

Copywrite Secret That Actually Work

Channel: @Nasir-SimplifyYourBusiness

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**Topic: How to Write Copy That
Actually Works**

How to Write Copy That Actually Works

(Even If You've Never Written an Ad in Your Life)

Target Length	10–15 Minutes
Channel	@Nasir-SimplifyYourBusiness
Presenter	Nasir Uddin

Script at a Glance

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SECTION 1 — HOOK

0:00 – 0:45

[Camera: Medium close-up. Nasir looks directly into lens. No intro music yet — dead silence for 2 seconds first.]

Let me ask you something.

You spend an hour making your business look good. Nice logo. Clean photos. You set up your Instagram, you write a caption... and then nothing. Nobody clicks. Nobody calls. Nobody cares.

And you think — is my business actually rubbish? Is nobody interested?

I'll tell you what the real problem is. It's not your business. It's not your product. It's the words you're using.

And in the next fifteen minutes, I'm going to show you exactly how to fix that — even if you've never written a single ad in your life.

[Pause. Slight smile.]

Stay with me. This one's going to change how you look at everything.

SECTION 2 — INTRO & PROMISE

0:45 – 1:30

[Light intro music in. Camera pulls back slightly to wider shot. Nasir more relaxed now.]

My name is Nasir. I run a digital marketing agency in the UK, I've worked with over a hundred and twenty businesses in my first year alone — restaurants, salons, barbers, workwear brands, you name it.

And the number one reason most of those businesses weren't getting results before they came to me? It wasn't their product. It wasn't even their marketing budget.

It was their words.

So today, I want to teach you the skill called copywriting. We're going to keep it dead simple — no jargon, no complicated theory. Just real, practical things you can use today.

By the end of this video, you'll know what copywriting actually is, the three rules that make words work, and a simple formula you can use right now to write something that gets people to take action.

Let's get into it.

SECTION 3 — WHAT IS COPYWRITING?

1:30 – 3:00

[Casual, conversational. Lean slightly forward. Speak slowly here — this is the foundation.]

So first — what actually is copywriting?

Forget the word 'copy' for a second. It sounds like printing. It sounds corporate. It's not.

Copywriting is simply this: choosing the right words to make someone feel something, so they do something.

That's it. That is the whole skill.

When you see a sign outside a restaurant that says 'Best food in town' — that's a bad attempt at copywriting. Because everyone says that. It makes you feel nothing.

But when you walk past and the sign says 'You looked hungry. Come in.' — now that's different. That made you smile. It spoke to you personally. And maybe you actually went in.

Copywriting is on every ad you've ever seen. Every billboard. Every caption. Every product description on Amazon. Every email subject line that made you click open.

Someone wrote those words on purpose — to make you feel something and do something.

And that is the skill you're going to learn. Not writing essays. Not writing novels. Just short, clear, purposeful words that work.

SECTION 4 — STORY 1: THE CHIP SHOP SIGN

3:00 – 5:00

[Shift energy — storytelling mode. Slower pace. More personal. Optional: cut to a graphic showing two versions of the sign.]

Let me tell you a story. And this is a real thing I've seen happen.

There's a chip shop — not far from where I work in Cheshire. Nice place. Good food. The owner is a hard-working bloke who's been there for years.

Outside, he had a sign. It said: 'Fish and Chips. Open Monday to Saturday.'

Now — is that sign wrong? No. Is it accurate? Yes. Does it make anyone stop and think 'I need to go in there right now'? Absolutely not.

It's just information. And information alone doesn't sell anything.

So here's what I want you to imagine instead. Same shop. Same food. But the sign outside now says:

[Pause for effect. Speak slower.]

'Proper fish and chips. Cooked fresh. Ready in five minutes. Come in — you deserve it.'

Same business. Same product. Completely different feeling.

The second sign speaks to a specific feeling — hunger, tiredness after a long day, wanting something comforting and quick. It tells you what you get, how fast, and it gives you permission to treat yourself.

That's copywriting. Changing the words to change how someone feels about the exact same thing.

And the difference between those two signs? Maybe ten minutes of thinking. That's it. The whole skill starts with just thinking more carefully about your words.

