


Bad Words

The 5 words that I would strike from your site right now because they're turning new customers away **every minute**.

People accidentally use bad words everywhere.

**“At least you got a month’s
severance.”**

- 
- **Bad word #1** is across your site
 - **Bad word #2** is on your Pricing page or table
 - **Bad word #3** is on your homepage
 - **Bad word #4** is in your support center / resource center
 - **Bad word #5** is in your product (for SaaS / apps)

**Before we get started,
please memorize the
following **three words:****

**Revenue, accelerate
and experience**



Bad Word #1

The *Most* Trusted Influencer Platform

Mavrck is the leading all-in-one influencer marketing platform enabling companies such as P&G, Kraft Heinz, and Express to harness the power of authentic creator content and programs at scale.

The screenshot shows the Mavrck Reports dashboard. The left sidebar contains navigation icons for Dashboard, Influencers, Campaigns, Content, and Incentives. The main content area is titled 'Reports' and has tabs for 'Performance' and 'Acquisition'. The 'Performance' tab is active, displaying a 'Program Performance' table. The table has columns for Campaign, Costs, Influencer Participants, Posts Delivered, Clicks, Impressions, Engagements, Engagement Rate, CPM, and CPE. The data is filtered for 'All Campaigns' from '01/01/2023' to '02/07/2023'. There are 5 results shown. The table is partially obscured by two callout boxes at the bottom.

Campaign	Costs	Influencer Participants	Posts Delivered	Clicks	Impressions	Engagements	Engagement Rate	CPM	CPE
Pride Month Shoe Campaign	\$4900.00	7	7	0	315.8K	3.6K	1.1%	\$15.51	\$1.36
Summer Sunscreen Review Campaign	\$0.00	--	--	0	--	--	--	--	--
Mother's Day Flowers Campaign	\$480.00	4	10	0	118K	8.7K	7.4%	\$4.07	\$0.06
	\$2050.00	5	10	0	177K	23			
	--	9	20	0	39.3K				
	\$7430.00	25	47	0	650.2K				

and product reviews
with to purchase



Access **influencer engagement**
and audience insights

CUSTOMER EXAMPLES

Our creators are changing the game

Read about all the ways brands are achieving success with Thinkific



Know what you pay and get paid fast.

We make card processing simple. Accept Visa, Mastercard, American Express and Interac, all with clear pricing and no surprise fees. See transfers in your bank account as soon as the next business day.

2.65%

For all major credit cards

10¢

Flat fee per Interac chip & PIN or tap

Keyed-in transactions

3.4% + 15¢ per transaction

Online transactions

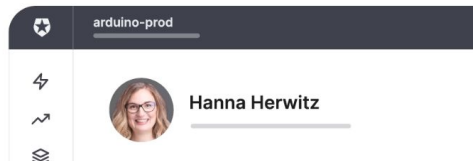
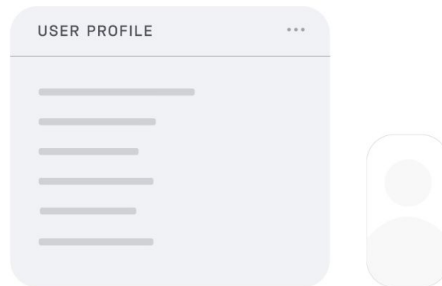
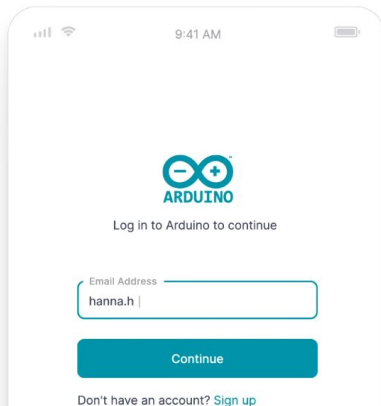
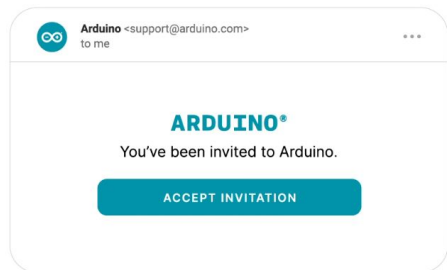
2.9% + 30¢ per transaction

- ✓ Transfers in one to two business days
- ✓ No monthly or hidden fees
- ✓ Manage disputes
- ✓ Data security included



An easy to implement, adaptable authentication and authorization platform.

Basically, we make your login box awesome.





Bad Word #1

“We”



* Or “our” or your brand name.

We make card processing simple. Accept Visa, Mastercard, American Express and Interac, all with clear pricing and no surprise fees. See transfers in your bank account as soon as the next business day.

Our creators are changing the game

Basically, we make your login box awesome.

Mavrck is the leading all-in-one influencer marketing platform. We help brands like Heinz, and Express to harness the power

**When you see the word “we” or
your brand name, it’s a sign that
the copy is about the product -
not the prospect.**

“

**People don't care
about you. They only
care about themselves.**

Neville Medhora



“

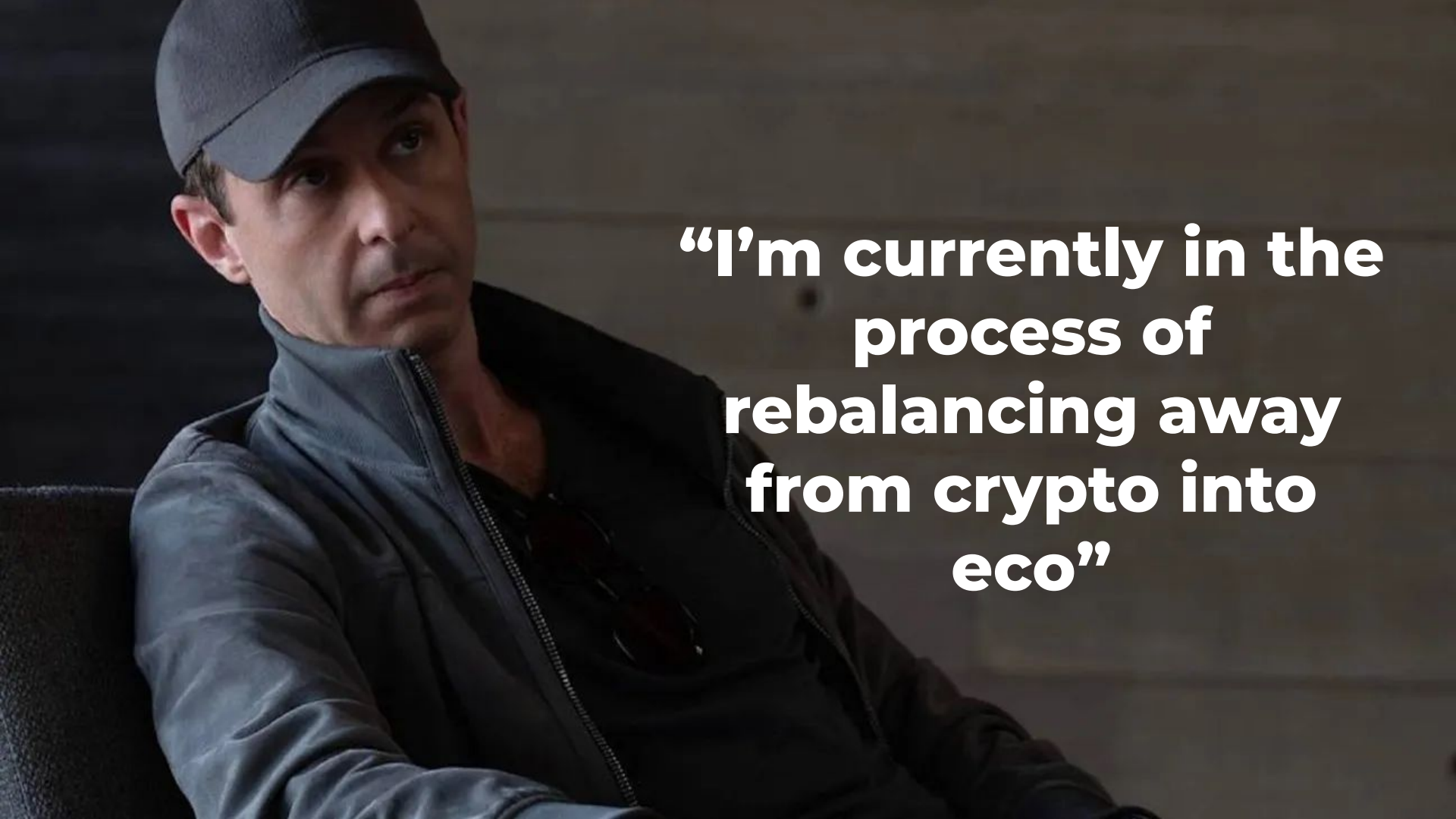
The customer is the product. Sell the customer themselves.

