

Foreword

Welcome to the funhouse mirror world of business and creativity, where Krishna, the maestro behind 10 GOLDEN LAWS OF COPYWRITING, takes you on a rollercoaster ride that's part genius, part mad scientist, and entirely entertaining.

Picture this: It's way before food delivery apps cluttered our phone screens, and Krishna and his Partners Showkath & Pavan and Chari, along with their band of merry culinary rebels, launched Yo! Potato. This wasn't your grandma's food service; it was like the Beatles of takeout, way ahead of its time, playing a tune no one knew they loved yet.

Krishna's emails were the stuff of legend. Each one was like receiving a party invitation from the most popular kid in school. They didn't just talk about food; they were an all-you-can-eat buffet of excitement and enthusiasm, leaving readers hungry for more both literally and figuratively.

The media ate it up like free samples at a grocery store. Yo! Potato wasn't just a brand; it was the cool new kid on the block, flipping the food industry on its head while doing a handstand.

Now, Krishna is dishing out his secret sauce in 10 GOLDEN LAWS OF COPYWRITING. This book isn't just a collection of thoughts; it's like diving into a treasure chest of 'Eureka!' moments at the bottom of the ocean of Krishna's brain. It's for anyone who's ever looked at a potato and seen the potential for greatness.

As you flip through 10 GOLDEN LAWS OF COPYWRITING, prepare to laugh, scratch your head, and maybe even have an existential crisis or two. You're not just reading a book; you're peeking into the mind of someone who sees the world not for what it is, but for what it could be with a little bit of spunk and a whole lot of potatoes.

So buckle up, grab your favorite snack (preferably something potato-based), and get ready for a wild ride. You're about to enter the world of Krishna, where every idea is a bouncing baby waiting to grow up and change the world, or at least make it more interesting.

And remember, in Krishna's universe, 10 GOLDEN LAWS OF COPYWRITING aren't just thoughts; they're the fireworks that light up the sky of business and creativity. Enjoy the show!

CHAPTERS

“He who writes, writes in vain unless he is able to say more than he’s saying” — Master Zhou Chow (Zen copywriter, 904 BC)

1. Don’t be boring

2. You don’t know your audience as much as you think you do.

3. Polarize. Indifference is worse than ‘hatred’.

4. If you write for ‘everyone’, you write for none. Cults start small.

5. Purpose not product! Stand for something above the product.

6. Have conversations. Transactions will follow.

7. Don’t hide being ‘small’. Proclaim it. Great story happens when ‘small’ fights ‘big’ and wins it. Not when ‘small’ tries looking ‘big’ but fails to impress.

8. Be honest about your mistakes. They’ll understand. heck, they’ll love!

9. Write more, write often, write with passion.

10. Romance facilitates commerce. Show you care. Its OK to exaggerate. Flattery works when you really mean it.

11. Test everything! Don't just believe us. Ofcourse, you won't.

Oops, I only said, 10. Ignore the eleventh ;)

RULE 1

Don't Be Boring - Seriously, Don't



Welcome to the thrilling, edge-of-your-seat world of copywriting, where the only thing worse than a typo is being boring. And let's face it, being boring should be a punishable offense, maybe something involving listening to elevator music on loop.

The Unforgivable Sin: Yawn-Inducing Content

Why is being as boring as watching paint dry such a cardinal sin in copywriting? Well, in a universe brimming with more content than cat videos, your words need to do more than just exist; they need to do a song and dance routine, preferably in a flamingo costume. Boring copy is like that person at a party who talks about their pet rock collection – nobody wants to stick around.

Engage or Go Home

To avoid being the human equivalent of a pet rock, your copy should grab readers like a mystery novel with all the chapters out of order. You want to be that cliffhanger that keeps them up at night, wondering, "What happens next?"

1. Storytelling: Because Who Doesn't Love a Good Tale?

Humans are hardwired for stories. We've evolved from grunting around a fire to grunting in front of Netflix. Use this in your copy. Create a story so gripping that your reader forgets they're actually reading about a toaster. Make your product the hero, maybe not in tights and a cape, but close.

2. Emotional Rollercoaster: Make 'Em Laugh, Cry, or Buy

Every buying decision is like choosing a movie - it's emotional. Your job? Be the director of that movie. If your copywriting was a film genre, you'd want it to be a rom-com, not a documentary about dirt. Connect with their hearts, funny bones, or even their tear ducts.

3. Know Your Audience: Like a Detective, but Less Creepy

Understanding your audience is key. You're not just selling a product; you're selling to people who might have an irrational fear of clowns or think pineapple on pizza is a crime. Dive into their world, but maybe leave the scuba gear at home.

