

Words That Pull

Abrakadbor

**Turn Silent Readers into Buyers
in 5 Days — No Sleazy Tactics
Required**

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Hello and Welcome!

Let's be honest.

People don't buy because you shout louder.

They buy because your words hit home.

You don't need to be a "sales shark."

You just need the right words — in the right order — to make someone stop, feel, and say: "This is for me."

Most content gets ignored.

But one line... one phrase... can pull someone in.

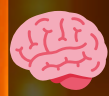
That's not magic. That's copywriting.

This guide isn't about tricks or pressure.

It's about clarity, emotion, and structure — so selling feels natural.

No fancy funnels. No sleazy tactics.

🔥 Next Step: Day 1 — Find Your Core Emotional Trigger.



Day 1 — Finding Your Core Emotional Trigger



“People don’t buy products. They buy feelings.”

If your words don’t make people feel something... they’ll scroll right past. That’s why the first step isn’t about clever headlines or fancy copy formulas. It’s about understanding what emotion makes your audience move.

1. What Is an Emotional Trigger?

An emotional trigger is the invisible switch that turns curiosity into action.

It’s that spark that makes someone think:

“This is me.”

“I need this.”

“I can’t miss this.”

Think about the last time you bought something fast.

Was it because of logic? Probably not.

It was because something clicked emotionally.

It could be:

- The promise of freedom 🕊️
- The fear of missing out 😞
- The desire to feel seen, safe, or successful ✨

2. Pick One Core Emotion (Don't Mix Too Many)

One of the biggest mistakes beginner copywriters make is trying to trigger everything at once.

When you do that, your message gets blurry.

Your copy should feel like a laser, not a flashlight.

Pick one main emotion — and build your message around it.

Here are some powerful emotional triggers to choose from:

- Relief → “Finally, I can stop struggling.”
- Confidence → “I can do this now.”
- Belonging → “I’m not alone.”
- Security → “I feel safe with this choice.”
- Excitement → “This feels fresh and fun.”
- Urgency → “I can’t wait any longer.”

👉 Pro tip: The best emotion is the one that reflects your audience’s current pain or desire — not just what sounds cool.

3. Quick Exercise: Emotional Snapshot

Take a blank page (or open Notes on your phone) and answer these 3 questions:

- What emotion do your ideal customers feel right before they discover your offer?
- What emotion do they want to feel instead?
- What one word can describe that transformation?

Example:

- Before: Overwhelmed 
- After: In control 
- Trigger Word: Relief

That single emotional word becomes the anchor of your copy.

Every headline, line, and CTA you write will subtly reflect that emotion.

Your notes 

4. Why This Step Matters

When your message aligns with a real, felt emotion — your readers don't need to be “convinced.”

They just recognize themselves in your words.

And when people feel seen... they trust you.

And when they trust you... they buy.

✅ **Your Action Today:**

Pick ONE emotional trigger that best matches your offer.

Write it at the top of your notebook, and let it guide every line you write. Don't overthink it. Pick it. Own it.

Now that you've chosen your core emotional trigger, something powerful just happened:

- ✓ You no longer have to guess what to say.
- ✓ You now have a direction.

But emotion alone won't stop someone from scrolling.

You need something sharp — something that hooks their brain in a split second, you will know in the next chapter.

Next Chapter : ⚡ Day 2 — Crafting a Hook That Hits Like a Lightning Bolt 🖱️

⚡ Day 2 — Crafting a Hook That Hits Like a Lightning Bolt

In today's online world, attention is the most expensive currency.

People don't give it away easily. You have three seconds to make them stop. That's where your hook comes in.

A strong hook isn't about sounding smart or clever.

It's about making someone say:

“Wait. That's me.”

“This hits different.”

“I need to know more.”

A hook has one job: buy you the next sentence. It earns that click by naming a pain, promising a payoff, or creating a tension your reader feels in their gut. Clarity beats clever. Specific beats vague.



“If your first line doesn't catch them, your next line won't matter.”