SECTION 5 — THE 3 GOLDEN RULES

5:00 – 8:30

[Back to direct delivery. Slightly more energy. Hold up fingers as you go through each rule.]

Right. Now I'm going to give you the three rules that every good copywriter uses — whether they're writing a Facebook ad, a shop sign, or a ten-thousand-pound email campaign.

These rules work everywhere. And once you know them, you'll start seeing bad copy everywhere and you'll understand exactly why it doesn't work.

Rule 1 — Write to One Person, Not Everyone

The biggest mistake beginners make is writing to everybody. 'Welcome to our amazing restaurant, we serve everyone, come try our food!'

That speaks to nobody. Because when you speak to everyone, no one feels like you're talking to them.

Good copywriting picks one specific person and speaks directly to them.

Think about your customer. Who is the one person most likely to buy? A tired mum picking up dinner on the way home? A gym-goer looking for a protein meal? A local tradesman on his lunch break?

Picture that one person. Write to them. Only them.

When you do that, something magic happens — everyone else who reads it thinks you're talking to them too. Because specific always feels more real than general.

Rule 2 — Benefits, Not Features

A feature is what your product is. A benefit is what it does for the customer.

Features: 'We use fresh ingredients.' 'We have 10 years of experience.' 'Our gym has the latest equipment.'

Now — do those lines make you feel anything? Probably not much.

Now here are the same things written as benefits:

'Food that won't make you feel heavy and sluggish.' 'Marketing that actually brings in customers, not just likes.' 'Equipment that makes your workout harder so you see results faster.'

See the difference? The feature is about you. The benefit is about them.

Customers don't care about what you have. They care about what they get. Always write from their perspective.

Rule 3 — One Message, One Action

This one kills me when I see it. A business posts something on Instagram and at the end it says: 'Follow us. Share this. Visit our website. Call us today. Leave us a review. Tag a friend.'

That's six calls to action. And because there are six, the person does zero.

Every single piece of writing — every caption, every ad, every sign — should have one message and ask for one action only.

Do you want them to call you? Say 'Call us now.' Do you want them to visit? Say 'Come in today.' Do you want them to follow? Say 'Follow for daily tips.'

One ask. Every time. Make it easy for them to say yes.

SECTION 6 — STORY 2: THE GYM THAT COULDN'T FILL CLASSES

8:30 – 10:30

[Back to storytelling pace. More animated. This story should feel like a revelation moment.]

Let me give you another story. This one's about a gym — and it shows you all three rules in action.

A small gym was running group fitness classes. Good instructor. Good facility. But the classes were half empty every week.

They were posting on Instagram to promote the classes. The caption said — and I'm not making this up — 'Group fitness classes now available. Various times. All levels welcome. Book via our website.'

Now let me show you what's wrong with that using the three rules.

Rule one — it's speaking to nobody in particular. 'All levels welcome' sounds like a disclaimer, not an invitation.

Rule two — it's all features. 'Classes available. Various times.' What does the customer actually get? No idea from that caption.

Rule three — 'Book via our website' is an action, but it's buried at the end with no energy behind it.

So we rewrote it. Same gym. Same classes. New words.

[Pause. Read this slowly.]

'Struggling to stay consistent at the gym on your own? Our Tuesday evening class is small, friendly, and will push you harder than you'd push yourself — without making you feel like the new person. Spots are limited. Book yours tonight.'

That caption speaks to one person — someone who goes to the gym alone and struggles with motivation. It sells the benefit — you'll be pushed harder, you won't feel awkward. And it has one clear action — book tonight.

The classes filled up within three days. Same gym. Same classes. Different words.

That's the power of copywriting done right.

SECTION 7 — THE BEGINNER FORMULA

10:30 – 12:30

[Pick up energy. This is the practical takeaway section — the most shareable part of the video.]

Right — I know some of you are thinking, 'Nasir, that's all well and good, but how do I actually sit down and write something?' So let me give you a simple formula.

It's four parts. I call it the P-S-P-A formula. Problem. Solution. Proof. Action.

PROBLEM

Start by naming the pain your customer feels. Make them feel seen. 'Tired of waiting an hour for a delivery that arrives cold?'

SOLUTION

Introduce your product or service as the answer. Keep it simple. 'Pizza Haven delivers hot to your door in 30 minutes or less.'

