



# THE COPYWRITER'S KNIFE

## User Manual

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*User Manual & Onboarding Guide*

Field: Copy & Conversion · Knife 07 of 50 · \ Offline.Ltd

<b>8</b> COPY TOOLS	<b>5</b> FRAMEWORKS	 100% OFFLINE	 FREE UPDATES
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This manual covers every tool, every input field, and every feature of The Copywriter's Knife. Whether you're structuring copy with AIDA, scoring headlines, scanning for persuasion gaps, or building your swipe file — this guide will get you productive in minutes.

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Version 2.0 · For use with The\_Copywriters\_Knife\_v2.html

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# 1. Getting Started

The Copywriter's Knife is a single HTML file. No installation, no server, no account. Open it in a browser and start writing.

## System Requirements

BROWSER	VERSION	NOTES
Chrome / Edge	90+	Recommended. Full feature support.
Firefox	90+	Full feature support.
Safari	15+	Full feature support.
Mobile browsers	Modern	Works on iOS Safari and Android Chrome. Tap-friendly interface.

## How to Open

Double-click the HTML file. It opens in your default browser. That's it. No internet connection required — everything runs locally in your browser.

## The Welcome Screen

On first launch, a welcome modal appears explaining that your work is saved automatically in the browser. It introduces the two-file system: the knife (HTML file) and your state (JSON file). Click "**Got it — open the knife**" to dismiss. It won't appear again.



### PRO TIP

E-mail the HTML file to your webmail. It will always be waiting on any device. Export your state JSON, e-mail that too. Your own personal cloud, without the cloud.

## 2. Interface Overview

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The interface is divided into four zones: the header, the tab bar, the content area, and the disclaimer bar at the bottom.

### The Header

The header bar shows the product name with the ■ knife icon, the field category (Copy & Conversion), and the knife number (Knife 07 of 50 — Offline.Ltd). The left border is accented in the field colour (amber/gold).

### The Tab Bar

Eight tool tabs on the left, two system tabs on the right. Tool tabs: Framework, Char Limits, CTA Builder, Before / After, Headline Forge, Bullet Blaster, Persuasion Scanner, Swipe File. System tabs: ■ Files and ? Help. The active tab is highlighted with a red bottom border. An amber dot appears on the ■ Files tab when you have unsaved changes.

### The Content Area

The main workspace. Each tool's panel appears here when its tab is selected. Maximum width is 800px for comfortable reading and input.

### Tooltips

Small ■ circles next to field labels. Hover (or tap on mobile) to see an explanation of what the field expects.

### The Disclaimer Bar

A fixed footer showing the version number (v2.0 · Offline.Ltd) and a link to the full disclaimer in the Help section.

## 3. Saving & File Management

Your data lives in the browser's localStorage. It persists between sessions on the same browser and device. To move your work between devices, use export/import.

### Auto-Save

Every change is automatically saved to localStorage after a brief debounce (400ms). You never need to manually save during a session. After 15 minutes of unsaved work, a toast notification reminds you to export.

### Exporting State

1. Switch to the ■ Files tab.
2. Click **Export All** ↓.
3. A JSON file downloads containing the complete state of every tool, including your entire swipe file.
4. The filename includes today's date: `copywriter.knife.state_YYYY-MM-DD.json`

### Importing State

1. Switch to the ■ Files tab.
2. Click **Import All** ↑.
3. Select a previously exported JSON state file.
4. All tool states are restored instantly.

#### CAUTION

Importing a state file **overwrites** all current data. Export first if you have unsaved work you want to keep.

### Per-Tool Export

In the ■ Files tab under TOOL STATES, each tool has individual Export/Import buttons. Use these to share or back up a single tool's data (e.g. your swipe file).

### Clearing All Data

The **Clear All Data** button at the bottom of the ■ Files tab permanently deletes all saved data for this knife from localStorage. A confirmation modal prevents accidental deletion.

#### PRO TIP

Name your state files by project or client. Keep one export per project so you can switch contexts by importing the right file.

## 4. Copy Framework Builder

Tab: Framework · Shortcut: Ctrl+I

Provides step-by-step prompts for five classic copywriting frameworks: AIDA, PAS, BAB, FAB, and the 4 P's. Fill in each step and see your copy assembled into a cohesive draft in the live preview below.

### Inputs

FIELD	DESCRIPTION
Framework selector	Choose AIDA, PAS, BAB, FAB, or 4 P's. Each framework has different steps.
Step textareas	One textarea per framework step (e.g. Attention, Interest, Desire, Action for AIDA). Hint text guides each step.