3 ways to spark it:

- Pattern interrupt: break an expectation (“You don’t need more time. You need fewer tabs.”)
- Hyper-specificity: numbers, names, moments (“I wrote 12 threads. Only 1 worked—here’s why.”)
- Open loop: create a gap that begs to be closed (“I stopped doing the #1 ‘productivity’ habit—and got more done.”)

Templates you can steal:

- You think [common belief]. Here’s why it’s costing you [specific cost].
- Most [audience] do [habit]. Do this instead: [unexpected move].
- I wasted [time/money] on [thing] until I learned [insight].
- If you [pain], try this [timeboxed] fix.
- The [unpopular opinion] that doubled my [result].



Example hooks:

- Your to-do list is killing your focus. Try this 1-line plan instead.
- Stop trying to sound smart. This 7-word opener gets more replies.
- You don't need a new diet. You need a boring breakfast.
- The algorithm didn't ignore you. Your first sentence did.
- I spent \$2,300 on courses before I learned the only thing that mattered.

1. What Makes a Hook Work

A powerful hook has three qualities:

- Emotionally charged — It reflects the trigger you chose on Day 1.
- Hyper-specific — It speaks to one real problem or desire, not everyone.
- Open loop — It creates tension or curiosity that demands to be resolved.

Example:

✗ “Learn how to write better.” → Boring.

✓ “Why your words aren't selling — and the 5-minute fix to change that.” → Problem + tension + curiosity.

2. Hook Formulas You Can Steal

You don't need to reinvent the wheel. Just plug in your emotional trigger and context.

- **Problem → Tension → Hint of Solution**

“You're writing every day... but no one's buying. Here's why.”

- **Call Out + Pain Point + Unexpected Twist**

“Tired of sounding ‘salesy’? Good. That's your superpower.”

- **Future State Promise (without hype)**

“In 5 days, your words can start selling for you — even while you sleep.”

- **“Why” Hooks (Logic gap = curiosity)**

“Why your best content isn't converting (and how 1 sentence can fix it).”

- **“Confession” Style (soft, human tone)**

“I used to write like nobody was reading. Turns out... they weren't.”



3. Quick Exercise: Hook Drafting ⚡✍️

Take your emotional trigger from Day 1.

Now, write at least 5 different hooks based on the formulas above.

Example (Trigger: Relief):

- “You don’t need to scream to be heard. Just one sentence can shift everything.”
- “Your words aren’t broken — they’re just missing a switch.”
- “Selling gets easier when your copy starts breathing, not begging.”
- “Imagine writing one line that makes people lean in instead of scroll away.”
- “You’ve been pushing. Now let your words pull.”

👉 Don’t aim for perfect. Aim for punchy. You’ll refine later.



4. Why This Step Matters

Your hook is the first handshake with your reader.

If it's weak, the rest of your message won't matter.

If it's strong, you won't have to “convince” — they'll want to stay.

✅ **Your Action Today:**

Write 5 hooks based on your emotional trigger. Pick the one that feels alive — the one that gives you goosebumps. That's your winner.

Now, **you've found your emotional spark.**

You've crafted your lightning hook.

But here's the thing most people get wrong:

A great hook isn't the finish line — it's the invitation.

It's like opening a door. If what comes next doesn't feel smooth, clear, or compelling... people walk away.

So now, your mission is simple:

👉 Turn that single spark into momentum.

👉 Make your reader glide from one line to the next — without friction.

🔥 **Next Step: Day 3 — Turning Hooks into Flow: How to Build Natural Copy Momentum**

Day 3 — Turning Hooks into Flow: How to Build Natural Copy Momentum

“A good hook grabs attention. A good flow keeps it.”

When someone reads your hook, they make a tiny subconscious decision:

“Do I keep reading... or scroll away?”

The difference between scrolling away and leaning in is flow — how each line connects and pulls the reader forward.

Good copy doesn't shout. It guides.

1. Think in Chains, Not Paragraphs 🗑️

Most beginners make the mistake of dumping all their ideas into one big block of text.

But people don't read blocks. They skim.