Dare to Be Weird

And remember, in a world where everyone is shouting, sometimes a whisper (or a bizarre yodel) gets more attention. Don't be afraid to stand out like a unicorn in a herd

of horses. Normal is overrated, and in copywriting, weird just might be your ticket to greatness.

In conclusion, wrap your message in something fun, interesting, or mildly alarming (like discovering your dog knows how to use the remote). Keep this first law of copywriting in mind: If you're not engaging, you're just a human version of elevator music. And nobody wants that. Now go forth and write copy that even your pet rock would want to read!

RULE 2

You Don't Know Your Audience as Much as You Think You Do – Lighten Up!



Think you've got your audience all figured out? You're certain they crave nothing but serious, no-nonsense content, short and crisp like a military haircut. Well, surprise! Humans aren't robots programmed to digest only dry facts. They actually like their information served with a side of fun. Yes, even the ones in suits.

The Seriousness Trap

Many brands fall into the 'seriousness trap.' They think being professional means being as stiff as a board. Newsflash: Your audience doesn't live in a corporate brochure. They live in a world where they binge-watch comedies, share memes, and enjoy a good laugh.

The Misconception of Brevity

Then there's the 'short and crisp' brigade, chopping content like a chef gone wild with a new knife set. Sure, brevity has its place, but slicing away personality and fun leaves your audience with the literary equivalent of unsalted crackers - technically edible, but why bother?

Fun, Cool, Informative: The Holy Trinity

What do people really want? They want fun. They want cool. They want informative. They want the copywriting equivalent of a pool party hosted by their favorite celebrity. Your audience is more likely to engage with content that entertains, informs, and adds a little zest to their day.

Adding the Fun without Losing the Substance

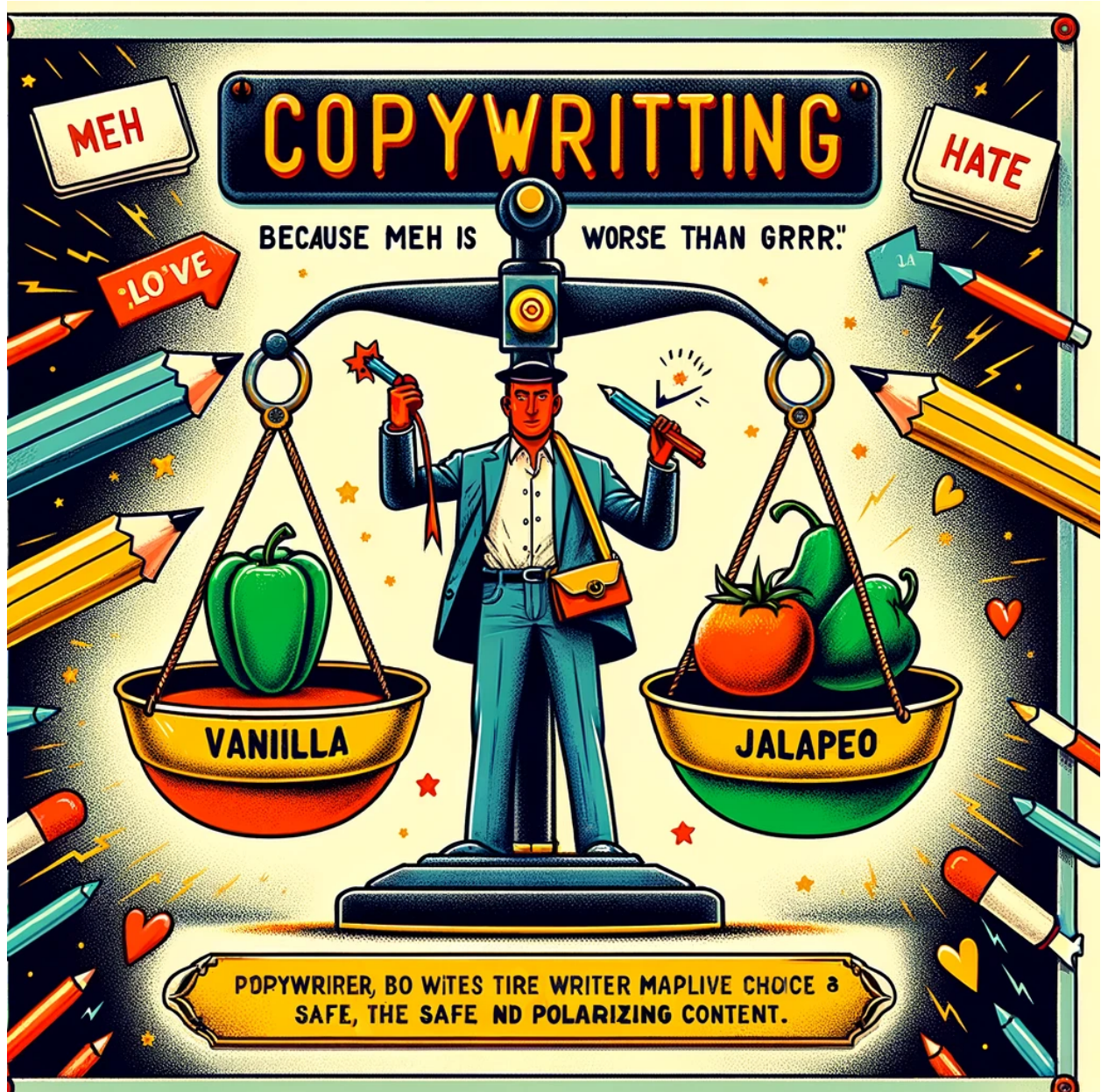
Now, this isn't a free pass to turn all your content into a stand-up comedy routine. The trick is to blend fun with substance. Think of it like a chocolate-covered strawberry – the strawberry is your message, and the chocolate is the fun. Both are great on their own, but together? Magic.