### Outputs

FIELD	DESCRIPTION
Assembled Copy Preview	A live preview showing all filled-in steps assembled in order, with step labels.

### Frameworks Reference

FRAMEWORK	STEPS	BEST FOR
AIDA	Attention → Interest → Desire → Action	Landing pages, ads, sales pages
PAS	Problem → Agitate → Solution	Email subject lines, cold outreach
BAB	Before → After → Bridge	Case studies, testimonials
FAB	Feature → Advantage → Benefit	Product-focused copy
4 P's	Promise → Picture → Proof → Push	Full persuasion arcs

### Common Difficulties

PROBLEM	CAUSE & SOLUTION
Switching frameworks loses my text	Text is preserved per framework. Switching back restores your previous entries.
Preview is empty	Fill in at least one step textarea. Empty steps are skipped in the preview.

**PRO TIP**

AIDA works best for landing pages and ads. PAS is devastating for email subject lines and cold outreach. BAB shines in case studies and testimonials.

## 5. Platform Character Limits

Tab: Char Limits · Shortcut: Ctrl+2

Checks your text against the character limits of major advertising and social media platforms. Shows a live progress bar and colour-coded status for each platform.

### Inputs

FIELD	DESCRIPTION
Your Copy	Paste or type any text. Character count updates in real time.

### Outputs

FIELD	DESCRIPTION
Character / Word / Line stats	Total characters, characters without spaces, words, and lines.
Platform grid	Card per platform showing current count, limit, fill bar, and status colour (green=OK, amber=near, red=over).

### Platforms Included

PLATFORM	LIMIT
X / Twitter post	280
Google Ad headline	30
Google Ad description	90
Meta primary text	125
Meta headline	40
LinkedIn post	3,000
Email subject line	60
SMS	160
Push notification	50
YouTube title	100

## 6. CTA Builder

Tab: CTA Builder · Shortcut: Ctrl+3

Enter what the user gets and choose a tone. The builder generates eight CTA variants using proven patterns: verb + benefit, urgency + value, question patterns, and more. Save your favourites to a running list.

### Inputs

FIELD	DESCRIPTION
What does the user get?	The benefit, product, or outcome. e.g. 'free trial', 'your copy', '50% off'.
Tone	Direct & Urgent, Friendly & Inviting, Premium & Exclusive, or Casual & Fun.

### Outputs

FIELD	DESCRIPTION
Generated CTAs	Eight CTA variants matching the selected tone. Each shows the text and the pattern used.
Saved CTAs	A running list of starred favourites, persisted across sessions.



#### PRO TIP

Test multiple tones for the same benefit. A 'Direct' CTA for the button and a 'Friendly' version for the link text beneath it often work well together.

## 7. Before / After Comparison

Tab: Before / After · Shortcut: Ctrl+4

Paste original and revised copy side by side. The tool calculates word count delta, Flesch Reading Ease delta, and average grade level delta. Prove to clients (or yourself) that your edit improved readability and tightened the message.

### Inputs

FIELD	DESCRIPTION
Before (Original)	The original copy before editing.
After (Revised)	The revised copy after editing.

### Outputs

FIELD	DESCRIPTION
Words (Before/After/Delta)	Word counts for each version and the difference.
Grade (Before/After/Delta)	Average reading grade level (Flesch-Kincaid, Gunning Fog, Coleman-Liau average).
Flesch (Before/After/Delta)	Flesch Reading Ease score (higher = easier to read).
Verdict	Plain-English summary of the edit's impact.



#### PRO TIP

The best copy edits usually reduce word count while raising the Flesch score. If your 'After' is shorter and easier to read, you've done your job.

## 8. Headline Forge

Tab: *Headline Forge* · Shortcut: *Ctrl+5*

Type your core promise or pain point once. The Forge instantly generates 40+ headline variants using 12 proven copywriting formulas — How-To, Number, Question, Secret, Before-After, Command, Testimonial, Reason-Why, Warning, Curiosity Gap, Comparison, and Time-Based.

### Inputs

FIELD	DESCRIPTION
Core Promise or Pain Point	The single thing your reader cares about most. e.g. 'lose weight without dieting', 'double your email open rates'.