Each sentence should act like a link in a chain.

One link pulls the next. One line creates curiosity for the next.

“Short line. → Pull. → Shorter line → Pull again.”

🧠 **Pro tip:** If a line doesn't make someone want to read the next... it doesn't belong.

2. The 3-Part Flow Structure

Here's a simple structure that keeps your reader hooked from the first line to the CTA:

- **Hook → Grab attention**

“Why your words aren't selling — and the 5-minute fix to change that.”

- **Build Curiosity → Amplify emotion or problem**

“You're writing every day, but something isn't clicking. Not because you're bad at it... but because your words are missing a trigger.”

- **Bridge to the Core Message → Promise or value**

“Once you learn how to flip that switch, your words won't just talk — they'll pull.”

This simple rhythm creates a natural psychological pull: curiosity → connection → resolution.

3. Break the “Wall of Text”

Long blocks kill momentum.

Short lines breathe.

Instead of this:

“If you want to sell more, you need to understand your audience, craft a strong message, and be persuasive without being pushy. This takes time and skill, but it's worth it.”

Try this:

“Selling more isn’t about shouting louder.

It’s about understanding.

About saying less — and meaning more.”

👉 **See how it feels lighter? That’s flow.**

4. Quick Exercise: “Waterfall Writing” 💧✍️

1. Pick one of your hooks from Day 2.
2. Write 5–7 short lines under it.
3. Make sure each line pulls into the next.
4. Read it out loud. If it sounds smooth, it reads smooth.

Example:

Hook: “You don’t need to scream to be heard. Just one sentence can shift everything.”

Line 1: “Right now, your words are trying too hard.”

Line 2: “And people can feel that.”

Line 3: “But what if your copy could breathe?”

Line 4: “What if it could pull instead of push?”

Line 5: “That’s what flow does.”

5. Why This Step Matters

Hooks make people stop.

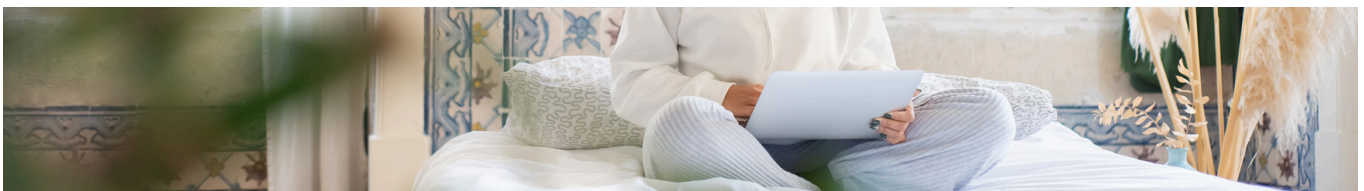
Flow makes them stay.

And if they stay, they feel the message.

And when they feel it — conversion starts long before the CTA.

✓ **Your Action Today:**

Take one of your hooks and turn it into a flowing copy chain (5–7 short lines). Make it smooth, light, and emotional. Test it by reading out loud.



At this point, you already have something powerful:

- ✓ **A message that feels alive.**
- ✓ **Your hook catches attention.**
- ✓ **Your flow guides their eyes down the page.**

But attention without desire... is like a spark without fuel.