Understanding the Human Element

Remember, at the end of the day, you're writing for humans. And humans are complex, multifaceted beings who can discuss quantum physics one minute and watch cat videos the next. Embrace this complexity. Your audience will thank you for it – and they might even read past the first paragraph.

RULE 3

Polarize – Because Meh is Worse Than Grrr



Welcome to Chapter 3, where we dive into the spicy world of polarization in copywriting. You've probably been told to play it safe, to be the vanilla ice cream of copywriting. But here's a shocker: sometimes, it's better to be the jalapeño.

The Perils of Playing It Safe

Playing it safe in copywriting is like going to a party and talking about the weather. Sure, you won't offend anyone, but you'll be about as memorable as that one guy...what's his name again? Exactly. Indifference is the silent killer of brands. It's like being ghosted, but by your entire customer base.

Embrace the Love-Hate Relationship

Now, I'm not saying you should go out of your way to be controversial. But having a strong point of view? That's gold. It's like wearing socks with sandals – some will love it, some will hate it, but everyone will have an opinion. And in the world of copywriting, opinions are like currency.

Polarization: The Art of Standing Out

In a world full of "meh," being polarizing is like being the person at the party who starts a conga line. You're taking a risk, sure, but you're also memorable. Polarization makes your brand stand out like a flamingo in a flock of pigeons.

The Magnet Effect

When you polarize, you become a magnet. You'll attract those who love your brand's personality and repel those who don't. This isn't a bad thing. It's like hosting a party and only inviting people who laugh at your jokes. The result? A room full of your kind of people.

Dealing with the Haters

Of course, with strong opinions come strong reactions. But remember, a hater is just a fan in disguise. They're engaged enough to have a reaction, and that's a step up from the dreaded shoulder shrug of indifference.

