take medication to keep burnout at bay.

  5   Reply  Award  Share ...

- How have you made a company money?
- How have you saved a company money?
- How have you improved a process or procedure?

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★★★★★ **Great Read**

Reviewed in the United States on March 24, 2025

Verified Purchase

It was humbling. I saw alot of bad and some good in my leadership style. I thought i was perfect. Lol.... I am not perfect at all. Now the self-work begins.

**when you realize
there's a lot of bad
and some good in
your leadership
style...**



**THAT MOMENT WHEN
YOU REALIZE THERE'S A
LOT OF BAD AND SOME GOOD
IN YOUR LEADERSHIP STYLE.**



**NOW THE SELF-WORK
BEGINS**



Tony Bako  · 2nd

CTO @ Anatomy

February 8, 2012, Tony was Nitu's client

Nitu is without question the best technical recruiter in the Los Angeles area. She listens to the needs and criteria of her clients, and doesn't overwhelm them with junk resumes. Nitu has a great network of the best engineers and engineering managers in the area, and uses that network to source. She also has very high integrity, and does not engage in creating bidding wars for candidates between clients. Nitu helps work with the engineering manager to sell and close the candidate on the opportunity. I will continue to work with Nitu, and highly recommend any engineering manager in the LA area looking to source contract with her.

Subject: No Junk Resumes No Bidding Wars

Hi [First Name],

I listen to your needs, tap my network of top engineers in LA, and send only qualified candidates (no junk resumes). I also don't create bidding wars for candidates between clients.

If you're looking for a recruiter who works like that, let's talk this week.

Best,

Diane Prince

[Your Contact Info]

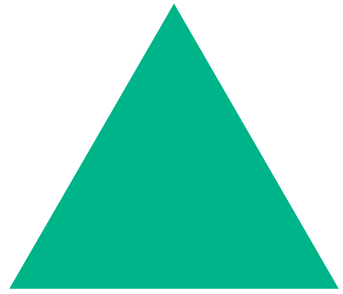
SCHEDULE A WEEKLY
“CUSTOMER COPY CODE”
WRITING SESSION

Where to Use Customer Copy Code™

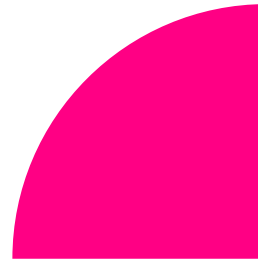
- Cold outreach emails
- LinkedIn content
- Sales decks
- Landing pages
- Proposals

**You're not selling
staffing. You're
actively listening and
solving real problems.**

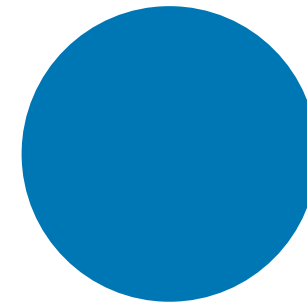
Wrap-Up and Final Tips



**Start a bank for
Customer Copy**



**Copy/paste from call
transcripts and Reddit**



**Rewrite one sales email
this week using the Code**

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<https://linktr.ee/DianePrince>