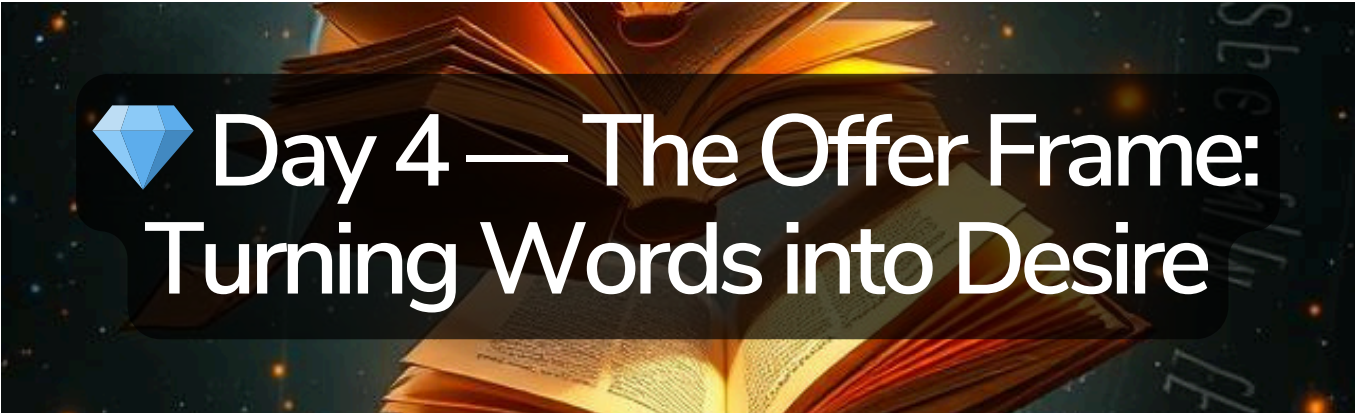
If people don't want what you offer — deeply and personally — they won't act.

This is where we shift from making them read your words...

👉 to making them crave what's behind them.

🔥 **Next Step: Day 4 — The Offer Frame: Turning Words into Desire** 💎





Day 4 — The Offer Frame: Turning Words into Desire

“Desire doesn’t come from what you offer. It comes from how you frame it.”

Most people think the offer is just a product.

Wrong.

Your offer is a story about how someone’s life gets better because they said yes to it.

And your job isn’t to shove that story at them — it’s to make them see themselves inside it.

1. People Don’t Buy Features — They Buy Outcomes 🧠

If you sell the thing, people hesitate.

If you sell the result, people lean in.

✗ “Get 12 training videos and 5 templates.”

✓ “Write magnetic copy in days — not months — with a system that holds your hand.”

The difference?

Features talk about you.

Outcomes talk about them.

👉 Don't sell the plane. Sell the destination.

2. Frame the Offer Like a Transformation 📖

Your reader is currently at Point A — stuck, confused, or curious.

Your offer is the bridge to Point B — clear, confident, in control.

The key is to make the gap visible and emotionally charged.

Example:

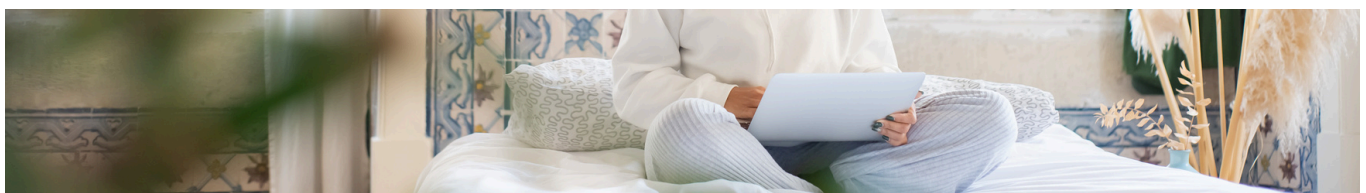
“Right now, your words might sound like whispers in a noisy room.

But in just a few days, those same words can turn into signals that people can't ignore.”

Notice what happens here?

The offer isn't presented as a “thing.”

It's presented as a before–after journey.



3. The Offer Frame Formula 🧭

You can use this simple structure to build irresistible desire:

- Acknowledge their now (where they are)
- Show the after (what they want)
- Position your offer as the bridge
- Remove resistance (show ease, speed, or clarity)

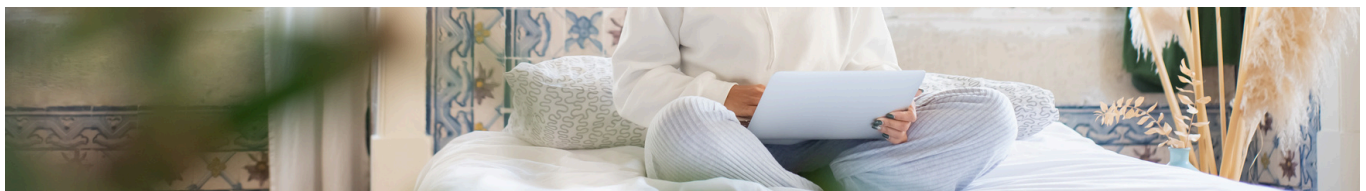
Template:

“You’re tired of _____. You want _____. And the good news? _____ gives you exactly that — without _____.”

