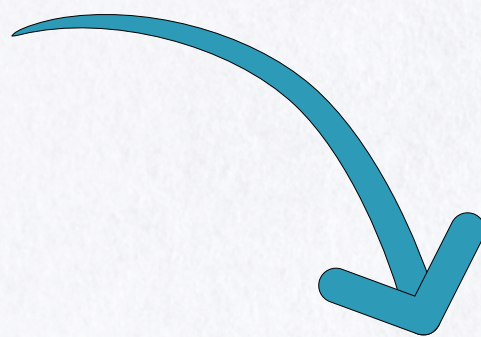


Dear Son, Love, Dad

How to Write to Millions In a
Clear, Understandable Way



**We've heard it a
million times,
right?**



**” Don't write to millions.
Write to only 1 person.**

But...

**Writing to only 1
person can be
intimidating.**

This is why I say →

**Write to your
favorite person.**

**For me, that
person is
my son.**



For you, it could be:

your best friend

a late friend 🙄

your partner

your client

(whoever makes you write with ease)

Here's why →

Writing to your fave person helps you:

Write with ease

Write much faster

Sound more natural

Write more concisely

Write for understanding

Use fewer complex words

Make sure the readers "get it"

This trick works with writing:

Social media posts

Long-form ads

Websites

Emails

More

(I know because I use it every day)

**Try it out the next
time you write. It
might do wonders
for you writing.**

Love, Dad

Whoops! 😂

**Try it out the next
time you write. It
might do wonders
for you writing.**

~~Love, Dad~~

Reminder! 😂

Please make sure to always delete those two parts after you're done writing...

Otherwise, your client or CEO could get a hell of an email on a Monday morning

(don't ask me how I know that)

[Summary →](#)



**Make it nice and
easy to write.**



**It'll be nice and
easy to read.**

Snapshot of this post:



Jasmin Alić • You

Storyteller for Fortune 500 Brands | Founder, Hey Jay

1w • 

My super secret copywriting hack 📌

Every time I write anything, I start with:

"Dear son,"

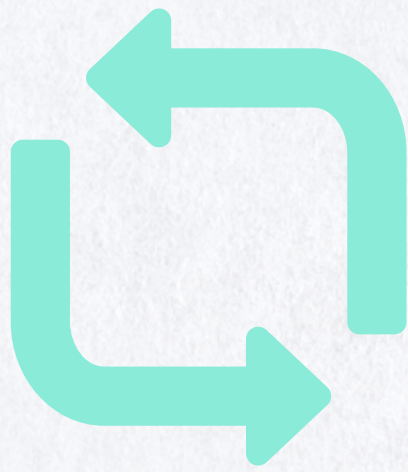
and end with:

"Love, Dad"

After I'm done, I just delete those two parts.

- + When you write to only 1 person, it's easier.
- + When you write to your fave person, it's faster.
- + Good for LinkedIn posts, emails, or anything really...

P.S. Who's the "one person" you write to? 😊



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