

Reference	Website connects emotionally
WEBSITE GOALS	Explain the appeal to the consumers emotion to influence their buying decisions.
WEBSITE MESSAGE:	The relationship between the design and science
References	https://uxplanet.org/how-to-write-website-copy-that-emotionally-connects-with-your-customers-efd0809a9739
Tone	Bold,light,clean

Introduction *What is this about?*
How to build emotional connect with the audience? How to add emoticons to your copy?

Reader Message *What's in it for me? Why should I read this?*
When people buy to satiate their emotional needs then isn't it a smart way for copywriters to appeal to those emotions through their copy. And subtly influence their buying decisions.

Content What is the information?
What you get: color combos that are popular, colors you like
Search: hue, tint, value, colors
Output: Ways to see color selections: ad type, swatch, gradient, palette, image
Store combos in your library
How to do it.
Science behind it
Community: Daily Inspiration
Experience Like?
How does my preferences work for a client's design?
Are the filters confusing?

Organize
alphabetical
categorical
cause and effect
inherent structure
order of importance
simple to complex
sequential
spiral
subordinate to higher
whole to parts

How am I going to tell this story? Point of View?

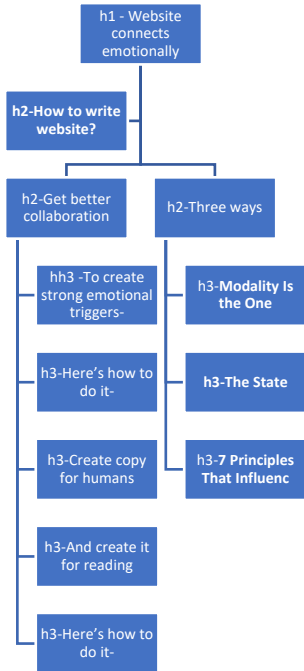
Forms
list
steps

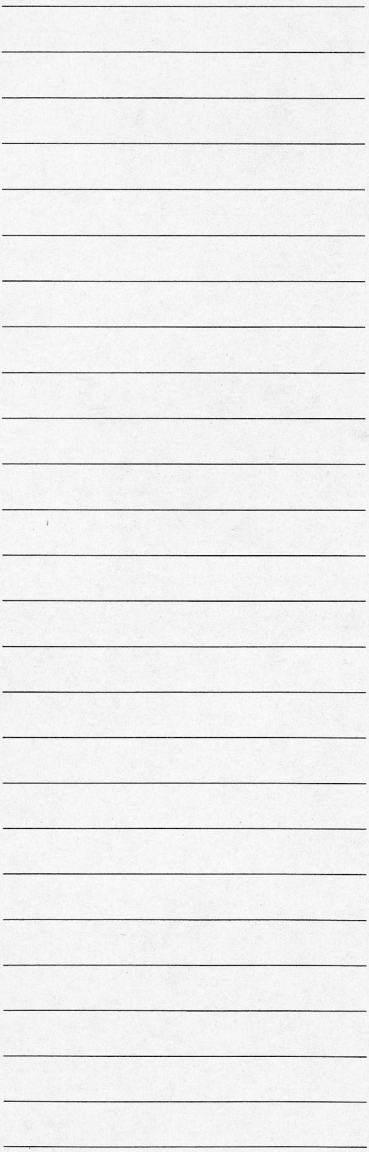
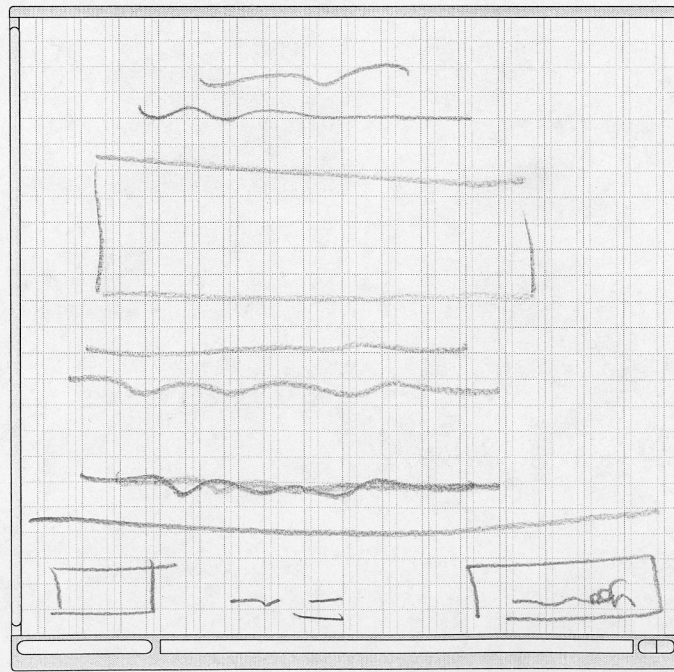
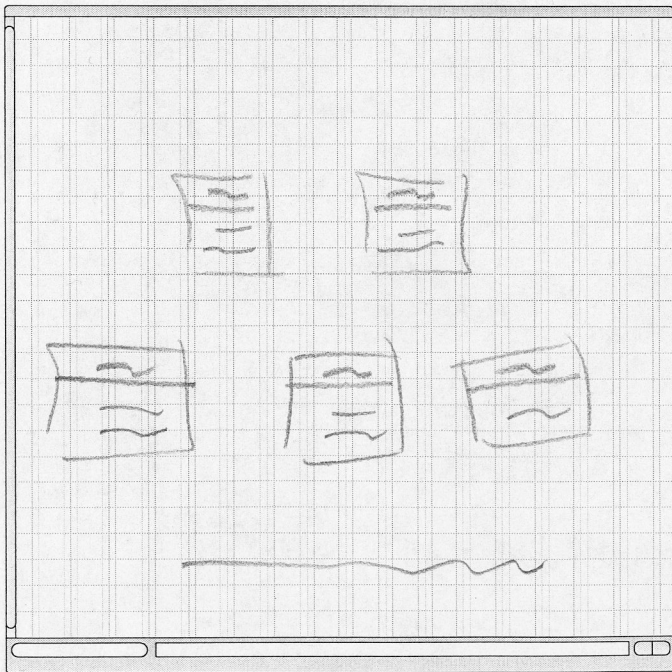
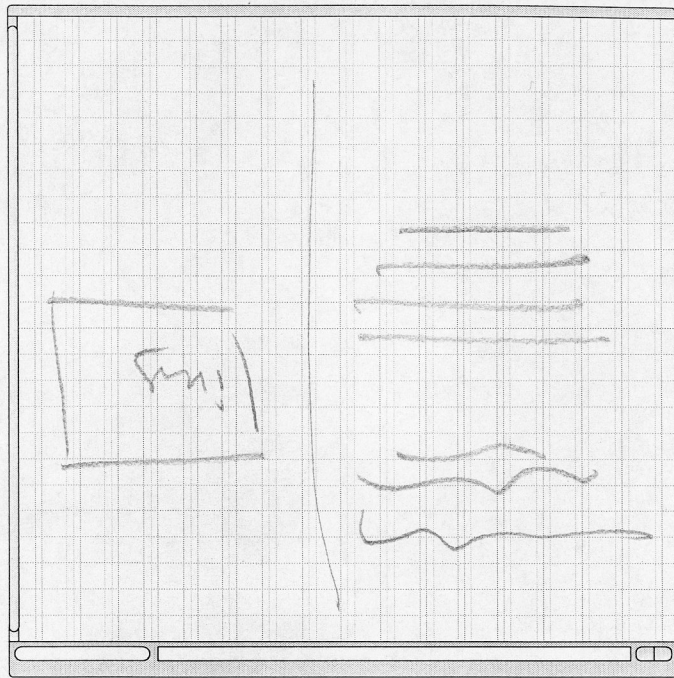
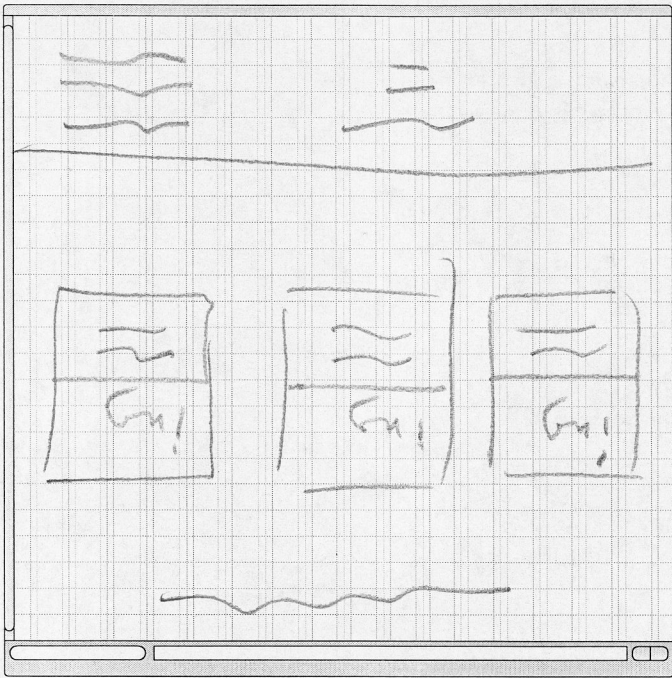
OUTLINE		
heading and content		organization/element
h1	Website connects emotionally	
	byline Byline: Where Science and Design Meet	
h2	How to write website copy that emotionally connects with your customers?	
	Introduction	
h2	5 Tips To Emotionally Connect With The Customers	
h2	Reader Message	
h2	Get better collaboration between designer & copy writers	
	Content The short answer is emotion.	
h3	<p>Create copy for humans. And create it for reading. Here's how to do it-</p> <p>And tell it honestly. Here's how to do it-</p> <p>Show benefits that solve's the problem</p> <p>Here's how to do it-</p> <p>To create strong emotional triggers-</p>	
h2	Three ways to orgnazuze content	
	Content	



h3	<i>What Is a "Modal Screen" ? A shift from flat to Material design Limit the number to increase the amount bought</i>	
h2		
	Content	
h3		

NOTES





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