### Outputs

FIELD	DESCRIPTION
Headline cards	Each card shows the headline, its formula tag, and four scored dimensions.
Curiosity & Stop-Power	Does it make you want to read more? (0–100)
Specificity & Clarity	Is the promise concrete? (0–100)
Emotional Trigger Strength	Greed, fear, curiosity, pride cues. (0–100)
Length / Readability	Optimal 6–12 words scores highest. (0–100)
Weak word highlighting	Weak words are underlined in red with a wavy line.
Favorites filter	Star headlines to filter them later. Send favourites directly to the Swipe File.



#### PRO TIP

Start with a specific, number-rich promise. 'Increase conversions' gives generic headlines. 'Get 3x more email signups in 14 days' gives killer ones.

# 9. Bullet Blaster

Tab: *Bullet Blaster* · Shortcut: *Ctrl+6*

Paste a raw feature list — one per line. The Blaster instantly transforms every line into a seductive benefit bullet using the Feature → Advantage → Benefit formula. Power words from a curated 300-word list are auto-injected and highlighted.

## Inputs

FIELD	DESCRIPTION
Raw Features	One feature per line. e.g. '256-bit encryption', '24/7 live chat support'.

## Modes

MODE	DESCRIPTION
Short	Punchy, scannable bullets. Best for sales pages.
Long	Extended benefit statements with more emotional detail.
Curiosity	Open-loop bullets that make you want to click.

## Outputs

FIELD	DESCRIPTION
Bullet cards	Each shows original feature, transformed bullet with power words highlighted in amber, and the FAB chain.
Live Preview	Formatted as they'd appear on a sales page. Drag to reorder.
Copy as Markdown / HTML	Export bullets in clean Markdown or HTML format.



### PRO TIP

Write your features as plainly as possible. '256-bit encryption' is better input than 'military-grade security' because the Blaster adds the sizzle for you.

# 10. Persuasion Scanner

Tab: Persuasion Scanner · Shortcut: Ctrl+7

Paste any block of copy. The Scanner instantly colour-codes weak/passive language (red), missing power words (amber), and existing power words (green). It detects objection gaps — common buyer doubts your copy fails to address — and suggests rebuttals from a built-in library.

## Inputs

FIELD	DESCRIPTION
Paste Your Copy	Any block of copy — ads, emails, landing pages, VSLs.

## Scoring Dimensions

METRIC	WHAT IT MEASURES
Power Word Density	Percentage of impactful words vs. total words.
Low Weakness	Inverse of filler/hedge words and passive voice detected.
Urgency	Presence of time pressure and scarcity language.
Emotion	Greed, fear, curiosity, pride, and belonging cues.

## Outputs

FIELD	DESCRIPTION
Persuasion score (0–100)	Overall persuasion strength. 70+ is strong.
Annotated Copy	Your copy with colour-coded highlights: green=power, red=weak, amber=passive.
Suggested Improvements	3–5 targeted suggestions based on detected weaknesses.
Objection Gaps	Common buyer doubts your copy doesn't address, with suggested rebuttals.



### PRO TIP

Run your Framework Builder output through the Scanner before shipping. A 10-point persuasion score increase often means a measurable conversion lift.

# 11. Swipe File

Tab: *Swipe File* · Shortcut: *Ctrl+8*

Save, tag, and organise great copy you find in the wild. Filter by tag to quickly find inspiration when you're stuck. Your swipe file is stored locally and exported with your knife state.

## Inputs

FIELD	DESCRIPTION
New Swipe text	Paste great copy you want to save.
Source (optional)	Where you found it. e.g. 'Apple', 'Mailchimp', 'Ogilvy'.
Tag	Headline, CTA, Email, Landing Page, Social, Ad Copy, Tagline, or Other.

## Outputs

FIELD	DESCRIPTION
Swipe list	All saved entries with tag, source, date, copy, and delete buttons.
Filter bar	Filter by tag. Shows count of matching entries.



### PRO TIP

The best swipe files are curated, not hoarded. Save only copy that genuinely made you stop scrolling, click, or buy. Quality over quantity.

## 12. Keyboard Shortcuts

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All keyboard shortcuts use Ctrl (or Cmd on Mac) as the modifier key.

### Global

Ctrl + S	Export full knife state
Ctrl + H	Open Help tab
Escape	Close any modal

### Tool Switching

Ctrl + 1	Framework Builder
Ctrl + 2	Char Limits
Ctrl + 3	CTA Builder
Ctrl + 4	Before / After
Ctrl + 5	Headline Forge
Ctrl + 6	Bullet Blaster
Ctrl + 7	Persuasion Scanner
Ctrl + 8	Swipe File

## 13. Troubleshooting

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### JavaScript Disabled

The knife requires JavaScript. If you see a blank page, check that JavaScript is enabled in your browser settings. Some corporate security policies disable it.