Striking the Right Balance

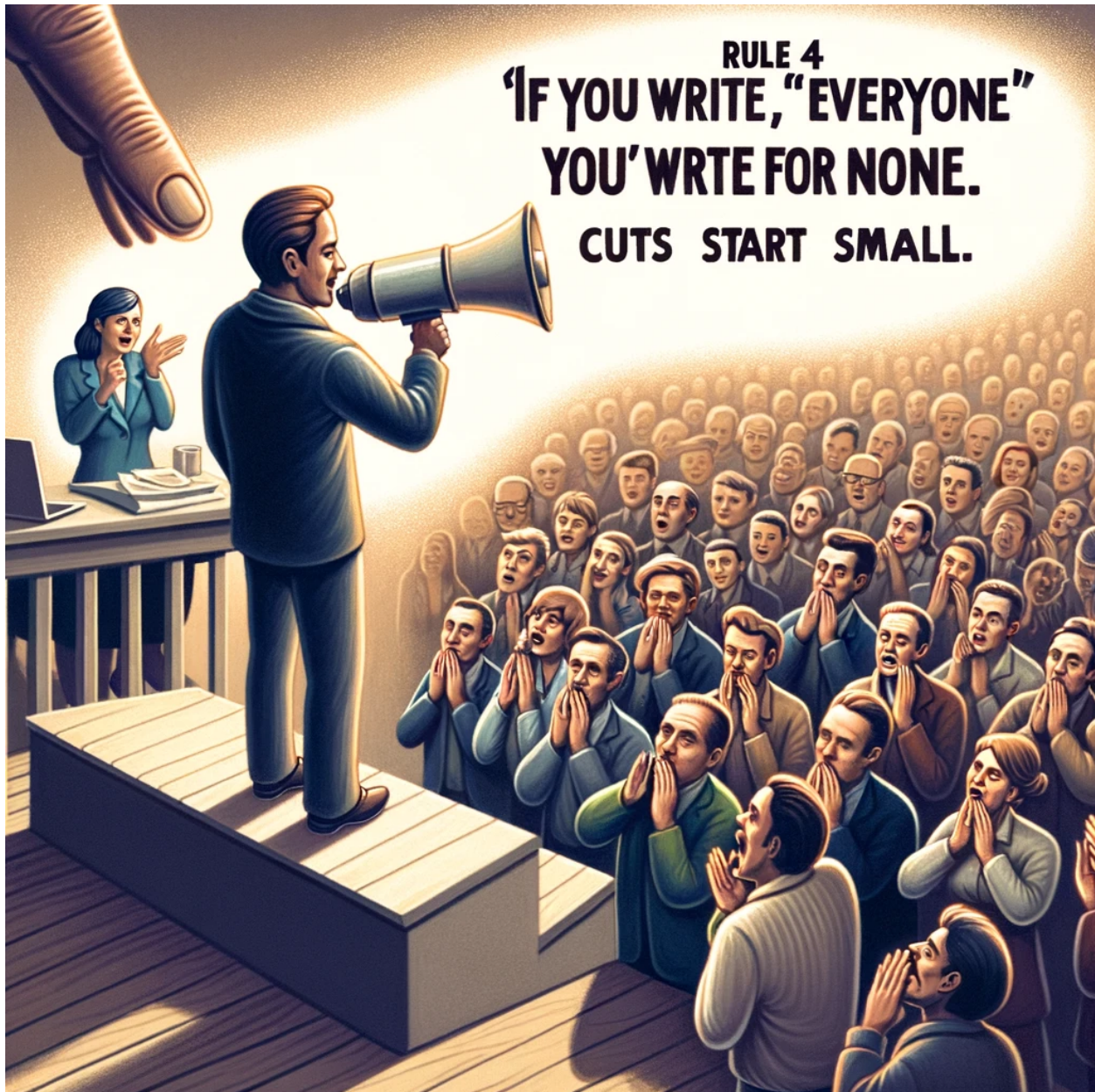
Polarizing doesn't mean being reckless. It's about finding that sweet spot where you're bold enough to be noticed but not so outlandish that you're the guy wearing a clown suit to a funeral. Unless you're a professional clown. Then, by all means.

In conclusion, don't be afraid to take a stand in your copywriting. It's better to be someone's shot of whiskey than everyone's cup of tea. Because in the end, it's the brands that dare to be different that make a mark. Just remember, there's a fine line between being bold and being on the evening news for all the wrong reasons.

So, before you assume your audience wants nothing but serious and concise, remember: they're human. They crave connection, entertainment, and yes, information. Mix in some fun, and you'll not only capture their attention but also their hearts.

RULE 4

If you write for ‘everyone’, you write for none. Cults start small



So, you want to be the next big thing? Well, here's a shocker: stop trying to yell over the crowd. Instead, whisper to the few who actually care. It's like trying to be heard at a rock concert – pointless. But if you find a couple of people in the back who are really into

17th-century Flemish poetry, like you, suddenly you're the most interesting person in the room.

Here's the Scoop:

You've got a business idea. Great! But if you're planning to market to humans, dogs, and three species of tropical fish, you might want to rethink that. Why? Because when you try to talk to everyone, you end up engaging no one - it's like giving a wedding toast that tries to personally resonate with each guest, including the caterers.

The Game Plan:

1. **Find Your Tribe:** This isn't about broadcasting your message into the void and hoping someone listens. It's about finding your specific, slightly quirky crowd. Think of it like hosting a party for people who only eat food starting with the letter 'B'. It's niche, but the beetroot lovers will adore you.
2. **Speak Their Language:** Once you've found these wonderful weirdos, talk to them in a way that resonates. If they're into underwater basket weaving, don't start blabbering about mountain climbing gear. Stay on topic - the water's just fine.
3. **Keep it Real:** No need for flashy jargon or trying to sound like a corporate robot. If your product is as exciting as watching paint dry, own it. There's a group out there who loves watching paint dry, with popcorn in hand.
4. **Cultivate Loyalty:** Now that you've got their attention, keep them hooked. Remember, you're not just selling a product; you're the ringleader of the most exclusive club in town.
5. **Permeate the Market:** Here's the kicker – by nailing it with your niche, you create a ripple effect. Your dedicated beetroot fans start talking, and suddenly, you're not just a hit in the beetroot world, you're a phenomenon. Before you know it, everyone wants in on your 'exclusive' club. It's like starting a fashion trend; first, it's just the cool kids, then suddenly everyone's wearing neon leg warmers.