Joanna Wiebe

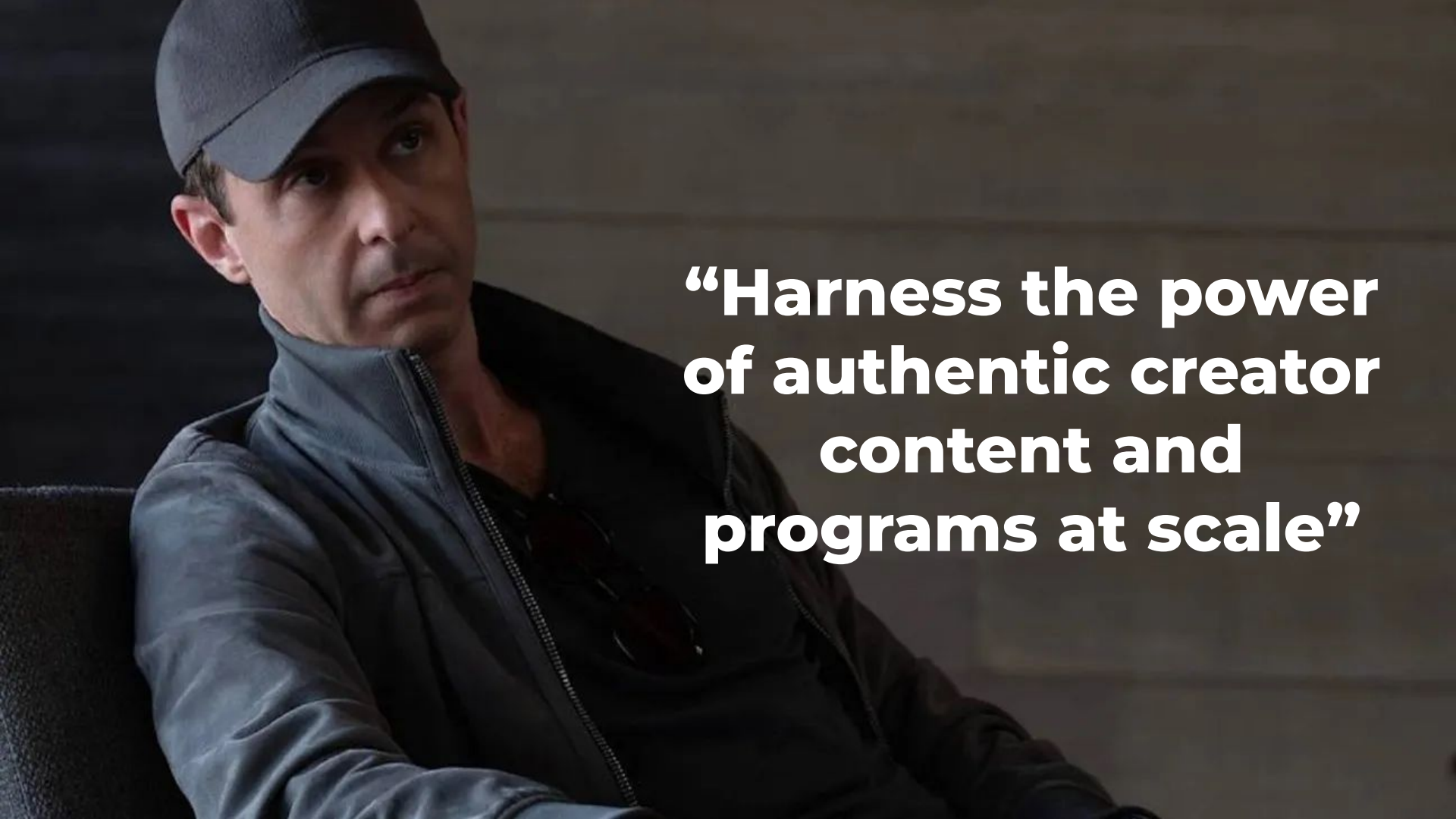


Read this and **tell me when you start to care.**

Avrck is the leading all-in-one influencer marketing platform enabling companies such as P&G, Kraft Heinz, and Cross to harness the power of authentic creator content and programs at scale.

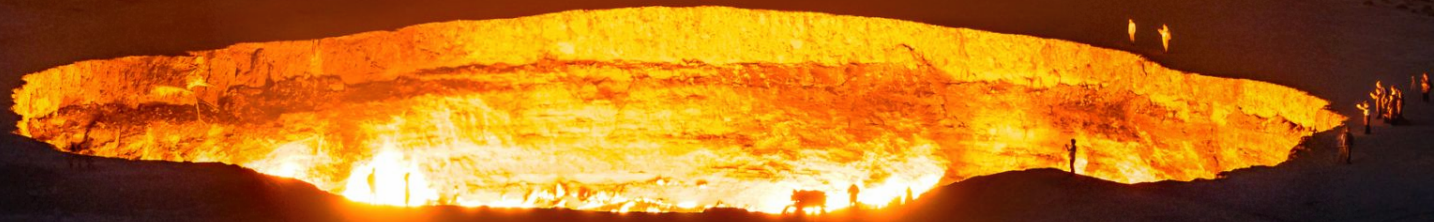
A man wearing a grey baseball cap and a dark grey zip-up jacket is sitting on a dark couch. He is looking off to the side with a thoughtful expression. The background is a plain, light-colored wall.

**“I’m currently in the
process of
rebalancing away
from crypto into
eco”**

A man wearing a grey baseball cap and a dark grey zip-up jacket is sitting on a dark couch. He is looking off to the side with a serious expression. The background is a plain, light-colored wall.

**“Harness the power
of authentic creator
content and
programs at scale”**

“We” is BS’s portal into this world.



“Well Joanna you just don’t understand our market. We target VPs and C levels.”



**B2B doesn't mean
boring to boring.**

**The SVP of Engineering
mocked how Kendall on
Succession talked **just as
much as** the new product
coordinator did.**

**An SVP cares *just as much*
about what's in it for them as
the new coordinator does.**

**Read this and tell me when
you start to care.**

CUSTOMER EXAMPLES

Our creators are changing the game

Read about all the ways brands are achieving success with Thinkific

**Read this and tell me when
you start to care.**

CUSTOMER EXAMPLES

You too can change the game

Read about all the ways creators like you are achieving success with Thinkific

**REWRITE EVERY 'WE' SENTENCE
TO BEGIN WITH 'YOU'.**



Product ▾ Solutions ▾ Docs & Resources ▾ Company ▾ Pricing [Sign In](#)

An easy to implement, adaptable authentication and authorization platform.

Basically, we make your login box awesome.

USER PROFILE



Product ▾ Solutions ▾ Docs & Resources ▾ Company ▾ Pricing [Sign In](#)

An easy to implement, adaptable authentication and authorization platform.

