APP GROWTH ANNUAL 2026 · VIRTUAL WORKSHOP

Copy that converts: the language-market fit teardown

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WELCOME

Taking consumer app growth from theory to practice

Who is talking

15 years in venture-backed, mobile-first consumer startups, including Clue and Fishbrain

Now Product marketing and growth at Klarna

Also Mentor with SYSTM, Norrsken Foundation, Growth Mentor and the Stockholm School of Economics Business Lab

WELCOME

The next 60 minutes

01	**The problem**	Why fluent AI copy converts flat
02	**The method**	Where customer language lives, what to pull out, how to store it
03	**Teardown**	Rewrite a paywall from real reviews, tickets and cancellation reasons
04	**Guardrails and testing**	Where this goes wrong, a one-week test, your takeaways
05	**Your questions**	Live Q&A

Polls and Q&A are open throughout. You can join late and still follow.

POLL 1

Where does your onboarding and paywall copy come from today?

A We write it ourselves

B AI drafts it, we edit

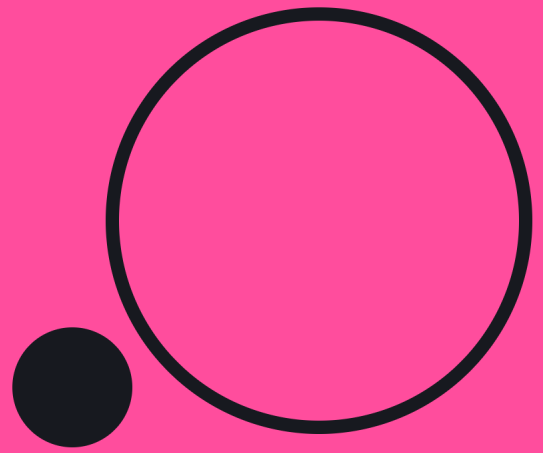
C An agency or freelancer writes it

D Borrowed from competitors or best practice

Vote in the platform poll

AI-written copy reads fine. It converts flat.

Nobody fed it the words your users actually use.



THE PROBLEM

What the model has by default

- The average of every app's marketing language
- Benefit words that fit any product: seamless, personalized, powerful
- No idea what your users are afraid of
- No sense of the moment they open the paywall

THE FIX

What converts

- **The phrase a user already says in their own head**
- **The situation that made them download**
- **The anxiety that stops them tapping subscribe or sign up**
- **The alternative (maybe non digital!) they were about to use instead**

Language-market fit: your copy sounds the way your customers talk to themselves.

THE METHOD, PART 1

Where customer language lives

App Store and Google Play reviews
Unprompted outcomes, complaints, comparisons

Easy

Cancellation reasons
The worry that beat the value

Easy

Support tickets
Confusion and blockers in their own words

Medium

Communities and forums
How people describe the problem to each other

Medium

Customer interviews
Triggers and alternatives, with follow-up questions

Ideal

No tickets or even interviews yet? Start with reviews of the three apps your users compare you to.

Ladder adapted from SYSTM

THE METHOD, PART 2

Five things to pull out

Job to be done	What is your app enabling them to do?
Their words	Which phrases repeat?
Triggers	What happened that made them download?
Alternatives	What else did they try or consider?
Anxieties	What makes them hesitate to install or pay?

THE METHOD, PART 3

One doc every draft starts from

1. Who your customer is and their goals
2. Current struggles and triggers
3. Outcomes and solutions considered
4. Worry questions that stop them moving ahead
5. What makes this hard

