

Copy Checker — Results

1. Original Copy

Highlighted spans were flagged by the checker.

You don't want to miss this amazing opportunity! Our Women's Conference is **filling up fast** and **spots are limited**. This is going to be a **powerful weekend** you will remember for the rest of your life. **Don't wait — register today** before it's too late! **You should sign up** now at newhope.org/women. **Trust us, you do not want to miss out** on **what God is going to do!**

2. Suggested Rewrite

If you're looking for a weekend of worship, teaching, and connection with other women, our Women's Conference is a great place to start. Registration is open. This is a weekend you will remember for the rest of your life. You can register at newhope.org/women. The conference will include worship, teaching, and opportunities to connect with other women.

3. Specific Fixes

10 items flagged.

1. "You don't want to miss this amazing opportunity!"

Problem: Hype language. 'You don't want to miss' and 'amazing opportunity' are sales phrases that pressure rather than invite.

Section Three (We Don't Sell, We Invite) and Section Thirteen (Rewrite Hype)

Fix: If you're looking for a weekend of worship, teaching, and connection with other women, our Women's Conference is a great place to start.

2. "filling up fast"

Problem: Hype phrase that creates artificial urgency.

Section Three (We Don't Sell, We Invite) and Section Thirteen (Rewrite Hype)

Fix: Registration is open

3. "spots are limited"

Problem: Hype phrase that creates artificial scarcity.

Section Three (We Don't Sell, We Invite) and Section Thirteen (Rewrite Hype)

Fix: Remove entirely or state actual capacity if relevant

4. "powerful weekend"

Problem: 'Powerful' as a modifier is filler hype. It tells rather than shows.

Section Thirteen (Rewrite Hype)

Fix: a weekend

5. **"Don't wait,"**

Problem: 'Don't wait' is pressure language. The em dash (U+2014) must be replaced with a comma, period, or other punctuation.

Section Three (We Don't Sell, We Invite), Section Nine (AI Tells), and Section Thirteen (Rewrite Hype)

Fix: Register at

6. **"register today"**

Problem: 'Register today' as a command is pressure language.

Section Three (We Don't Sell, We Invite) and Section Thirteen (Rewrite Hype)

Fix: You can register at

7. **"You should sign up"**

Problem: 'You should' is guilt and pressure language. Rewrite as invitation.

Section Three (We Don't Sell, We Invite)

Fix: You're welcome to sign up

8. **"Trust us"**

Problem: Hype phrase that undermines credibility.

Section Thirteen (Rewrite Hype)

Fix: Remove entirely

9. **"you do not want to miss out"**

Problem: Hype phrase that pressures rather than invites.

Section Three (We Don't Sell, We Invite) and Section Thirteen (Rewrite Hype)

Fix: Remove entirely or rewrite to describe what will actually happen

10. **"what God is going to do"**

Problem: Christianese. Generic phrase that doesn't say what will actually happen at the conference.

Section Four (Plain English) and Section Thirteen (Rewrite Christianese)

Fix: Describe the actual conference content: worship, teaching topics, connection opportunities

4. Suggestions to Consider

Brand & Style Review

- This copy violates the guide's core value 'we don't sell, we invite' (Section Three) in nearly every sentence. The original reads like a sales pitch with artificial urgency rather than a warm invitation to a meaningful experience.
 - The guide's value 'clarity beats clever' (Section Two) suggests leading with what the conference actually offers (worship, teaching, connection) rather than generic hype about how powerful or unmissable it will be.
 - Section Thirteen's instruction to rewrite hype applies throughout. The pattern is to replace 'You don't want to miss this amazing opportunity!' with 'If you're looking to [specific benefit], this is a great place to start.'
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Content Questions Worth Reconsidering

- **What actually happens at the conference?**

The copy doesn't tell a first-time guest what to expect. What are the teaching topics? Who is speaking? What does the schedule look like? Leading with the experience itself (rather than hype about the experience) would serve the audience better.

- **Registration details**

If registration capacity is genuinely limited, state the actual number or deadline rather than using 'filling up fast' or 'spots are limited.' If capacity is not actually limited, remove the scarcity language entirely.

- **Audience clarity**

Who is this conference for? All women? Women in a certain season of life? Women exploring faith? Naming the audience helps the right people self-select.