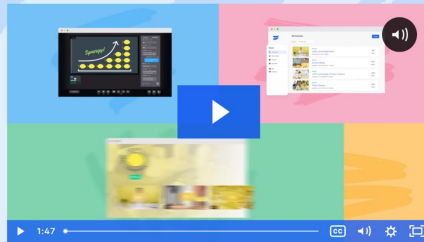
Basically, you're about to make your login box awesome.

USER PROFILE

Wistia's 2023 State of Video Report is here! Dive deep into the marketing data →

The video marketing platform for business

Wistia helps marketers create and manage videos, host webinars, generate leads, and measure video performance—all in one place.



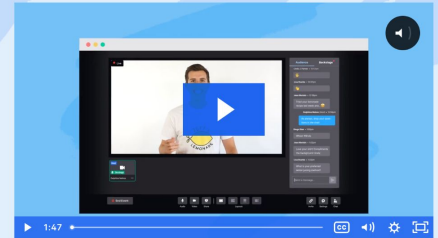
[Explore plans](#)

Video hosting and a whole lot more

Wistia's 2023 State of Video Report is here! Dive deep into the marketing data →

The video marketing platform for business

Now you can create and manage videos, host webinars, generate leads, and measure video performance—all in one place. Only with Wistia.



[Explore plans](#)

Video hosting and a whole lot more

Bonus points!

**YOU SHOULD ADD 'YOU' TO
THE START OF VERB-PHRASES
IN THE IMPERATIVE.**

Start selling with Square.

Create your free account in minutes and
join the millions of businesses using
Square.

[Get started](#)

[Contact us](#)



You should start selling with Square.

You can create your free account in
minutes and join the millions of businesses
using Square.

[Get started](#)

[Contact us](#)



**Add the following words
to the **three you've
memorized:****

Efficiency and outcome



Bad Word #2

“Pay”



(If you're in SaaS or coaching, you should probably go to your Pricing page / table right now.)

**This page is
one massive
revenue
opportunity.
Wasted.**



Products

Pricing

Resources

Log in

Sign up Free

Get a Quote

Pricing for brands and businesses of all sizes

Connect to your audience with branded links, QR Codes, and a Link-in-bio that will get their attention.

Save up to 34% when you pay annually

Pay annually Pay monthly

FREE	MOST POPULAR CORE	GROWTH	PREMIUM
\$0 /month	\$8 /month <small>(annual charge of \$96)</small>	\$29 /month <small>(annual charge of \$348)</small>	\$199 /month <small>(annual charge of \$2,388)</small>
2 QR Codes/month 10 links/month 1 Link-in-bio page	5 QR Codes/month 100 links/month 1 Link-in-bio page	10 QR Codes/month 500 links/month 2 Link-in-bio pages	200 QR Codes/month 3,000 links/month 5 Link-in-bio pages
Get Started	Get Started	Get Started	Get Started
Includes:	Everything in Free, plus:	Everything in Core, plus:	Everything in Growth, plus:
<ul style="list-style-type: none">5 custom back-halvesPNG & JPEG QR Code download formatsQR Code customizations	<ul style="list-style-type: none">30 days of click & scan dataUTM BuilderAdvanced QR Code customizationsLink & QR Code redirects	<ul style="list-style-type: none">Complimentary custom domain*Additional QR Code download formats4 months of click & scan dataBulk link shortening	<ul style="list-style-type: none">1 year of click & scan dataCustom campaign-level trackingCity-level & device type click & scan dataMobile deep linking

You've heard...

- ✓ If a price is big - like \$2500 - use a smaller font to express it... like \$2500
- ✓ Use “just below” prices instead of round prices (so \$9.97 not \$10.00)
- ✓ To raise ARPU, lead with the most expensive tier
- ✓ To get more users, lead with the least expensive tier
- ✓ When using tiered discounts, minimize increments between thresholds

**But what about the fact that you're
dedicating an entire page to telling
your prospect how much this is
gonna cost 'em?**

Why do we have to **fixate on “pricing”** like this?



Features ▾

Integrations ▾

Resources ▾

Pricing

Take the Tour



Product ▾

Learning Center ▾

About ▾

Pricing

Watch Demo

Talk to Sales

Login

Get started



Features ▾

Examples

Pricing

Demo

Resources ▾

Login

Sign up free



Why Asana? ▾

Features ▾

Resources ▾

Enterprise

Pricing



Contact Sales

Log In

Get Started



INTERCOM

Products ▾

Solutions ▾

Customers

Resources ▾

Pricing

English (United States) ▾

Contact Sales

Sign in

Get started

View demo

Why do we have to **fixate on “pricing”** like this?



PandaDoc®

Solutions ▾

Resources ▾

Integrations

Pricing

Start free 14-day trial

Log in

Request a demo



DigitalOcean

Products ▾

Solutions ▾

Developers ▾

Businesses ▾

Pricing

Log in

Sign up

Pricing

Features

Resources

̄AURA

Sign in

Help

Start Free Trial

Wynter

About ▾

What we do ▾

B2B audiences

Pricing

Content ▾

For participants ▾

Log in

Sign up free

Why do we have to **fixate on “pricing”** like this?



Product ▾

Solutions ▾

Docs & Resources ▾

Company ▾

Pricing

Sign up

Contact sales



Products

Pricing

Restaurant Types

About Toast

Get a Demo

Login



Products

Business Types

Why Square?

Pricing

Resources

THINKIFIC

FEATURES ▾

PRICING

RESOURCES ▾

THINKIFIC PLUS ▾

SIGN IN

GET STARTED FREE

I'm **not saying** to change your nav label.

(Although that could be a really quick, easy experiment. And maybe add an ROI page to balance it out, while you're at it.)

**Rather, do a “depletion of
assets” sweep on your
Pricing page.**

THE DEPLETION OF ASSETS SWEEP

Strike from your copy any word that suggests your user's bank account is about to empty instead of fill.

Pay

Money

Dollars / \$

Buy

Cost

Price

Fee

Spend



Simple, predictable pricing

Always know what you'll pay with monthly caps and flat pricing.



Sign up with Google



Sign up with GitHub

Sign up with email

Simple, predictable pricing

Always know what you'll pay with monthly caps and flat pricing.

 Sign up with Google

 Sign up with GitHub

Sign up with email

21% of the words in this hero tell me my budget needs protecting...

There are 14 words in this hero section, CTAs aside. A **“depletion of assets”** word appears 3 times.

Simple, predictable pricing

Always know what you'll pay with monthly caps and flat pricing.



Sign up with Google




Sign up with GitHub

Sign up with email

BTW

Your Pricing page headline / H1 **does not** have to include the word “pricing”... just like your other pages don't include the nav label.

A medium shot of Adam Sandler in a courtroom setting. He is wearing a dark suit, a light blue shirt, and a patterned tie. He has a slightly nervous or earnest expression on his face. The background shows wooden bookshelves filled with books. The lighting is warm and focused on him.

I'm a big fan of money. I like it, I use it, I have a little.
I keep it in a jar on top of my refrigerator.
I'd like to put more in that jar.

Podia pricing

Pick your plan today or get your free account. You can change plans at any time.

Get your free account

Pay monthly

Pay yearly (Save 17%)

Free

\$0/mo **\$0/mo**

- 8% fees
- ✓ Full website
- ✓ Email marketing
- ✓ Community
- ✓ 1 download
- ✓ 1 coaching product
- ✓ Draft courses
- ✓ Draft webinars
- × Chat support
- × Affiliates
- × Third-party code

Sign up

[Get your free account](#)

Mover

~~\$39/mo~~ **\$33/mo**

- ✓ No transaction fees
- ✓ Full website
- ✓ Email marketing
- ✓ Community
- ✓ Unlimited downloads
- ✓ Unlimited coaching
- ✓ Unlimited courses
- ✓ Draft webinars
- ✓ Chat support
- × Affiliates
- × Third-party code

Buy Now

[Get your free account](#)

Shaker

~~\$89/mo~~ **\$75/mo**

- ✓ No transaction fees
- ✓ Full website
- ✓ Email marketing
- ✓ Community
- ✓ Unlimited downloads
- ✓ Unlimited coaching
- ✓ Unlimited courses
- ✓ Unlimited webinars
- ✓ Chat support
- ✓ Affiliates
- ✓ Third-party code

Buy Now

[Get your free account](#)

BEST DEAL

We'll migrate your content and customers for free when you choose a yearly subscription. [Learn More](#)

Make your offer the HI



Start free. Podia grows with you.