Structure adapted from SYSTM

THE RULE

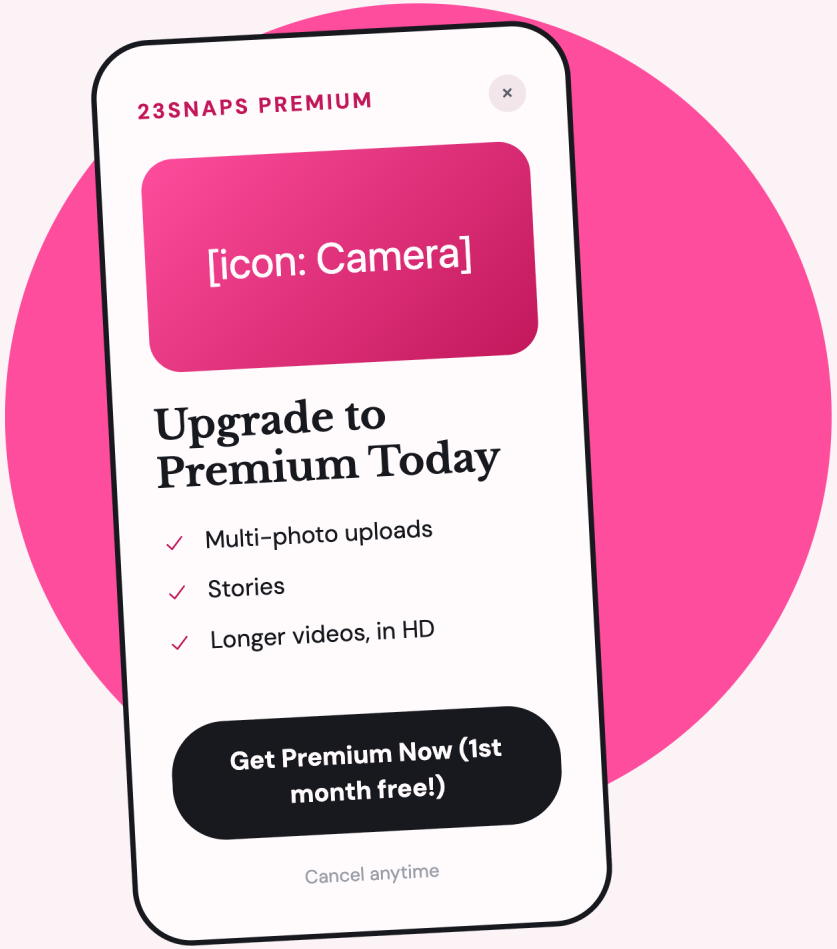
Quotes stay verbatim.

The model sorts and counts. It never rewrites a user's words.

TEARDOWN

Rewrite one paywall using what users actually say

Questions in the chat as we go. I will check it every few minutes.



TEARDOWN

The case study: the 23snaps paywall

What it says today

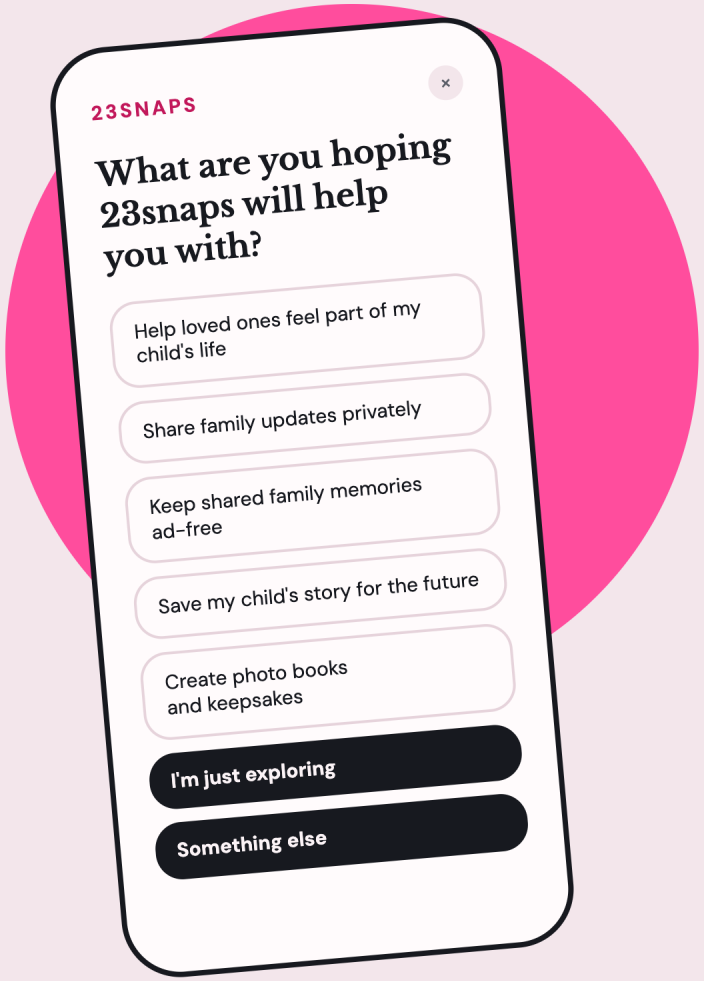
- Headline: Upgrade to Premium Today
- Button: Get Premium Now (1st month free!)

