UX copy that converts:
10 phrases for your UX portfolio that make clients say “Yes”





A swipe file for UX writers & content designers who want premium clients



Value Proposition

This swipe file helps UX writers instantly upgrade their portfolios with proven, strategic phrases that speak to client goals, increase authority, and subtly position them as premium providers — without sounding salesy or desperate.

Clients don’t hire you because of your resume — they hire you because of how you communicate your value.

These 10 phrases are designed to instantly boost your credibility, show you understand UX ROI, and help you stand out from the crowd — even if you’re not a sales person.

📌 How to Use These Phrases

Each phrase comes with:

🔍 Where to use it in your portfolio or social bio

💡 Why it works based on how clients think

✅ Plug-and-play language you can tweak in 2 minutes

I design words that reduce friction and increase action.

🕒 **Where to use this phrase:**
Portfolio homepage / About / project intro section

💡 **Why it works:**
Speaks to business goals, not buzzwords.

🧠 **Instantly positions you as a strategic asset, not a ‘nice-to-have.’**

“I create seamless onboarding flows that turn first-time users into raving fans.”

🕒 **Where to use this phrase:**
Case studies / UX writing samples

💡 **Why it works:**
Shows emotional + business impact.
Clients buy outcomes, not outputs.

“I write microcopy that makes complex actions feel intuitive.”

🕒 **Where to use this phrase:**
Project breakdowns / About page

💡 **Why it works:**
Clarity = authority. You’re showing UX empathy in a business frame.

“I help products speak like people — with trust, clarity, and character.”

🕒 **Where to use this phrase:**
Bio or LinkedIn headline

💡 **Why it works:**
Makes you memorable. Voice = conversion.

“I turn user hesitations into clear, confident clicks.”

🕒 Where to use this phrase:
Button UX / Form UX case studies

💡 Why it works:
Speaks directly to a pain point clients know costs them money..

“I write UX copy that converts — without sounding like a sales robot.”

🕒 **Where to use this phrase:**
Anywhere you want a confident CTA

💡 **Why it works:**
Combines clarity + conversion with personality. That’s the triple threat.

“I help teams speak the same language — across 12+ touchpoints.”

🕒 **Where to use this phrase:**
Style guide work / voice & tone audits

💡 **Why it works:**
Clients love system builders. Show you're not just a writer — you're a unifier.

“I reduce churn by building trust with every line of copy.”

🕒 **Where to use this phrase:**
B2B or SaaS UX work

💡 **Why it works:**
Trust = retention. Retention = recurring revenue. You’re helping clients scale.

“I simplify workflows with smart, human-first UX content.”

🕒 **Where to use this phrase:**
Complex app or dashboard projects

💡 **Why it works:**
Says “I understand your product and your user.”

“I don’t just write copy. I improve metrics with content design.”

🕒 **Where to use this phrase:**
Top of your portfolio or pinned post

💡 **Why it works:**
Big picture positioning. You’re not just a writer. You’re ROI-focused.

Examples for your portfolio

Weak Copy	Improved Copy
I’m a UX writer with 5 years of experience.	I help apps go from confusing to clear with human-first UX content.
Worked on user flows.	Wrote microcopy that turned 7-tap signup into a 3-tap flow with 30% higher completion.

🔥 Pro Tip

Use bold headings, bullet points, and one strong sentence that shows what you helped achieve.

✅ Example:
"Reduced support tickets by 42% with onboarding copy that answered questions before users had to ask."