Pick your plan today or get your free account. You can change plans at any time.

Get your free account

Monthly plan Yearly plan (Save 17%)



Replace "pay" with "plan"

Free	Mover	Shaker BEST DEAL
\$0/mo \$0/mo	\$29/mo \$33/mo	\$99/mo \$75/mo
<ul style="list-style-type: none"> 8% fees ✓ Full website ✓ Email marketing ✓ Community ✓ 1 download ✓ 1 coaching product ✓ Draft courses ✓ Draft webinars × Chat support × Affiliates × Third-party code 	<ul style="list-style-type: none"> ✓ No transaction fees ✓ Full website ✓ Email marketing ✓ Community ✓ Unlimited downloads ✓ Unlimited coaching ✓ Unlimited courses ✓ Draft webinars ✓ Chat support × Affiliates × Third-party code 	<ul style="list-style-type: none"> ✓ No transaction fees ✓ Full website ✓ Email marketing ✓ Community ✓ Unlimited downloads ✓ Unlimited coaching ✓ Unlimited courses ✓ Unlimited webinars ✓ Chat support ✓ Affiliates ✓ Third-party code
<p>Sign up</p> <p>Get your free account</p>	<p>Get It Now</p> <p>Get your free account</p>	<p>Get It Now</p> <p>Get your free account</p>



Replace "buy" with "get it"

We'll migrate your content and customers for free when you choose a yearly subscription. [Learn More](#)

**Yes, they'll be paying you money.
No, you **don't need to talk about it.****

Another 1,477 organizations signed up last week.

Two simple plans, each with a **30-day free trial**. No credit card required.

Basecamp

Ideal for freelancers, startups, or smaller teams.

- Every feature you need
- 500 GB storage for files & documents
- Month-to-month, pay as you go

\$15/user per month

We only bill you for employees.
Invite guests for free.

Try for Free

Basecamp **PRO UNLIMITED**

Perfect for growing businesses, larger groups, and companies that want the best.

- Every feature we offer, plus...
- 10x file & document storage (5 TB)
- First-in-line 24/7/365 priority support
- **PLUS** the [Admin Pro Pack](#) for greater control over access and permissions
- 1:1 onboarding tour with our team
- Option to pay annually by check
- Annual billing for simplified accounting

Unlimited users just \$299/month, billed annually

No per-user charges. Your whole organization for one fixed price.
If you prefer to pay month-to-month, it's \$349/month.

Try for Free

**BEST VALUE
FOR LARGER TEAMS**

**Add the following
words to the **five you've
memorized:****

**Evergreen, necessary
and productivity**

**How many of the 8 words
do you remember?**



Bad Word #3

“And”

**Every time you use “and,”
you lose a conversion.**



INTERCOM

Products ▾

Solutions ▾

Customers

Resources ▾

Pricing

Get started

View demo

INBOX

Maximize team productivity, decision-making and efficiency with the world's fastest shared Inbox

Our AI-enhanced Inbox is lightning fast, easy-to-use, and optimized for efficiency—with everything a modern support team needs.

[Learn more about our Inbox →](#)



INTERCOM

Products ▾

Solutions ▾

Customers

Resources ▾

Pricing

Get started

View demo

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[Learn more about our Inbox →](#)

Saw us on 60 Minutes? Block Phone Scams with our AI-Powered Call Protection. Free for 14 Days.

Pricing Features Resources

ĀURA

Sign in Help

Start Free Trial

Smart, Simple Online Safety. Powered by AI.

All-in-one protection for the whole family,
powered by artificial intelligence.³

Start Free Trial →



As featured on:



Bloomberg



WSJ

VIEW

Forbes

Saw us on 60 Minutes? Block Phone Scams with our AI-Powered Call Protection. Free for 14 Days.

Pricing Features Resources

ĀURA

Sign in Help

Start Free Trial

Smart Online Safety. Powered by AI.

All-in-one protection for the whole family,
powered by artificial intelligence.⁴

Start Free Trial →



As featured on:



Bloomberg



WSJ

VIEW

Forbes

A SIMPLE MESSAGE IS MORE POWERFUL THAN A
COMPLEX MESSAGE. THIS IS ABOUT EMPATHY.

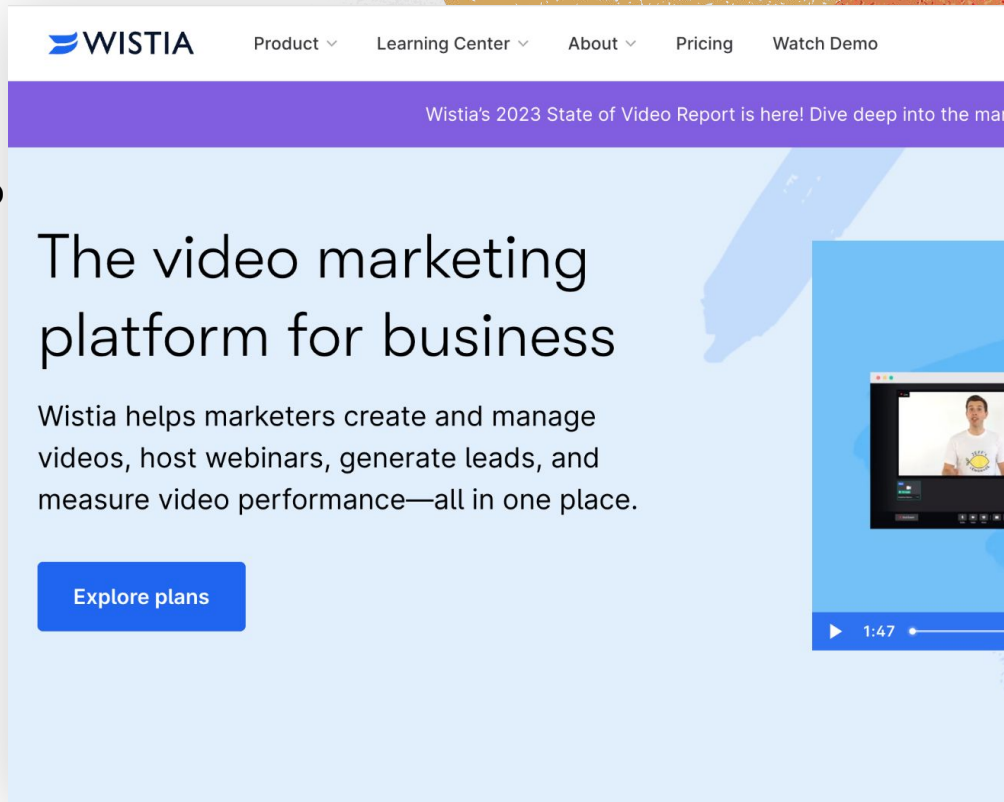
**We can fully hold one idea
in our heads at a time.**

“Interference.”



Aren't we just describing video marketing here?

- ✓ Create videos
- ✓ “Manage” videos
- ✓ Host webinars
- ✓ Generate leads
- ✓ Measure performance

The image shows a screenshot of the Wistia website homepage. At the top, there is a navigation bar with the Wistia logo on the left and links for "Product", "Learning Center", "About", "Pricing", and "Watch Demo" on the right. Below the navigation bar is a purple banner with the text "Wistia's 2023 State of Video Report is here! Dive deep into the mar...". The main content area has a light blue background. On the left, there is a large heading "The video marketing platform for business" and a subheading "Wistia helps marketers create and manage videos, host webinars, generate leads, and measure video performance—all in one place." Below this text is a blue button labeled "Explore plans". On the right side, there is a video player showing a man speaking, with a progress bar at the bottom indicating 1:47.