What we change, today, to show the method

- Headline, subhead and the button line
- The order of the benefits

What we leave alone

Price, plans and the overall flow stay untouched. When 23snaps actually ships this, they test one of these lines at a time, so they know which one moved the number.



TEARDOWN

Onboarding asks what they want

The seven answers today

Help loved ones feel part of my child's life

Share family updates privately

Keep shared family memories ad-free

Save my child's story for the future

Create photo books and keepsakes

I'm just exploring

Something else

What it tells you

1. **Outcomes,** picked from a list. The words are 23snaps', not the user's.
2. **Unknowns:** "just exploring" and "something else".
3. **Missing:** a trigger question. What happened right before they downloaded?

TEARDOWN · STEP 1

Read the reviews closely

23SNAPS, APP STORE · 06/03/2022

"all of my memories of the past three years (since my first child was born) are now trapped in 23snaps"

→ ANXIETY

23SNAPS, APP STORE · 10/12/2017

"Exactly what I was looking for"

"I wanted a photo sharing app where I could share pictures with my family and only my family"

→ OUTCOME

Take the low-star reviews for worries. Take the five-star ones apart line by line, one review is rarely just one pull.

TEARDOWN · STEP 1, CONTINUED

Scan communities and forums

r/BabyBumps, Reddit

"It doesn't matter if your account is private and it doesn't matter if you delete photos. They stay on Facebook servers forever."

→ ANXIETY

r/BeyondTheBumpUK, Reddit

"it's also not fair to our baby if we're creating a digital footprint they haven't consented to"

→ ANXIETY

The Bump forums, "Photo Sharing"

"I set it up the day after my LO was born to prevent in-laws from posting pictures on Facebook or other less secure social media sites."

→ TRIGGER → ANXIETY

The Bump forums, "Photo Sharing"

"It's such and great app to share photos and videos of your child without blasting social media."

→ OUTCOME

No company is in the room here, so people say the quiet part out loud.

TEARDOWN · STEP 1, CONTINUED

Check competitor reviews too

FAMILYALBUM, APP STORE

"ENTIRELY private, unlike other sites that claim to be"

→ OUTCOME

TINYBEANS, APP STORE

"I wanted to delete all social media but I couldn't because all my memories were there"

→ ANXIETY

PHOTOCIRCLE, APP STORE

"We tried Google photos and to our luck we shared 3 photos and then it said we reached our limit"

→ ALTERNATIVE

FAMILYALBUM, APP STORE · "BEST FAMILY APP EVER"

"I used social media like many people to keep in touch with family, but the issue was it isn't ONLY family seeing my photos. No matter what security settings you choose, the public can still find ways to access your photos."

→ ANXIETY

FAMILYALBUM, APP STORE · "NEARLY PERFECT"

"I have been allowed to maintain my privacy while still being able to share photos of my kid with my family"

→ OUTCOME

"I enjoy the convenience of being able to upload to one place without having to individually text photos to my family"

→ ALTERNATIVE

Reviews and threads about the apps your users compare you to, and the apps those apps' own users compare them to.

TEARDOWN · STEP 1, CONTINUED

Customer interviews, if you have them (and you should)

How to run them

- ✓ Ask about the moment, not the feature: "what was happening right before you downloaded this?"
- ✓ Let them name the outcome. Don't suggest one for them.
- ✓ Ask what they almost used instead.
- ✓ Five to eight conversations is usually enough to see a theme repeat.

HOW TO STORE IT

One transcript per conversation, verbatim, no cleanup.

Have AI review and tag the outcome, trigger, alternative, anxiety, so they drop straight into the bank later.