Example:

“You’re tired of writing copy that gets ignored. You want words that make people stop, feel, and act.

And the good news? This system gives you exactly that — without sounding fake or pushy.”

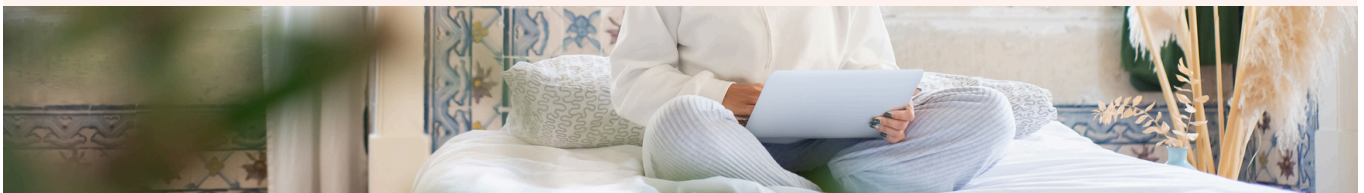


4. Quick Exercise: Your Offer Frame

1. Write down your audience's current state in 1–2 sentences.
2. Write down their desired state in 1–2 sentences.
3. Fill in the offer frame template.
4. Read it out loud. If it makes you want it, you're on the right track.

Example:

- Current: “They write content but feel invisible.”
- Desired: “They want to feel confident that their words convert.”
- Frame:
- “Right now, your message gets lost in the noise.
- You want your words to actually work for you.
- This guide bridges that gap — no shouting, no sleazy tactics.



5. Why This Step Matters

A hook opens the door.

Flow keeps them inside.

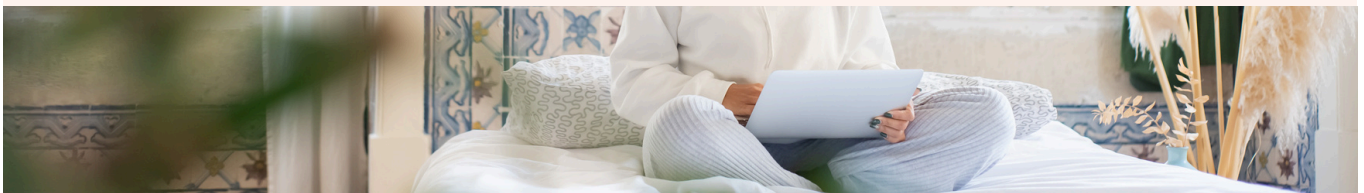
But desire is what makes them move toward the offer.

Without desire, your copy is just pretty words.

With desire, your words become fuel.

✓ Your Action Today:

Write your offer frame using the 4-step formula. Keep it short, vivid, and emotionally charged. Make it feel like the natural next step after reading your flow.



You've done the hard part.

You've:

- ✓ Tapped into emotion.
- ✓ Hooked attention.
- ✓ Built smooth flow.
- ✓ Framed an offer that sparks desire.

But desire without action is just daydreaming.

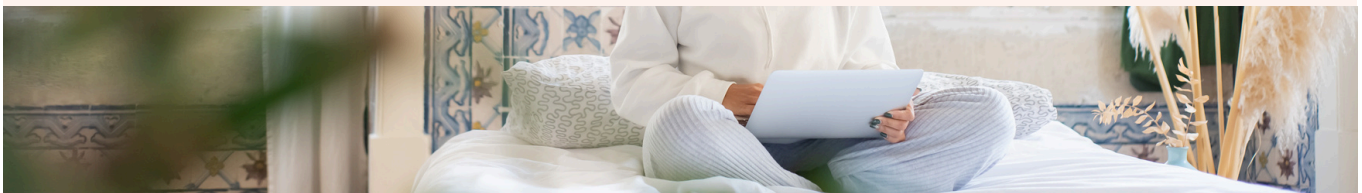
And this is where most good copy dies — not because the idea was weak...