“But our product really **does
all those things. How do we
choose?”**

Have the discipline to **choose one thing** for your ~~poor~~, overworked and ~~tired~~ prospect to be ***allowed*** to focus on.

**When you use lists (and “and”), it’s
easy to lose sight of the purpose of
the message. And of the product.
And of the company.**

INBOX

Maximize team productivity with the world's fastest shared Inbox

Our AI-enhanced Inbox is lightning fast, easy-to-use, and optimized for efficiency—with everything a modern support team needs.

[Learn more about our Inbox →](#)



Bad Word #4

“Learn”

Learn from the experts

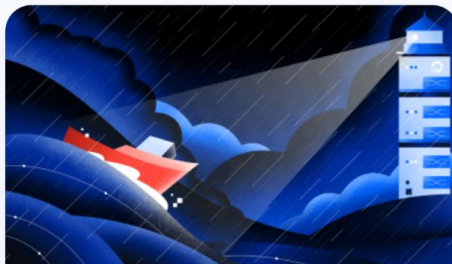
Whether you want to learn about funding your business, installing Linux on Ubuntu, or getting started on DigitalOcean, we have the educational resources for you.



Product documentation

Learn how to spin up a virtual machine, get started with block storage, and more with in-depth documentation.

[Learn more →](#)



Business advice

The Wave is DigitalOcean's hub for startup and business-focused content on funding, hiring, and scaling.

[Learn more →](#)



Technical expertise

Visit DigitalOcean's Community Website and CSS-Tricks to learn from wide range of technical tutorials.

[Learn more →](#)



**Few people want to learn anything.
They want the outcome of learning.**

**Why do people want to
learn?**

FUNCTIONAL JTBD

- Complete important tasks for their job / department
- Unlock new features confidently / Upgrade
- Become power users
- Get better work done (with more complex SaaS)
- See results enough to switch to annual and save
- Cancel other tools that aren't working

SOCIAL JTBD

- Complete important tasks for their job / department
- Become power users and get promoted at work
- Get their team onboarded well so they adopt
- Help their team use the software / Train them
- Start seeing desirable results they can share with their mgr

PERSONAL JTBD

- Become power users and get promoted at work
- Start seeing their work-lives improve
- Feel less stress
- Start seeing desirable results

Start seeing results you can share with your team. Here's how.

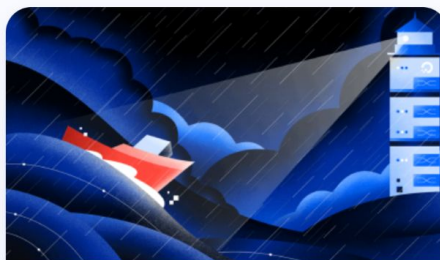
Whether you want to learn about funding your business, installing Linux on Ubuntu, or getting started on DigitalOcean, we have the educational resources for you.



Product documentation

Learn how to spin up a virtual machine, get started with block storage, and more with in-depth documentation.

[Learn more →](#)



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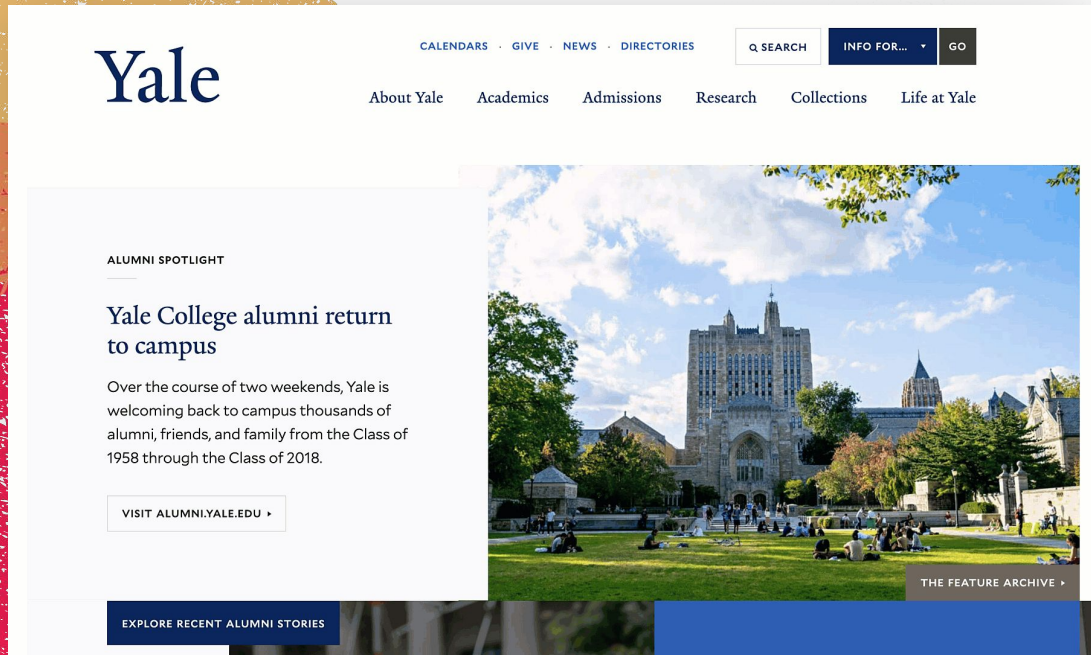
[Learn more →](#)



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[Learn more →](#)



- *Explore*
- *Exercise curiosity*
- *Discover new interests*
- *Discover new abilities*
- *Broadly informed intellect*
- *Highly disciplined intellect*
- *Be successful in whatever work they finally choose*
- *Graduate with values*
- *Graduate with knowledge*
- *Pursue meaningful work*
- *Lead successful and purposeful lives*

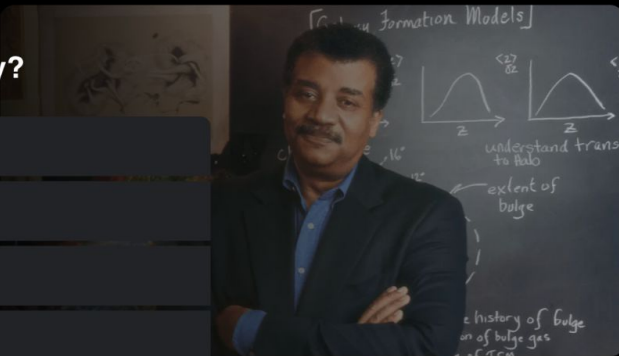
GAIN NEW SKILLS IN 10 MINUTES

Unlimited access to 180+ classes delivered in bite-sized lessons.

What brings you to MasterClass today?

- Improve my professional or leadership skills
- Become a better artist, musician, or writer
- Become a better chef
- Improve my style (interior design or fashion)
- Something else

Continue



What is the **outcome** of
learning?

FIVE-FOOT OUTCOME


Deploy popular development stacks like MERN, LAMP, NodeJS, FARM, and more with a single click! →

We're hiring Blog Docs Get Support Contact Sales

DigitalOcean Products Solutions Developers Businesses Pricing Log in Sign up

Learn from the experts


Whether you want to learn about funding your business, installing Linux on Ubuntu, or getting started on DigitalOcean, we have the educational resources for you.

**Docs**

Product documentation


Learn how to spin up a virtual machine, get started with block storage, and more with in-depth documentation.

[Learn more →](#)

**Business advice**

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**Technical expertise**

Visit DigitalOcean's Community Website and CSS-Tricks to learn from wide range of technical tutorials.

[Learn more →](#)


Deploy popular development stacks like MERN, LAMP, NodeJS, FARM, and more with a single click! →

We're hiring Blog Docs Get Support Contact Sales

DigitalOcean Products Solutions Developers Businesses Pricing Log in Sign up

Start confidently building your business in the next 5 mins

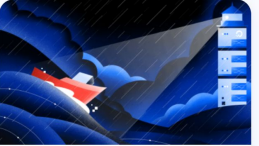
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Product documentation


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FIVE-MILE OUTCOME

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Learn from the experts

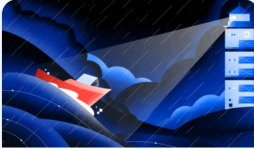
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Bad **Word** #5

The right word for the wrong action.