PROOF

Give them a reason to believe you. A number, a review, a result. 'Over 200 five-star reviews from happy customers in Cheshire.'

ACTION

Tell them exactly what to do next. One thing. 'Order now — link in bio.'

Put it all together and it sounds like this:

[Read this as a finished ad — confidently, like you're reading a real post.]

'Tired of waiting an hour for a delivery that arrives cold? Pizza Haven delivers hot, fresh pizza to your door in 30 minutes or less — and we've got over 200 five-star reviews to prove it. Order now — link in bio.'

That's four sentences. Thirty seconds to read. And it does everything it needs to do.

You can use this formula for anything. A social media caption. A flyer. A text message to customers. A Google ad. The structure is always the same.

Once you've used it ten or twenty times, you won't even need to think about it anymore. It just becomes how you write.

SECTION 8 — HOW TO PRACTICE EVERY DAY

12:30 – 14:00

[Relaxed, encouraging tone. Like a mentor, not a teacher.]

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Now — knowing all this and actually being able to do it are two very different things. Copywriting is a skill. And like any skill, it gets better with practice.

But here's the good news — you don't need to take a course. You don't need to spend any money. You just need to do these three things every single day.

1. Rewrite one ad every day

Pick any ad you see — Instagram, a shop window, a leaflet through your door. Ask yourself: is this good copy? Does it speak to one person? Does it sell a benefit? Does it have one clear action? Then rewrite it.

Takes ten minutes. Do it every day for a month. Your writing will be unrecognisable.

2. Write five versions of the same caption

Don't just write one caption and post it. Write five versions of the same idea. Then pick the best one. The other four aren't wasted — you learned from every single one of them.

3. Read it out loud

This is the fastest way to know if something works. If it sounds unnatural when you say it out loud — if you stumble on a word or a sentence feels too long — your audience will feel that too. Rewrite until it flows naturally.

The goal isn't perfection straight away. The goal is to get a little bit better every day. And you will.

SECTION 9 — OUTRO & CTA

14:00 – 15:00

[Warm, direct close. Look straight into camera. Slow down for the last few lines.]

So let me quickly recap what we covered today.

Copywriting is choosing the right words to make someone feel something so they take action. It's the single most important marketing skill you can develop.

The three rules: write to one person, sell benefits not features, and always ask for one action.

And when you're not sure where to start — use the formula. Problem. Solution. Proof. Action.

Now here's what I want you to do right now. Pick one business — yours, a friend's, anyone's — and write a caption using that formula. Just one. Post it in the comments below and I'll actually read it and give you feedback.

Because that's how you learn. Not by watching more videos. By doing.

If this was useful — and I hope it was — give it a thumbs up. It genuinely helps more people find this channel. And if you want more straight-talking business and marketing content, subscribe. I put out new videos every week.

I'm Nasir. Thanks for watching. And I'll see you in the next one.

[Hold for 3 seconds. End card appears with subscribe button and link to next recommended video.]

Production Notes – Video Guidelines

B-roll suggestions and production reminders for filming day.

B-Roll Suggestions

- **Close-up of hands writing on paper or whiteboard — words being crossed out and rewritten** — Sections 3 & 5
- **Any local high street shop signage — film on location if possible** — Section 4 (Chip Shop)
- **On-screen text animation — display each rule as a graphic as you say it** — Section 5 (3 Rules)
- **Stock or real footage of a gym class, phone screen showing Instagram caption** — Section 6 (Gym Story)
- **On-screen graphic showing the P-S-P-A boxes filling in as you speak** — Section 7 (Formula)

Graphics / Text on Screen

- **Show both chip shop signs side by side — before and after** — Section 4
- **Show original gym caption vs rewritten caption on screen** — Section 6
- **Animated build of the P-S-P-A formula with each box appearing as you mention it** — Section 7

SEO Title Options

- How to Write Ads That Actually Work (Copywriting for Beginners)
- Why Nobody Reads Your Ads — And How to Fix It
- The Only Copywriting Formula You Need as a Small Business Owner

Description (First 150 Characters)

Most businesses get ignored online — not because of their product, but because of their words. In this video I'll show you how to fix that in 15 minutes.

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