... but because the Call to Action (CTA) didn't pull people to move.

Your CTA isn't a closing line.

It's the invitation to step into the story you've built.

 **Next Step: Day 5 — The Call That Converts:**
Crafting CTAs That Pull, Not Push 



Day 5 — The Call That Converts: Crafting CTAs That Pull, Not Push

PULL

“A good CTA doesn’t pressure. It feels inevitable.”

Let’s be honest. Nobody likes to feel sold to. But everyone loves to feel like they made a smart, confident decision.

Your CTA’s job isn’t to yell, “BUY NOW!”

It’s to gently guide your reader to the next logical step — the one that already feels right.

1. Why Most CTAs Fail ❌

- They sound like commands. (“Buy now!” “Sign up!”)
- They create pressure instead of clarity.
- They feel disconnected from the message.

When your CTA feels forced, readers pull back.

When it feels natural, they lean in.

2. The Psychology Behind a Pull CTA 🧠

A strong CTA works because it:

- Affirms their desire (not yours).
- Removes friction by making the next step obvious.
- Makes action feel safe, smart, and fast.

Think of it like this:

- Bad CTA: “Buy my product.”
- Good CTA: “Start turning your words into sales — today.”

One shouts. The other guides.

3. CTA Patterns That Work 🛫

- **Affirmation CTA (You’re already on the right path)**

“Yes — I’m ready to make my words work.”

- **Transformation CTA (Remind them what they want)**

“Start pulling in buyers with your words — no pressure tactics.”

- **Low-friction CTA (Remove resistance)**

“Get instant access (no complicated steps).”

- **Identity-based CTA (Empower them)**

“I choose clarity over shouting.”

“I want my copy to convert.”

- **Time-sensitive CTA (Ethical urgency)**

“Start your 5-day shift today — while it’s fresh in your mind.”

4. Quick Exercise: Craft Your Pull CTA

- Look back at your Offer Frame from Day 4.
- Ask yourself: “What natural step would my reader take next?”
- Choose the tone: Affirming / Transformational / Low-friction / Identity-based.
- Write 3 versions of your CTA. Pick the one that feels like a hand extended, not a door slammed.

Example:

- “Yes — I want my words to start pulling buyers.”
- “Start your 5-day shift today.”
- “Let your words work while you breathe.”

👉 Say it out loud. If it flows like an invitation, not a demand, you’ve nailed it.

5. Why This Step Matters

People follow stories, not commands.

When your CTA aligns perfectly with the emotion, flow, and desire you've built, it stops feeling like "selling" — and starts feeling like the obvious choice.

✅ Your Action Today:

Craft your CTA. Make it smooth, clear, and emotionally aligned. One line. One pull. One clear step.



You've built the story that pulls people in.

Now it's time to guide them toward action — without pressure.

Let's turn emotion into momentum.

🔥 The last step : 🏁 Day 6 — Your 5-Day Shift: How to Make It Stick. 📌

🚩 Day 6 — Your 5-Day Shift: How to Make It Stick

Abrakadabra

“Great copy isn’t about talent. It’s about clarity, emotion, and repetition.”

If you’ve made it this far, you’ve done something most people never do:

👉 You didn’t just consume information — you built a skill foundation that can generate trust, attention, and sales.

Let’s take a quick breath.

Think about how different your words feel now compared to Day 1.

Not louder. Not fancier.

But sharper. Clearer. More alive.