So, forget the megaphone and start the one-on-one conversations. You might not reach a million people, but you'll be a superstar to the ten who matter. Remember, in the world of niche marketing, it's not about the size of your audience, it's about the size of

their passion for Flemish poetry, beetroot, or whatever floats your (very specific) boat. And before you know it, that little boat is a cruise ship, and everyone's on board.

RULE 5

Purpose not product! Stand for something above the product.



Welcome to the world of modern business, where what you sell isn't just a thing – it's a message, a mission, a purpose. This isn't about peddling products; it's about championing causes. Let's dive into Rule 5: "Purpose, Not Product!"

Why Purpose Over Product?

In a marketplace flooded with options, standing out is about more than just features and benefits. It's about what you stand for. Think of it this way: anyone can sell sneakers, but not everyone can inspire a movement for fitness and health.

How to Make It Work:

1. **Find Your Why:** Your product might be great, but why does it matter? Maybe you're selling eco-friendly bags – cool, but the real story is that you're fighting against plastic pollution. That's your why.
2. **Tell a Story:** People remember stories, not spec sheets. Your product is the character, but your purpose is the plot. Make it compelling, relatable, and something people want to be part of.
3. **Be Genuine:** If your purpose is just a marketing tactic, people will smell it a mile away. Choose a cause that resonates with your brand's heart. Authenticity isn't just nice; it's necessary.
4. **Engage and Involve:** Get your customers in on the action. Host beach clean-ups, run fitness challenges, plant trees – whatever aligns with your purpose. Make buying your product feel like joining a club with a cause.
5. **Impact Leads to Income:** Focus on impact first, as it's the true measure of value. Income is simply the price customers pay to be part of this value. By making a positive impact, you're adding real value to the world, which naturally attracts income. It's about creating transformations, not just transactions.

Why This Rocks:

- **Deeper Connections:** Customers aren't just buying; they're joining your mission. That's loyalty you can't buy.
- **Stand Out in the Crowd:** In a sea of same-old, being the brand with a heart and a mission is like a lighthouse in the fog.
- **Good Business Sense:** Focusing on impact makes good business sense.
Purpose-driven brands often see more engagement, loyalty, and yes, even sales.

So, remember: you're not just selling a product. You're selling a piece of a bigger picture, a slice of a better world. That's what makes people sit up, take notice, and open their wallets – not just to buy, but to be part of something bigger.

RULE 6

Have conversations. Transactions will follow.



Welcome to the era where marketing is not just about selling, but about storytelling, whether it's through an email, a billboard, or a social media ad. The rule is simple:

engage first, sell later. It's like being that person who can captivate an entire room, regardless of the setting.

Why Engagement Beats Hard Selling:

People are bombarded with ads everywhere – billboards, TV, radio, social media, and yes, their inboxes. To stand out, you need to be more than just another shout in the crowd. You need to be the voice that makes them pause, smile, and think.

Engagement Across All Platforms:

1. **Billboards:** Imagine driving past a billboard that makes you chuckle instead of just listing product features. That's memorable.
2. **Social Ads:** On social media, blend in by standing out. Create content that entertains or informs, turning scrolling into stopping.
3. **TV and Radio Ads:** Be the ad that people don't fast-forward or tune out. Tell a story, crack a joke, add value.
4. **Newspaper Ads:** Even in print, an ad that tells a story or offers something intriguing can turn a page flipper into a reader.
5. **Email Marketing:** Here, too, the mantra holds. Be fun, be informative, be a welcome sight in their inbox.

The Art of Conversation-Driven Marketing:

- **Personality is Key:** Whether it's a billboard or an email, infuse it with personality. Make your brand not just seen, but felt.
- **Consistent Value:** Regardless of the medium, always aim to add value. Be it humor, insights, or stories, give them something to take away.

- **Gentle Selling:** Once you have their attention and trust, weave in your pitch smoothly and naturally.

Why This Universal Approach Works:

- **Cuts Through the Noise:** Engaging content stands out in a world where most ads just blend into the background.
- **Builds Brand Affection:** When people enjoy your content, they start liking your brand, almost as if it were a friend.
- **Long-term Loyalty:** Engagement leads to a relationship, and a relationship leads to loyalty. And loyal customers are worth their weight in gold.

So, remember: whether it's a billboard or an inbox, engagement is the key. Make them laugh, make them think, make them feel – and then, make them buy. It's not just about grabbing their attention; it's about holding it, nurturing it, and turning it into a connection that lasts.