**Are you optimizing copy
you should de-optimize?**

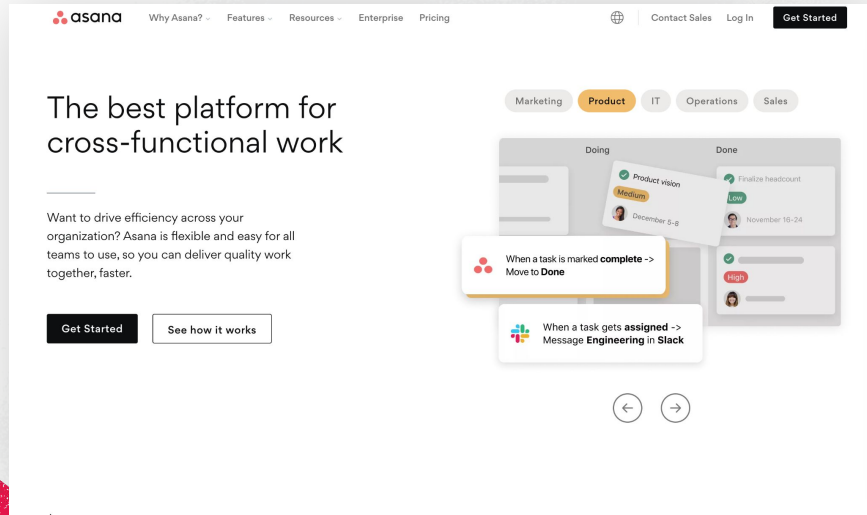
Which of these 2 options do you think the creator of the ballot might have been **de-optimizing**?





**Some phrasing makes
your message **harder to
read / process.****

Like using the **passive voice**

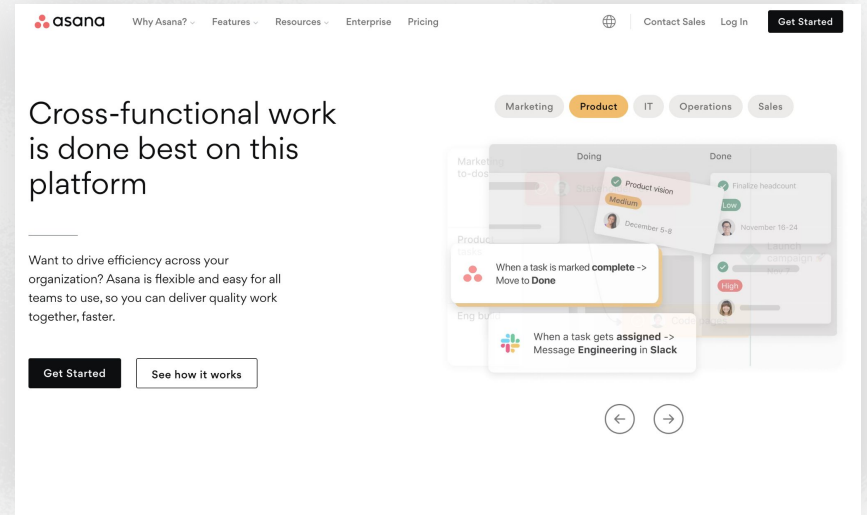


The screenshot shows the Asana website with a navigation bar at the top containing the Asana logo and links for 'Why Asana?', 'Features', 'Resources', 'Enterprise', 'Pricing', 'Contact Sales', 'Log In', and a 'Get Started' button. Below the navigation bar, there are tabs for 'Marketing', 'Product', 'IT', 'Operations', and 'Sales', with 'Product' selected. The main content area features a Kanban board with two columns: 'Doing' and 'Done'. In the 'Doing' column, there is a task card for 'Product vision' with a 'Medium' priority and a due date of 'December 5-8'. In the 'Done' column, there is a task card for 'Finalize headcount' with a 'Low' priority and a due date of 'November 18-24'. Two callout boxes are overlaid on the board: one pointing to the 'Product vision' card with the text 'When a task is marked complete -> Move to Done', and another pointing to a task in the 'Done' column with the text 'When a task gets assigned -> Message Engineering in Slack'. At the bottom of the board, there are two circular arrows, one pointing left and one pointing right.

The best platform for cross-functional work

Want to drive efficiency across your organization? Asana is flexible and easy for all teams to use, so you can deliver quality work together, faster.

[Get Started](#) [See how it works](#)



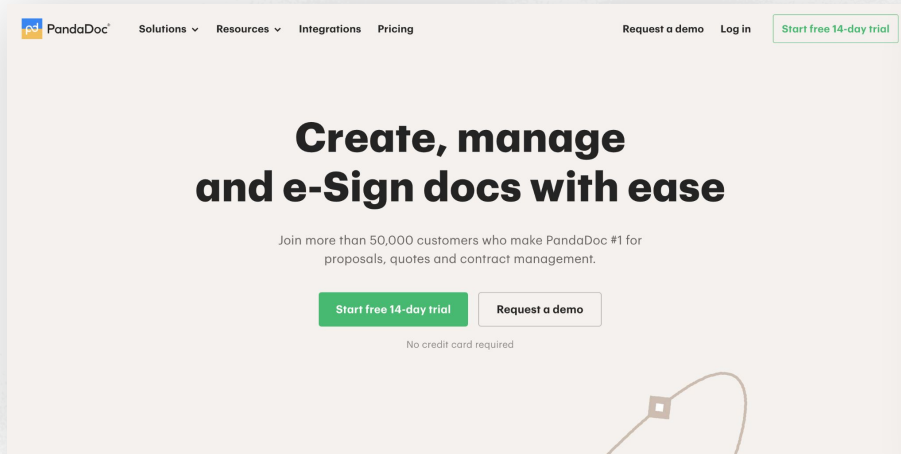
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Cross-functional work is done best on this platform

Want to drive efficiency across your organization? Asana is flexible and easy for all teams to use, so you can deliver quality work together, faster.

[Get Started](#) [See how it works](#)

Like getting way **too fancy with your syntax**



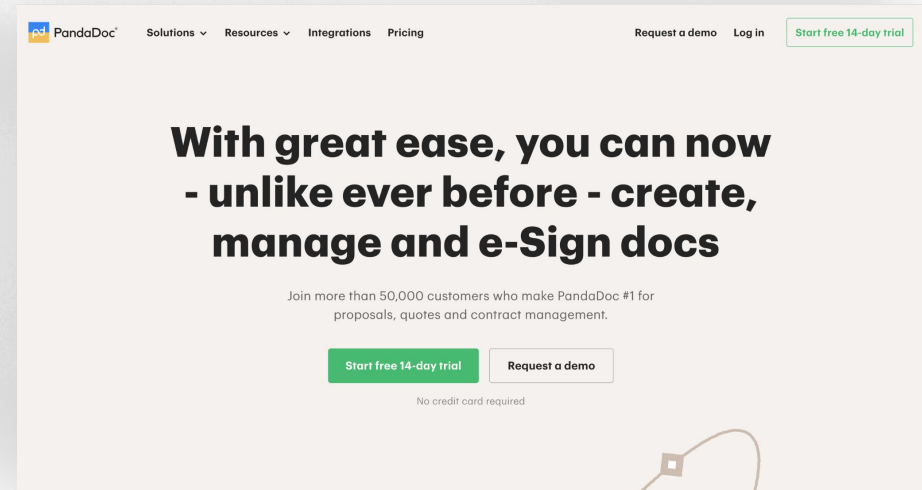
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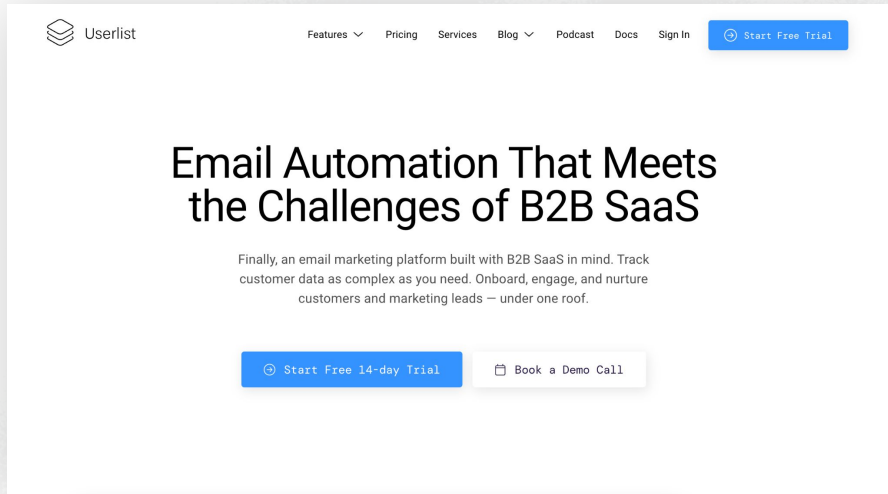
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Side note: moderate syntactic surprise can actually improve recall!