This is Your 5-Day Shift: How to Make It Stick

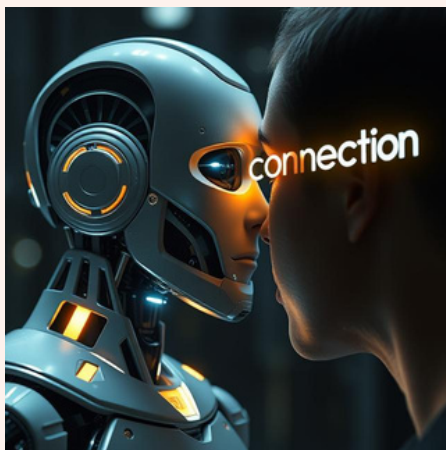




1. Your 5-Day Journey in One Glance

- Day 1 – Emotion: You found the core trigger that moves people.
- Day 2 – Hook: You learned how to spark instant attention.
- Day 3 – Flow: You created smooth momentum that pulls readers in.
- Day 4 – Offer: You framed your message as a transformation, not a product.
- Day 5 – CTA: You learned to guide, not push — making action feel natural.

This is the same invisible structure behind every persuasive message that converts without being pushy.





2. Repeat It Until It's Natural



The secret to great copy isn't memorizing formulas.

It's building rhythm.

Just like a musician practices scales, copywriters practice their hooks, flows, and frames — until it becomes second nature.

You don't need a perfect line every time.

You just need the courage to show up, write, and refine.

☞ One emotional trigger.

☞ One strong hook.

☞ One smooth flow.

☞ One offer frame.

☞ One clear CTA.

That's your entire engine. 🔥





Here's a simple daily habit to keep this alive:

- 🕒 5 minutes: Identify the emotional trigger you want to speak to today.
- ✍️ 10 minutes: Write 3–5 hooks around that emotion.
- 💬 10 minutes: Turn one of those hooks into flowing copy.
- 📋 5 minutes: Frame your offer and end with a soft CTA.

20–30 minutes a day. No overthinking. No pressure.

Do this consistently for 14 days and your messaging will feel effortless.





4. Final Mindset Shift: Pull, Don't Push

Persuasive copy isn't about being louder than everyone else. It's about being clearer — and connecting deeper. People don't want to be convinced.

They want to believe.

And belief starts with how your words make them feel.

When your words pull instead of push, selling stops being something you do to people...

...it becomes something people do with you.

✓ **Your Next Step:**

Pick one offer, apply the 5-Day framework, and launch it.

Not later. Not “when it's perfect.”

This week.

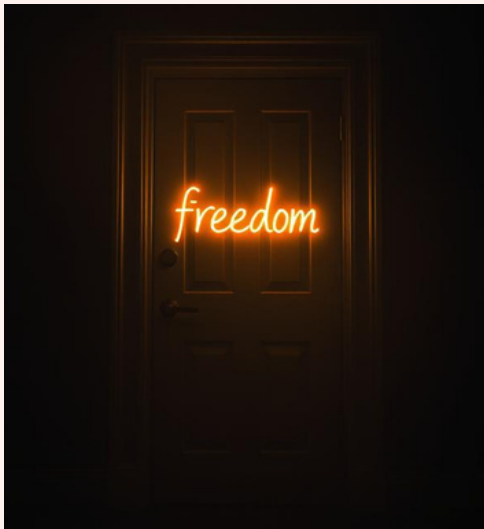
Your words are ready.

The question is: are you ready to let them work for you?



✨ Epilogue: Freedom by Words

This guide isn't just about writing copy.
It's about building leverage.
Because when your words can work — even
while you rest —
you're not just writing anymore.
You're building your Freedom Machine.
So go ahead.
Open your doc.
Type that first line.
And watch your words pull the world closer.



Thank you!

You've taken the first step.

Your words can now pull people in
— naturally.

But real freedom comes when
everything works together.

✨ **Next in the Freedom Machine**

Blueprint:

- Path of the Opportunity Hunter
- Traffic Funnel Blueprint
- Video Marketing Profit

Keep the momentum. One step at a
time. 🚀



Do You Need More Help?



Freedom Starter Kit



The foundational system to stop
feeling stuck and start building your
freedom machine Today

[**← LEARN MORE**](#)