RULE 7

Don't hide being 'small'. Proclaim it.

Great story happens when 'small' fights 'big' and wins it. Not when 'small' tries looking 'big' but fails to impress.



So you're the little guy, the underdog, the small fry in the big, bad world of business. Here's a little secret: that's not just okay; it's your superpower. It's like being the scrappy kid in the playground who outsmarts the big bullies. And when it comes to telling your story, it's all about how you frame it. Take Apple's legendary tussle with IBM, for instance.

Crafting the David Narrative:

1. **Apple's '1984' Masterstroke:** Here's the deal - IBM wasn't the villain, but Apple's ad made you think so. It was a classic David vs. Goliath setup. IBM was just doing its thing, being big and, well, IBM-y. But Apple, that clever little minnow, reframed the story. They weren't just introducing a computer; they were launching a revolution. In this story, Apple was the brave new world, and IBM? The old guard.
2. **Dollar Shave Club's Bathroom Revolution:** These guys waltzed into the razor blade rumble with just a witty video and chutzpah. They didn't need to be bigger; they needed to be smarter, funnier, and more relatable. And guess what? It worked like a charm.
3. **Warby Parker's Friendly Approach:** In the land of eyewear giants, Warby Parker became the friendly next-door neighbor who just happens to sell cool glasses. Their message was like a warm handshake, not a corporate memo.

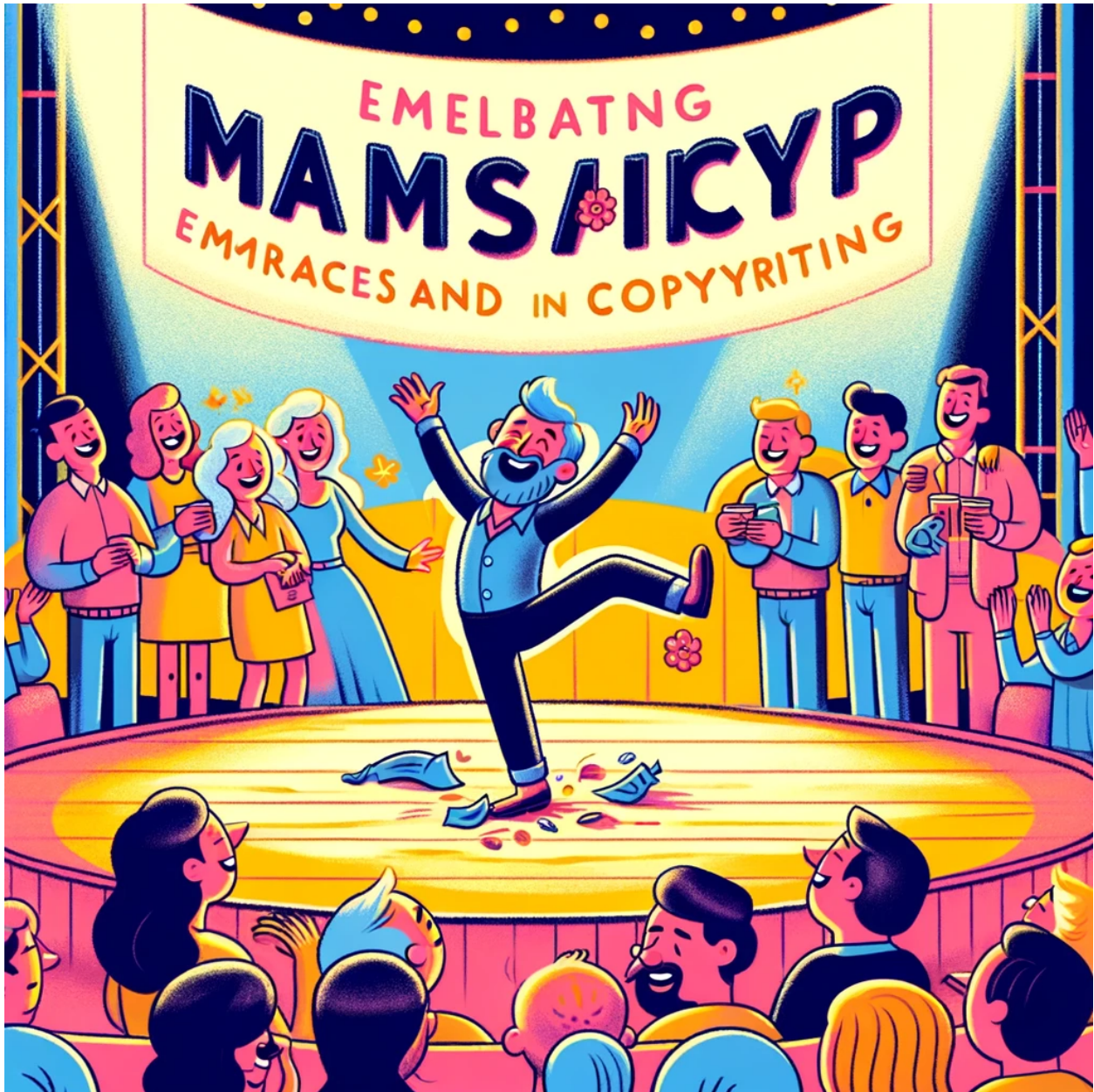
Why This David Strategy Wins:

- **Connection Over Intimidation:** Being small means your story can be a conversation, not a proclamation. It's intimate, it's genuine, and it's relatable.
- **Reframing the Goliath:** Sometimes, it's not about the size of the Goliath; it's about how you tell the story. It's about painting your brand as the fresh, exciting alternative to the 'same old'.

- **Trust in Authenticity:** People trust the underdog because their story feels real. It's like rooting for the home team; there's a sense of pride and connection.
- **Embrace Your Quirks:** Small brands can be quirky, unconventional, and still win the day. It's like showing up to a black-tie event in sneakers and still being the life of the party.

Remember, in the world of copywriting, being small is like being the nimble, quick-witted hero in a storybook. It's not about having the biggest sword; it's about having the sharpest wit. So, wave your small flag high and proud. After all, in the story of David and Goliath, nobody remembers Goliath for being big; they remember David for being bold.

**Rule 8. Be honest about your mistakes. They'll understand.
heck, they'll love!**



Welcome to the world of copywriting, where "Oops!" isn't a dirty word but rather a badge of honor. Imagine if admitting a blunder was like telling your most embarrassing story at a party - awkward, sure, but also weirdly endearing. That's what honesty in copywriting is all about.

Famous Flubs Turned Fun:

1. **Steve Jobs' Antenna-gate:** When the iPhone 4 lost reception faster than a teenager loses interest in family gatherings, Steve Jobs initially played it cool. But then, he did something unexpected: he admitted the mistake. It was like saying, "Yeah, our phone's not perfect, but hey, neither is your singing in the shower."
2. **KFC's Chicken Crisis:** Running out of chicken at a chicken restaurant? That's like a clown running out of balloon animals. KFC, however, turned their 'no chicken' fiasco into a hit with a witty ad that spelled 'FCK'. It was like tripping on stage but doing a somersault and landing with a grin.
3. **Domino's Dough Disaster:** When people said Domino's pizza tasted like cardboard, Domino's didn't just redo their recipe; they told everyone about it. It was like proudly showing off your new haircut after years of sporting a mullet.

Why Honesty Is Hilariously Effective:

- **Laughter Loves Company:** Admitting mistakes in a lighthearted way can make your brand feel more human and approachable - like the friend who always has a funny story about their latest blunder.
- **The Charm of Imperfection:** Being perfect is overrated. Being honest about imperfections? That's relatable. It's like owning your dance moves, even if they resemble a dad at a barbecue.
- **Turning 'Oops' into 'Aha!':** When you turn a mistake into a chance to improve and share the journey, it's like turning a stumble into a swanky dance move.

In the land of copywriting, Rule #8 is clear: embrace your boo-boos, broadcast your bloopers, and celebrate your snafus. Honesty isn't just the best policy; it's the most entertaining one. So next time you slip up, don't just sweep it under the rug. Put that rug on the wall and call it art. Remember, in the story of your brand, every 'oops' is a plot twist, every blunder a chapter, and every mistake a chance to make your audience love you even more – for all your perfectly imperfect glory.

Rule 9 - Write more, write often, write with passion.



Welcome to the grand ballroom of business communication, where the weekly (or twice if you're feeling sprightly) email waltz is the dance of choice. It's about more than just keeping in touch; it's about choreographing a captivating narrative that keeps your audience coming back for more.

The Rhythms of Regular Emails:

1. **The Weekly Serenade:** Think of your emails as a weekly serenade to your audience. It's like a standing coffee date; regular enough to be familiar, but not so often that it becomes the equivalent of "Ugh, you again?"
2. **Twice for Spice:** Feeling adventurous? Up the ante to twice a week. It's like adding an extra scoop of ice cream to your sundae – delightful, as long as it doesn't lead to a brain freeze.
3. **Passion in Every Pixel:** Write with passion. Infuse each email with the kind of emotion that tickles the heart and stirs the soul. Your words should be the literary equivalent of that first sip of coffee in the morning – absolutely invigorating.

