



COPYWRITING THAT CONVERTS

The Four Modes of Research

Every visitor arrives in one of four research modes. Write to the mode and you break through the conversion ceiling that generic, "styrofoam" copy creates. Use this sheet to identify each mode, the question it's asking, and how to answer it.

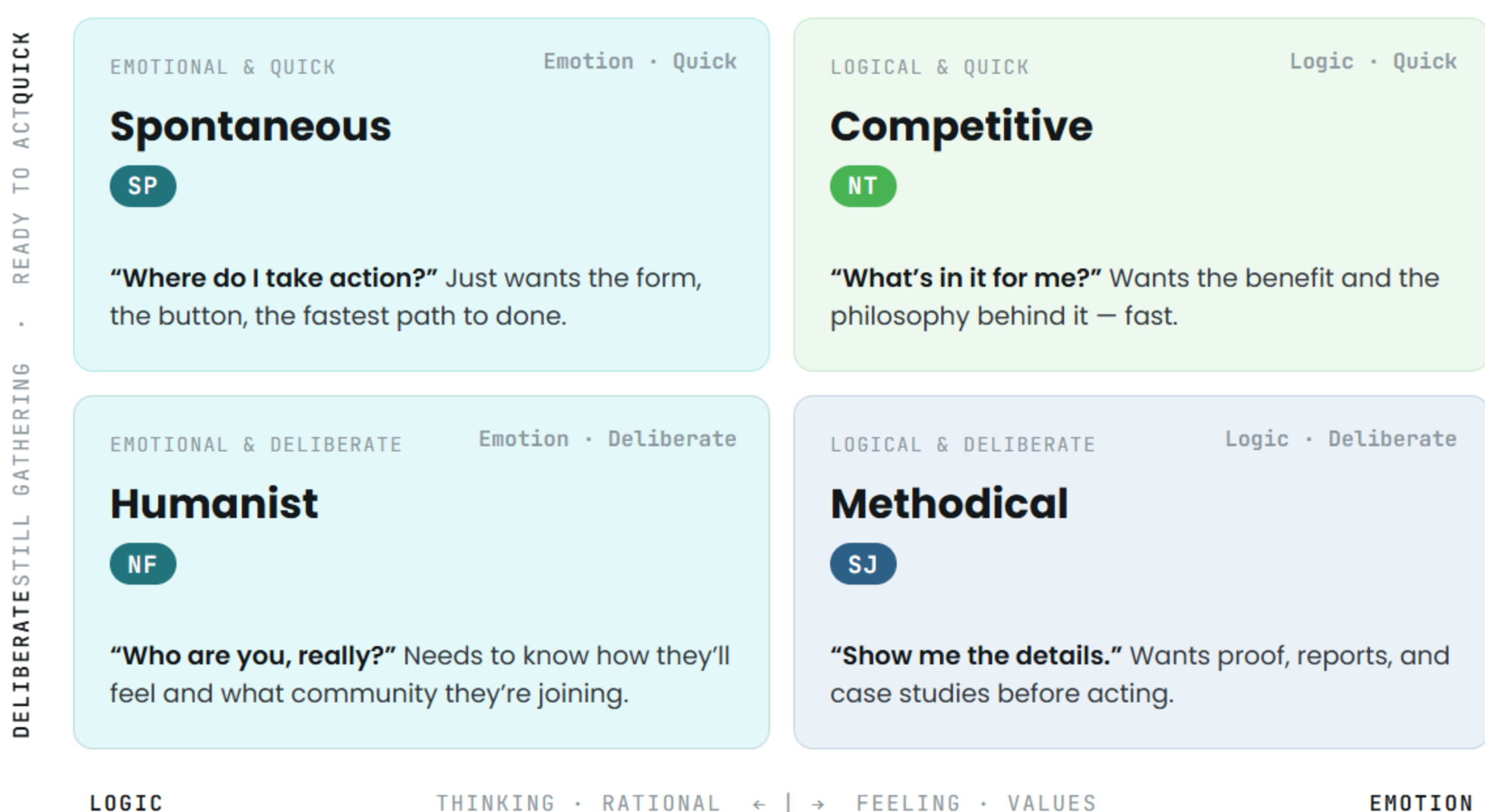
Framework: The Eisenberg Brothers

"Waiting for Your Cat to Bark?" (2009)

In practice at Conversion Sciences since 2009

01 The two axes

How a person **decides** (logic vs. emotion) crossed with how **ready** they are (quick vs. deliberate) yields four corners. These are modes, not personalities — the same person shifts modes as they move down the funnel.