Like writing a statement in **its negative form**



The screenshot shows the Userlist homepage with a positive headline. The navigation bar includes 'Features', 'Pricing', 'Services', 'Blog', 'Podcast', 'Docs', 'Sign In', and a 'Start Free Trial' button. The main heading is 'Email Automation That Meets the Challenges of B2B SaaS'. Below it is a sub-headline: 'Finally, an email marketing platform built with B2B SaaS in mind. Track customer data as complex as you need. Onboard, engage, and nurture customers and marketing leads – under one roof.' At the bottom are two buttons: 'Start Free 14-day Trial' and 'Book a Demo Call'.

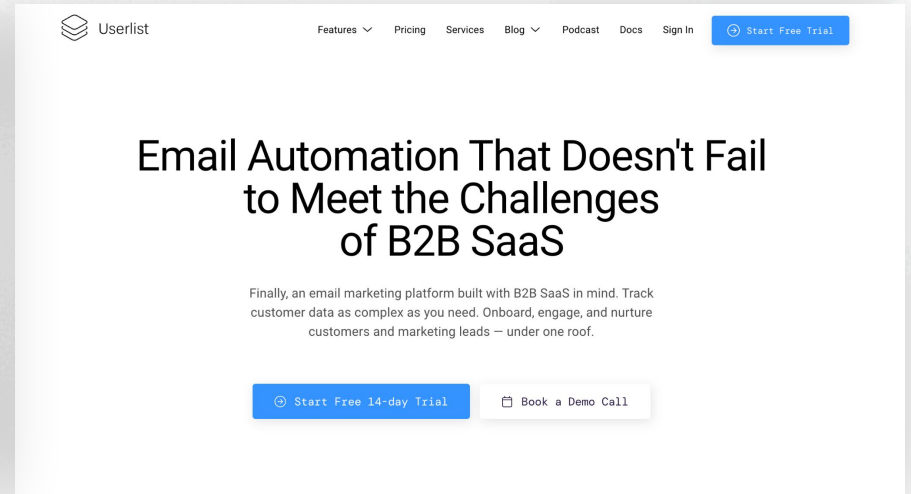
Userlist

Features Pricing Services Blog Podcast Docs Sign In [Start Free Trial](#)

Email Automation That Meets the Challenges of B2B SaaS

Finally, an email marketing platform built with B2B SaaS in mind. Track customer data as complex as you need. Onboard, engage, and nurture customers and marketing leads – under one roof.

[Start Free 14-day Trial](#) [Book a Demo Call](#)



The screenshot shows the Userlist homepage with a negative headline. The navigation bar is identical to the first screenshot. The main heading is 'Email Automation That Doesn't Fail to Meet the Challenges of B2B SaaS'. Below it is the same sub-headline: 'Finally, an email marketing platform built with B2B SaaS in mind. Track customer data as complex as you need. Onboard, engage, and nurture customers and marketing leads – under one roof.' At the bottom are two buttons: 'Start Free 14-day Trial' and 'Book a Demo Call'.

Userlist

Features Pricing Services Blog Podcast Docs Sign In [Start Free Trial](#)

Email Automation That Doesn't Fail to Meet the Challenges of B2B SaaS

Finally, an email marketing platform built with B2B SaaS in mind. Track customer data as complex as you need. Onboard, engage, and nurture customers and marketing leads – under one roof.

[Start Free 14-day Trial](#) [Book a Demo Call](#)

**Sometimes your message
should be harder to read /
process.**



**Consider the actions you
don't want people to take in
your product.**

- **Cancel** account
- **Pause** account
- **Downgrade** account
- **Delete** team members
- **Delete** critical data (e.g., subscribers in email platform)
- **Stop** using sticky features (e.g., remove integrations)





**You don't have to hide those actions.
Just make the words weird.**

Cancel account

Don't remain

**You want people to be too
[lightly] confused to bother
arguing with you.**

Which is **easier** to understand?



PLEASE LEAVE
PETRIFIED WOOD
IN THE PARK



PLEASE DON'T
REMOVE
PETRIFIED WOOD
FROM THE PARK

Which **resulted in more** wood being left in the park?



PLEASE LEAVE
PETRIFIED WOOD
IN THE PARK

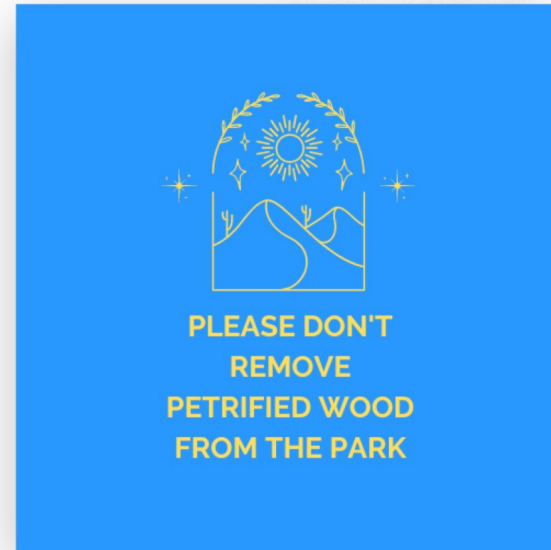


PLEASE DON'T
REMOVE
PETRIFIED WOOD
FROM THE PARK

This is easier to process. So I can consider it (and disagree with it) easily.



This is harder to process. So I don't even bother trying to argue with it.



**De-optimize options by
de-optimizing their words.**

Which option do you think **they** want **you** to choose?

The screenshot shows the Asana pricing page with three plans: Basic, Premium, and Business. The Premium plan is highlighted with a purple border and a black 'Get Started' button. The Business plan has a teal border and a white 'Get Started' button. The Basic plan has a white border and a white 'Get Started' button. The Premium and Business plans also offer a 'purchase now' option.