Why This Dance Works:

- **Emotional Connection:** Tap into emotions. Make your readers laugh, ponder, feel inspired, or even shed a tear of joy. It's like being a chef of feelings; each email is a new dish.
- **The Cliffhanger Effect:** Leave them wanting more. Each email should be a chapter in an ongoing saga, making them eagerly await the next installment.
- **Generosity is Key:** Give more in each email. Be it insights, stories, or just good old-fashioned wisdom, always add value. It's like filling their inbox with little gifts.

In the world of email marketing, Rule #9 is your guiding star: Regular emails keep the conversation going, passion makes it memorable, and a sprinkle of emotion turns it into something they look forward to. It's not just about staying in touch; it's about building a relationship, one email at a time. So write often, write with heart, and let each email be an invitation to an ongoing dialogue that they can't resist. Remember, in the symphony of your business, these emails are the melody that keeps the audience humming along.

RULE 10

Romance facilitates commerce. Show you care. Its OK to exaggerate. Flattery works when you really mean it.



In the enchanting world of copywriting, there's a little secret that's as old as time itself – romance isn't just for love letters; it's for sales letters too. That's right, folks, showing a bit of affection in your writing can turn a cold sale into a warm hug. It's about making your customers feel like they're the only one in the room, even if that room is the internet.

The Courtship of Copywriting:

1. **Lay On the Charm:** It's okay to turn up the flattery dial. Tell your customers how smart they are for choosing your eco-friendly sneakers. It's like complimenting someone's taste in music – everyone loves to feel savvy.
2. **Mean Your Sweet Nothings:** Sure, exaggerate a little, but keep it genuine. It's like telling your date they're the most fascinating person you've met – it only works if you really find their story about collecting rare spoons riveting.
3. **Care is the Best Commerce:** Show that you care, and not just about their wallet. It's like bringing flowers on a date, but the flowers are your words, and the date is your customer.

Why Romancing Your Readers Works:

- **Builds a Connection:** Just like in any good romance, building a connection is key. Make your readers feel special, seen, and understood.
- **Trust Through Tenderness:** When customers feel you genuinely care, they trust you more. It's like knowing someone likes you for you, not just your Netflix password.
- **Loyalty Through Love:** Show love, get love. Customers who feel a personal connection with your brand are more likely to stick around. It's the difference between a summer fling and a lifelong romance.

In conclusion, Rule #10 in copywriting is all about romancing the word. It's about showing your customers love, making them feel special, and maybe, just maybe, making their hearts skip a beat. Remember, in the supermarket of life, your words can be the box of chocolates that makes someone's day. So go ahead, lay on the charm, and watch as your words turn into waltzes. After all, in the world of sales, a little bit of romance goes a long way.

RULE 11

Test everything! Don't just believe us. Ofcourse, you won't.

Oops, I only said, 10. Ignore the eleventh ;))



Alright, folks, gather around for the eleventh commandment of copywriting, which, by the way, totally doesn't exist because I definitely said there were only ten. But since

we're here, let's talk about it anyway - "Test everything! Don't just believe us. Of course, you won't."

The Mythical Eleventh Rule:

1. **The Testing Gospel:** It's like trying on hats. You wouldn't buy one without seeing how it looks on you, right? Same goes for copywriting. Test different styles, tones, and formats.
2. **Healthy Skepticism:** Sure, we can preach about the power of persuasive writing, the magic of metaphors, or the allure of alliteration, but don't just nod and smile. Be the judge. Be the jury. Be the experimental scientist of words.
3. **Iterative Illumination:** The beauty of testing lies in discovery. Sometimes, what you least expect works wonders. It's like accidentally adding chili to chocolate and realizing it's a culinary masterpiece.

Why Ignore This (Not So) Secret Rule:

- **Because Rules are Meant to be Broken:** Or in this case, bent. Who needs only ten commandments in copywriting? Eleven is a much cooler number.
- **Because What Works for One, May Not Work for All:** Just like how one person's trash is another person's treasure, one copywriter's flop could be another's jackpot.
- **Because We Love to Keep You on Your Toes:** Just when you thought you had all the rules down, we throw in a curveball. Keeps things interesting, doesn't it?

So, there you have it, Rule 11, which you should totally ignore because we only had ten. But, if you were going to pay attention to this non-existent rule, remember: testing is the secret sauce, skepticism is the spice, and in the world of copywriting, there's always

room for one more rule, especially when it's about being bold, being curious, and always, always being ready to try something new. Oops, did I say eleven? Let's just stick to ten and call this a bonus tip, shall we? 😊