ATOMIVOX

FREE CHEAT SHEET

FOR WHEN WORDS HAVE A JOB TO DO

Copywriting cheat sheet.

The rules, devices, frameworks, and hooks we reach for when a headline won't land.

01 10 rules

02 10 devices

03 5 frameworks

04 12 hooks

10 rules.

BEFORE YOU WRITE A WORD

01 Make it about them
Readers care what changes for them, not what you built. Lead with their problem.

02 Make it relatable
Compare the new thing to something they already know.

03 Cut the fluff
If a word doesn't change the meaning, it goes. Start with the adverbs.

04 Use simple words
Write so a 12-year-old gets it.

05 Be specific
"Proposals out in 2 days" beats "fast turnaround".

06 Use the active voice
Put the doer first. "We cut your costs", not "costs are cut".

07 Tell a story
A person, a problem, a turn. One real detail beats a paragraph of claims.

08 Make it punchy
Short sentences hit. Then let a longer one breathe.

09 Handle objections
Ask clients what nearly stopped them buying. Answer it first.

10 Be bold
Pick a side.

10 LITERARY DEVICES

One sentence. 10 ways.

"Your website is boring."

1 **ANAPHORA** *Repeat the opening*

Your site is boring. Your deck is boring. Your pitch is boring.

2 **ANTITHESIS** *Opposites side by side*

Your work is brilliant. Your website is boring.

3 **TRICOLON** *Three in a row*

Your website is beige, bland, and forgettable.

4 **PARADOX** *Contradicts, still true*

Your website says everything and nothing.

5 **IRONY** *Says the opposite*

Another "innovative" homepage. How original.

6 **CATACHRESIS** *A word bent on purpose*

Your homepage tastes beige.

7 **PLEONASM** *Extra words for emphasis*

Boring, dull, tedious, and a total snooze.

8 **SYNECDOCHE** *A part for the whole*

Every pair of eyes is gone before the second scroll.

9 **PARAPROSDOKIAN** *The ending flips it*

Your website is clear, confident, and fast asleep.

10 **ALLEGORY** *A story meaning more*

A shop with the lights off and a sign saying "Come in".



5 frameworks.

PICK THE ONE THAT FITS THE JOB

PAS

ADS, EMAILS, AND SOCIAL POSTS

PROBLEM / AGITATE / SOLUTION

Lead with the pain, make it sting, then offer the fix.

Problem	Your sales team tells 5 versions of the story.
Agitate	Buyers hear all 5, then pick the cheapest.
Solution	One script the whole team uses.

AIDA

LANDING PAGES AND LONGER ADS

ATTENTION / INTEREST / DESIRE / ACTION

Grab them, hold them, make them want it, then ask.

Attention	Your best clients describe you better than your homepage.
Interest	They've seen the work. Your website hasn't.
Desire	Imagine a site that sounds like them.
Action	Book a call.

BAB

CASE STUDIES AND TESTIMONIALS

BEFORE / AFTER / BRIDGE

Where they are, where they could be, and how to get there.

Before	Every proposal starts from a blank page.
After	Every proposal starts from the same story.
Bridge	Write the script once. Reuse it everywhere.

4 Ps

SALES PAGES

PROMISE / PICTURE / PROOF / PUSH

A big claim, the life after it, the proof, then the ask.

Promise	Sound as good as you are.
Picture	Prospects arrive already knowing why you.
Proof	A client's words, a result, a name they know.
Push	A reason to act this month.

PASTOR

PROBLEM / AMPLIFY / SOLUTION / TESTIMONY / OFFER / RESPONSE

PAS with proof and an offer added. Works as an email sequence, one letter per email.

Problem	Your pipeline depends on who's in the room.
Amplify	When you're on holiday, so is the pipeline.
Solution	A story the whole team can tell without you.
Testimony	Let a client say it in their own words.
Offer	Spell out exactly what they get.
Response	Tell them the one thing to do next.



FIG. 02 / FIRST LINE

12 hooks.

The first line decides if they read the second.

01 Credibility

Lead with the proof you've earned the right to say it.

> After 15 years of B2B brand work, here's the mistake I see most.

02 Fear

Name the risk they'd rather not think about.

> Your buyers have already compared you with your cheapest rival.

03 Inspiration

Show them what's possible.

> Picture a pipeline that fills while you're on holiday.

04 Curiosity

Open a gap they need to close.

> There's one sentence every B2B site needs. Most don't have it.

05 Counter-narrative

Go against what everyone says.

> More content won't fix your marketing.

06 Counter-intuitive

The opposite of what they expect.

> The best positioning makes your market smaller.

07 Eloquence

Say what they feel, better than they can.

> You're brilliant in the room. Your website never got the memo.

08 Faces

Lead with a person. People read about people.

> [Name] had the best team in the market and the worst website.

09 Value

Promise something they can use today.

> 3 questions that fix a muddled homepage.

10 Surprise

A fact they didn't see coming. Check it first.

> [A real, sourced number] of buyers decide before they talk to sales.

11 Celebration

Share a win, or cheer someone else's.

> Big week for [client]: they finally sound like themselves.

12 Identity

Call out exactly who it's for.

> If you run a services firm, this one's for you.

8 post types.

FOR THE BLANK LINKEDIN BOX

01 Actionable
Step by step: how to do one specific thing.

02 Observation
Something you've noticed that nobody's said yet.

03 X vs Y
Two things side by side, with a sharp takeaway.

04 Present vs future
How it works today, and how it will work next.

05 Contrarian
Your spiky point of view. What do you believe that others don't?

06 Analytical
A teardown of a company, a campaign, or a trend.

07 Motivation
Help readers picture themselves getting there.

08 Listicle
Books, tools, people, or mistakes.

BONUS / THE MULLET HEADLINE

B2B brand messaging. Minus the B2B.

Business in the front, party in the back. Say what it is first, then make them smile.

RATHER HAVE IT WRITTEN FOR YOU?

Sound as good as you are.

BOOK A DISCOVERY CALL →

Structure inspired by Neal O'Grady's Copywriting Cheatsheet. The Mullet headline: Dan Nelken. Wording and examples: Atomivox. Photos from Pexels in the Atomivox halftone: Min An (typewriter), Lara Jameson (megaphone), Chase (singer).

FREE TO USE AND SHARE