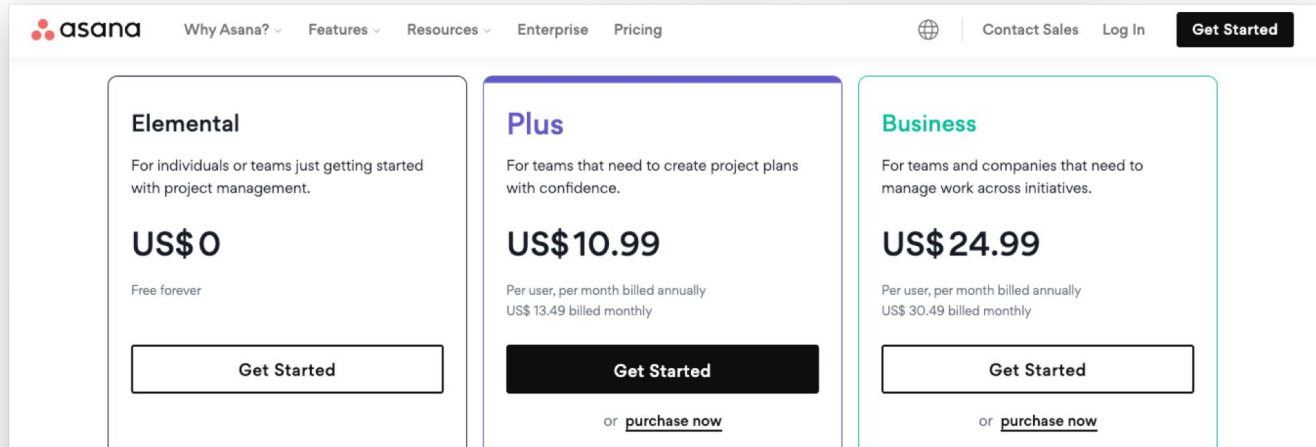
Plan	Description	Price	Billing Cycle	Buttons
Basic	For individuals or teams just getting started with project management.	US\$0	Free forever	Get Started
Premium	For teams that need to create project plans with confidence.	US\$10.99	Per user, per month billed annually US\$ 13.49 billed monthly	Get Started or purchase now
Business	For teams and companies that need to manage work across initiatives.	US\$24.99	Per user, per month billed annually US\$ 30.49 billed monthly	Get Started or purchase now

Which option is easiest to understand fast?

The screenshot shows the Asana pricing page with three columns representing different plans. The 'Basic' plan is free forever. The 'Premium' plan is \$10.99 per user per month billed annually, or \$13.49 billed monthly. The 'Business' plan is \$24.99 per user per month billed annually, or \$30.49 billed monthly. Each plan has a 'Get Started' button. The 'Premium' and 'Business' plans also have a 'purchase now' link.

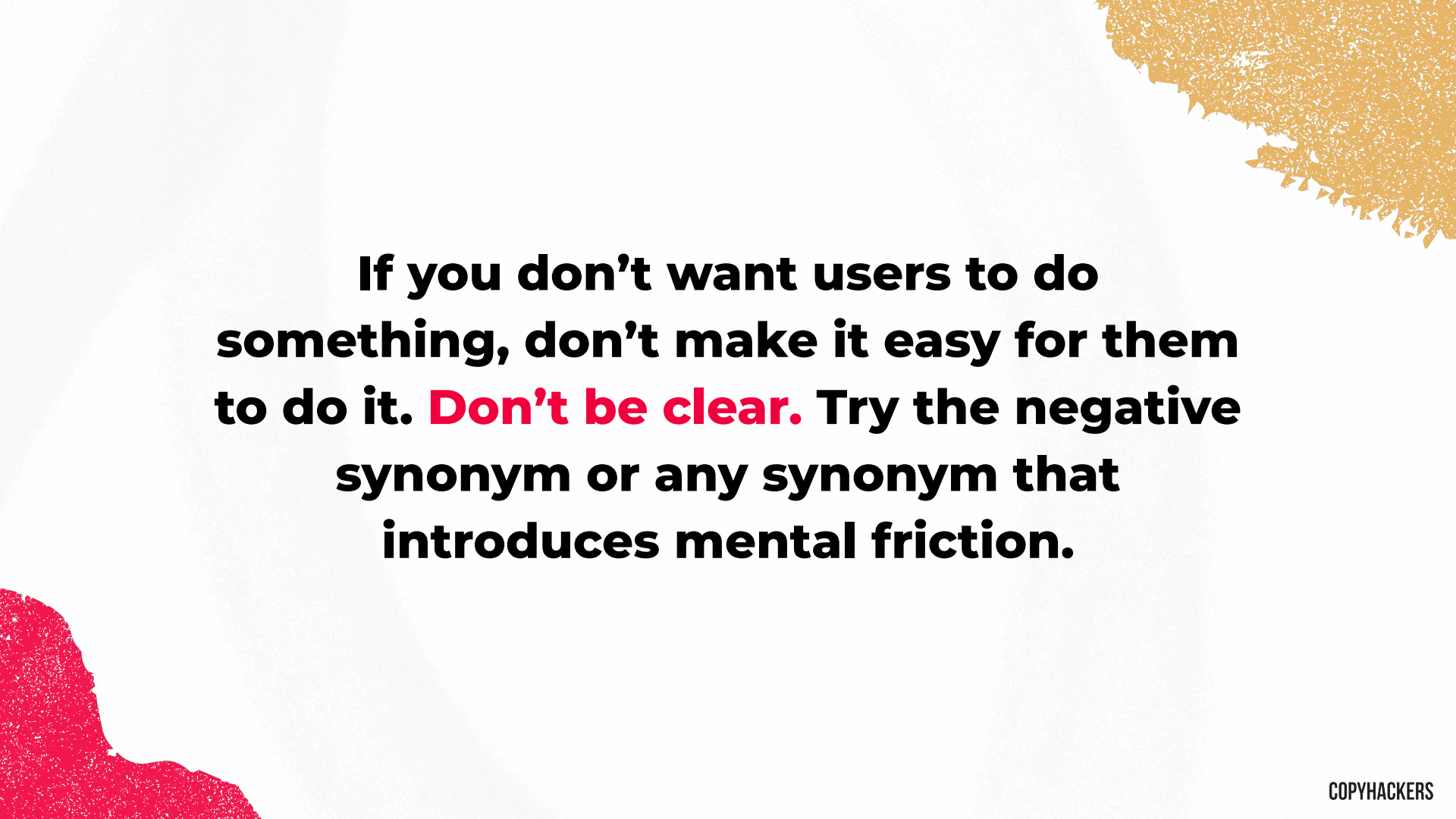
Plan	Description	Price	Billing Cycle	Get Started Button	Alternative Link
Basic	For individuals or teams just getting started with project management.	US\$0	Free forever	Get Started	
Premium	For teams that need to create project plans with confidence.	US\$10.99	Per user, per month billed annually US\$ 13.49 billed monthly	Get Started	or purchase now
Business	For teams and companies that need to manage work across initiatives.	US\$24.99	Per user, per month billed annually US\$ 30.49 billed monthly	Get Started	or purchase now

How about **now**?



The screenshot shows the Asana pricing page with a navigation bar at the top. The navigation bar includes the Asana logo, links for 'Why Asana?', 'Features', 'Resources', 'Enterprise', and 'Pricing', a globe icon, 'Contact Sales', 'Log In', and a prominent 'Get Started' button. Below the navigation bar are three pricing cards. The 'Elemental' card is white with a black border, 'Plus' is light blue with a blue border, and 'Business' is light green with a green border. Each card contains a title, a description, a price, billing details, and a 'Get Started' button. The 'Plus' and 'Business' cards also include a 'purchase now' link.

Plan	Description	Price	Billing	Get Started	Purchase Now
Elemental	For individuals or teams just getting started with project management.	US\$ 0	Free forever	Yes	No
Plus	For teams that need to create project plans with confidence.	US\$ 10.99	Per user, per month billed annually US\$ 13.49 billed monthly	Yes	Yes
Business	For teams and companies that need to manage work across initiatives.	US\$ 24.99	Per user, per month billed annually US\$ 30.49 billed monthly	Yes	Yes



If you don't want users to do something, don't make it easy for them to do it. **Don't be clear. Try the negative synonym or any synonym that introduces mental friction.**

- **Bad word #1** is across your site
- **Bad word #2** is on your Pricing page
- **Bad word #3** is on your homepage
- **Bad word #4** is in your support center
- **Bad word #5** is in your product

“We”

“Pay”

“And”

“Learn”

**(the right word for
the wrong action)**

This has been about word choice. But it's not just about the words you choose. **It's also how you put them together.**

Style shapes the success of ideas.

Joanna **Wiebe**

Founder of Copyhackers.com
Cofounder of Authority Figures