### localStorage Cleared

If your data disappears, your browser's localStorage may have been cleared — either manually, by a privacy extension, or by the browser itself (some browsers clear it in private/incognito mode). Always export your state regularly.

### Import Fails or Shows Wrong Knife

The import function validates the `knife` field in the JSON. If it doesn't match "copywriter", the file was exported from a different knife and will be rejected.

### Headline Forge Shows No Results

The Forge requires at least one character of input. If you see the placeholder text, ensure you've typed in the input field (not just pasted whitespace).

### Mobile Tab Bar Hard to Navigate

On small screens, the tab bar scrolls horizontally. Swipe left/right to see all tabs. The system tabs (■ Files, ? Help) are at the far right.

### Persuasion Score Seems Low

The scanner is calibrated for sales copy. Informational or educational content will naturally score lower because it doesn't use urgency, power words, or emotional triggers as heavily. A low score doesn't mean bad copy — it means different intent.

## 14. Accuracy & Limitations

Every tool in the knife uses deterministic algorithms — no AI, no API calls, no randomness. Here's what to trust and what to verify.

TOOL	TYPICAL ACCURACY	NOTES
Framework Builder	N/A	Structural aid — accuracy depends on your copy.
Char Limits	Exact	Character count matches JavaScript's string.length.
CTA Builder	N/A	Pattern-based generation. Quality depends on input.
Before / After	High	Syllable counting has ~95% accuracy. Grade levels are averaged across 3 formulas.
Headline Forge	Heuristic	Scoring is rule-based, not trained on conversion data. Use as a guide, not gospel.
Bullet Blaster	N/A	Pattern-based transformation. Review for context fit.
Persuasion Scanner	Heuristic	Word-list based. Cannot assess context, irony, or audience fit.
Swipe File	Exact	Pure storage/retrieval. No transformation applied.



### CAUTION

These tools are aids, not replacements for professional judgment. Always review generated copy for context, audience, brand voice, and legal compliance before publishing. Offline.Ltd's total liability shall in no event exceed the purchase price paid for this software.

# 15. Glossary

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Key terms used across the knife and this manual.

<b>AIDA</b>	Attention, Interest, Desire, Action — a four-step copywriting framework.
<b>BAB</b>	Before, After, Bridge — a framework that paints a transformation story.
<b>CTA</b>	Call to Action — the button text or link that asks the reader to do something.
<b>FAB</b>	Feature, Advantage, Benefit — a framework for product-focused copy.
<b>Flesch Reading Ease</b>	A readability formula. Higher scores mean easier text. 60–70 is ideal for general audiences.
<b>Four P's</b>	Promise, Picture, Proof, Push — a full persuasion arc framework.
<b>Grade Level</b>	Estimated school grade needed to understand the text. Lower is more accessible.
<b>Gunning Fog Index</b>	A readability formula that estimates the education level needed to understand a text.
<b>Coleman-Liau Index</b>	A readability formula based on character count rather than syllables.
<b>Headline Scoring</b>	A heuristic system measuring curiosity, specificity, emotion, and length.
<b>Knife</b>	An Offline.Ltd single-file HTML tool. This product is Knife 07 of 50.
<b>localStorage</b>	Browser-based storage that persists data between sessions on the same device.
<b>Objection Gap</b>	A common buyer doubt that your copy fails to address.
<b>PAS</b>	Problem, Agitate, Solution — a framework that leads with the pain point.
<b>Passive Voice</b>	A sentence construction where the subject receives the action. Generally weakens persuasive copy.
<b>Persuasion Score</b>	A 0–100 heuristic score measuring power word density, urgency, emotion, and weakness.
<b>Power Word</b>	A word with strong emotional or psychological impact. e.g. 'guaranteed', 'exclusive', 'proven'.
<b>State File</b>	A JSON export of all tool data. Used to back up and transfer your work.
<b>Swipe File</b>	A curated collection of great copy examples saved for future reference and inspiration.
<b>Weak Word</b>	A filler or hedge word that dilutes copy. e.g. 'very', 'really', 'just', 'quite'.

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# THE COPYWRITER'S KNIFE

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*Sharp copy.*

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