Copyfluent

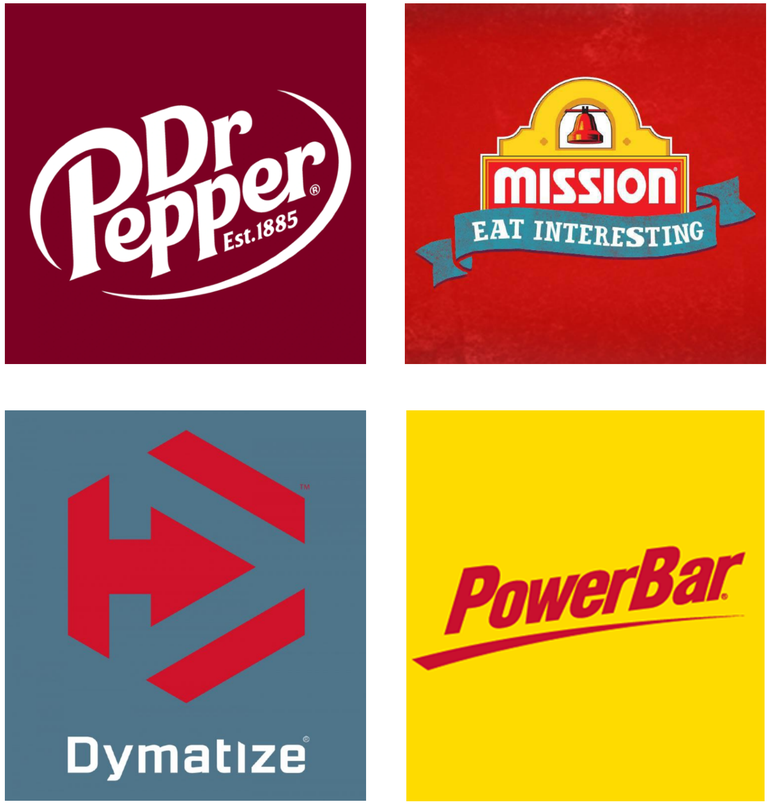
Are your words costing you sales?

Discover the copywriting formula that the world's biggest CPG brands swear by.

So... who am I to give you advice?

After 12 years in the advertising industry, I have extensive experience working with the world's biggest CPG brands. With my focus on compelling messaging, marketing copy, and content development, even my most powerful clients have seen an explosion of sales, awareness and better in-store placements. My unique background in transforming human insights into both large-scale ad campaigns and hyper-focused growth initiatives, allows me to scale brands through copywriting like only few people can.

This is the copywriting formula I employed to do just that.



The 3 most common copy mistakes new product brands make.

1 You’re selling the product, not the solution

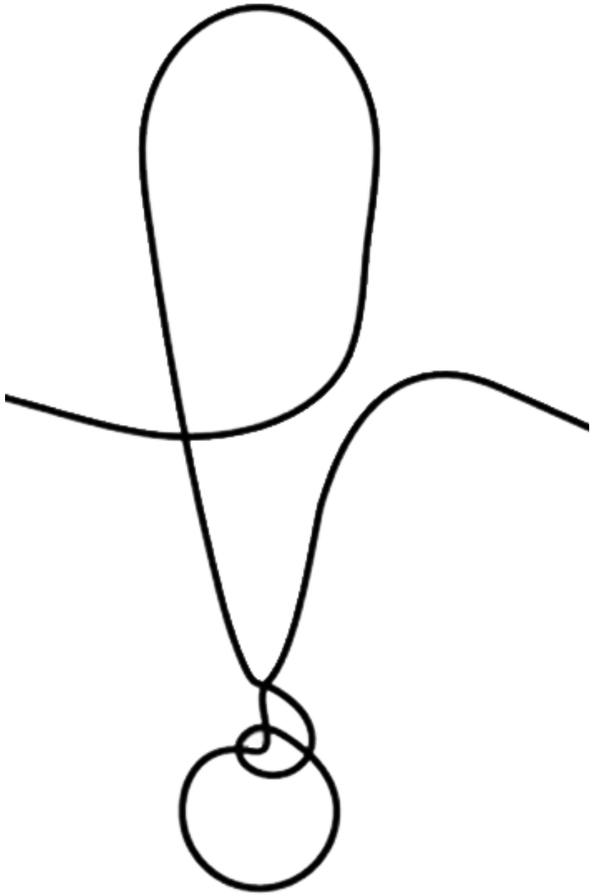
All-natural deodorant is a feature. “Never smell like nervous energy again” is a benefit. Customers buy into a solution, and even more so when it makes them feel something. Your words should get them to that headspace fast.