02 The four modes, in detail

For each mode: the MBTI signature the language model already understands, the core concern, who they are, and how to write for them.

Competitive

LOGICAL · QUICK

MBTI signature **NT** e.g. ENTP · INTJ

CORE QUESTION
"What's in it for me? How will you make me better?"

WHO THEY ARE
Fast, rational decision-makers. They want the underlying philosophy of what you do and why — and become fiercely brand-loyal once a brand has made them better at their goal.

HOW TO WRITE FOR THEM

- Lead with the **benefit** — what they gain — not the feature.
- Use confident, comparative language: "#1," "top-ranked," "proven."
- Tantalize — give them a reason to **keep scrolling**: state your philosophy and why it matters.

On the page: near the **top**. They scan for the payoff instantly and need a hook to read on.

Methodical

LOGICAL · DELIBERATE

MBTI signature **SJ** the "guardians"

CORE QUESTION
"How exactly do you do what you do? Prove it."

WHO THEY ARE
Rule-followers who believe systems should work. They won't reach out until they feel they already know most of the answers — the IT and finance temperament.

HOW TO WRITE FOR THEM

- Show the **details**: reports, case studies, screenshots, specs.
- Explain **how and why** you do what you do, step by step.
- Emphasize **stability, security, risk reduction, efficiency** and clarity.

On the page: **lower** — the deliberate "blades" where you build out the full case for the scrollers.

Spontaneous

EMOTIONAL · QUICK

MBTI signature **SP** acts on impulse

CORE QUESTION
"Where do I go to take action right now?"

WHO THEY ARE
Ready to move. Often a funnel position, not a personality — the same researcher who was methodical yesterday is spontaneous once they've decided. They just want the form, the cart, the demo.

HOW TO WRITE FOR THEM

- Keep it **short** — far shorter than every other mode.
- Drive **urgency and immediacy**: "instant," "60 seconds," "get started now."
- This is the natural voice of **ads and CTAs** — but don't let it shout over the whole page.

On the page: the **top** — this is why a form up top converts decided, returning visitors.

Humanist

EMOTIONAL · DELIBERATE

MBTI signature **NF** e.g. ENFP · INFJ

CORE QUESTION
"Who am I dealing with, and how will I feel?"

WHO THEY ARE
They decide on values and emotion, deliberately. They read your About page, want to understand the community they're joining, and need to know who's behind the brand.

HOW TO WRITE FOR THEM

- Use warm, **supportive, journey** language: "we're with you every step."
- Lead with **empathy, growth, belonging** and emotional well-being.
- Surround copy with **testimonials and real photos** of clients and your team.

On the page: **lower** — the blades that share your story, people, and the reasons to trust you.

03 Hear the difference — the Calm.com rewrite

One product description, three modes. Same points, completely different music. Highlighted phrases show each mode's tell.

Original

COMPETITIVE · METHODICAL

Calm is the **number one mental health app** designed to help you manage stress, sleep better, and live a happier, healthier life. Our **research-based tools** help you build life-changing habits — including **500+ sleep stories**.

Leads with rank and evidence — speaks to thinkers, leaves the humanist cold.

Humanist rewrite

HUMANIST

Calm is **a space for you** to discover a more peaceful and fulfilling life. We believe caring for your mental wellness is **a beautiful journey**, and our purpose is to **support you every step of the way** — with soundscapes crafted to help you drift into deep rest.

Warmth, belonging, and "we're here for you." Counts disappear; feeling takes over.

Spontaneous rewrite

SPONTANEOUS

Calm is your go-to app for **instant calm** and better sleep. Feeling stressed? Our **60-second breath bubble** is the ultimate quick fix. **Be out in minutes. Get instant access.**

Shortest of the three. Pure action and immediacy — the native voice of ads & CTAs.

GAG REFLEX? If a rewrite makes you wince, **that's the signal**. The cringe is your own confirmation bias defending how you've always written. It means the copy is genuinely different — which is exactly what makes it testable. **Don't edit it away. Test it.**

04 Where each mode looks on the page

When you don't know which mode is arriving, serve all four — quick decision-makers up top, deliberate ones in the blades below. Repeat your points in different voices; only you will notice.

- Top — Spontaneous** form first
A form up top lets decided, returning visitors act immediately.
- Top — Competitive** benefit + tease
Show "what's in it for me" fast, then bait the scroll.
- Lower blades — Methodical** the details
Deliberate scrollers find the how, the specs, the evidence.
- Lower blades — Humanist** the why
Testimonials, faces, and values for those deciding on trust.

Quick at the top, deliberate below. Alternate or pair the voices down the page — each reader's confirmation bias pulls them to the message written for their mode.