2 You sound like every other brand in your category

If your site and product descriptions sound like they were written by Chat GPT, they probably were. Voice and tone is what makes you sticky. Bland = forgettable. I know this seems risky, but even enterprise brands fail because they sound boring to a new generation.

3 You’ve outsourced your voice too soon

Founders know their product best. You can hire for execution later, but if you can’t explain what makes your brand special in a sentence or two, chances are no one else will be able to either. As much as I may want your business, your success has to come first. That’s vital.



Your brand voice — find your angle, fast.

1 What you sell vs what they buy

You might sell a snack. But what they buy is an afternoon mood booster. A moment of delight. A break from a rough day at work. Most founders think in terms of the benefit of their products. But you should be thinking about the benefit of the benefit. Taking your focus that one step further will reframe how potential customers see your brand and offerings.

2 Establish voice anchors

Choose 3 words that capture your tone: Bold/Curious/Edgy. Warm/Honest/Cheerful. This will act as the benchmark for how your messaging sounds across different media and executions. And, as you scale your business, any writers you hire will have a massive head start in understanding how to write for your brand.

3 If your product could Tweet, what would it say?

“Stressed spelled backwards is desserts. They say there’s no such thing as coincidence.” Of course, this is just one example, for one type of product. But exercises like these help make your brand sound human and offer a chance to challenge yourself or your copywriter to craft messaging that’s short and has personality.

Homepage + PDP copy mini audit

Your website headline: A promise, not a feature.

This is your first chance to connect with visitors. Don't waste it on a bland product feature. Instead, focus on what the customer gets — emotionally and functionally.

Product details: cut jargon, speak plainly.

Customers skim. Write like you're explaining the product to your friend. Bonus: add analogies to make new or niche ingredients instantly understandable.

CTAs: Shop Now is fine but Find your Flavor is better.

CTA copy should reinforce the customer journey. What's the outcome there clicking towards? Guide them with verbs and benefit language (Build your Box, Try the Trio) vs generic commands.

Product features: use bullets, but make them sing.

These features should be scannable and sticky. Highlight the best benefits, but write them with voice and specificity. "Fast shipping" vs "At your door in two days".

Reviews and social proof: pull quotes.

Pulling in legit reviews through a widget is a must, but alongside this, highlight the ones that are truly inspiring. Turn these into mini-headlines that reinforce your positioning.

"Clarity gets the click. Personality earns the trust. Sales come when you nail both."

How to stay consistent across brand moments

Don’t let great packaging copy drop off on your other channels. Keep that same energy going on your website and your marketing copy.

Audit tone across every touchpoint.

Packaging: Is your tone clear and concise or expressive and whimsical? Stick to it.

Website: From the homepage to your PDPs, make sure every word reflects your voice anchors.

Social: Social can flex more personality, but you shouldn’t sound like a completely different brand.

Ads: Are you selling features or feelings? Match the tone to the promise you made on your site.

Emails: These are often overlooked. Keep subject lines and body copy consistent with your broader tone.

So what’s next?

You don’t have to guess. At Copyfluent, I help early stage brands:

Find a voice that sets them apart. Their “why.” Their weirdness. Their edge. The kind of voice that dream customers remember (and investors lean in for).

Fix their copy. I’ll take them from “meh” to meaningful. Words that make people feel something — and take action. Always clear, emotional, and conversion-ready.

Build brand trust from the homepage to unboxing their product through thoughtful, high-leverage content. This will help them stay visible, consistent, and smart — online and in-store.

Book a Free Call

Thank you

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