Same rule as everywhere else in this pile: the model sorts and counts, it never gets to rewrite what someone actually said.

TEARDOWN · STEP 1, RECAP

What the pile adds up to



Reviews

23snaps' own pool is thin, but it still gave us a clean anxiety and a clean outcome.



Communities and forums

Reddit threads and a parenting forum, orbiting the same anxiety: who controls the photo once it's out.



Competitor reviews

Same anxiety again, this time named by FamilyAlbum, Tinybeans and PhotoCircle customers.



Customer interviews

Not shown here, client privacy for this public teardown. Richest source of the four, mandatory when you have it.

One anxiety, four unrelated sources, and that's just what fit on a slide. That's a headline theme, not a hunch.

TEARDOWN · STEP 2

Mine it with one prompt

prompt

```
Below are [N] customer and competitor reviews, forums, and customer interviews
for [app]. Extract: (1) the outcomes users want, (2) the situations that made
them download, (3) alternatives they tried, (4) worries before paying or when
leaving. Quote users verbatim. Count how often each theme appears. Mark themes
that show up in more than one source.
```

Use a model in thinking mode. Paste the raw pile, not a summary of it.

Prompt shape adapted from SYSTM

TEARDOWN · STEP 3

Read the language bank

OUTCOME	*"I have been allowed to maintain my privacy while still being able to share photos of my kid with my family"*	FamilyAlbum, App Store
TRIGGER	*"I set it up the day after my LO was born to prevent in-laws from posting pictures on Facebook"*	The Bump forums
ALTERNATIVE	*"I enjoy the convenience of being able to upload to one place without having to individually text photos to my family"*	FamilyAlbum, App Store
ANXIETY	*"it's also not fair to our baby if we're creating a digital footprint they haven't consented to"*	r/BeyondTheBumpUK

Pick the theme that repeats across sources. That is your headline.

TEARDOWN · STEP 4

Rewrite with the bank

BEFORE: 23SNAPS TODAY

HEADLINE

Upgrade to Premium Today

SUBHEAD

Enjoy multi-photo uploads, stories and longer videos (all in HD) among many other benefits

BUTTON

Get Premium Now (1st month free!)

THE REWRITE PROMPT

"Using only the language bank above, write three versions of a headline, a subhead and a one-line reassurance line that sits near the button, for 23snaps' premium screen. Use a standard button verb, Continue or Try Now, not bank language, the button is not where the differentiation lives. Use their exact outcome, trigger, alternative and anxiety words everywhere else, not generic marketing language. Adapt every line to the format: first person to second person or imperative, trimmed to headline length, so it reads like real ad copy someone would ship. Never paste a bank quote in unedited, a full sentence from a review is not a headline. Keep their nouns and feelings exactly (privacy, family, consent, etc), do not swap in a softer synonym. The anxiety should be resolved, not restated, in the reassurance line, never crammed into the button itself. Label each line with which bank row it came from."

Three versions came back.

TEARDOWN · STEP 4, CONTINUED

Three versions from the bank

A

HEADLINE · OUTCOME

Your privacy. Your family. Nothing else.

SUBHEAD · TRIGGER

Since the day they were born, before family can post without you.

Continue

Only who you've consented to. No one else, ever.

B

HEADLINE · OUTCOME

Keep baby's photos private, in the family.

SUBHEAD · TRIGGER

Start the day they're born, before family posts first.

Continue

Nothing posted without your consent.

C

HEADLINE · OUTCOME

Family only. Privacy guaranteed.

SUBHEAD · TRIGGER

From the day they're born, before anyone else can post.

Continue

Nothing leaves this circle without your consent.

Same bank, same rules, three different adaptations.

TEARDOWN · STEP 5

Check the rewrite before it ships

- ✓ Uses at least one phrase or wording users repeat
- ✓ Answers the top worry close to the button
- ✓ Names the moment that made them download
- ✓ Drops words no user has said ("seamless" "powerful" "disruptive"")
- ✓ Says one thing per line

GUARDRAILS

Where this goes wrong

01

Loud voices

Reviews and cancellations come from people with strong feelings. Check the bank against a few interviews.

02

Bland quotes

Models tidy language when they summarise. Make sure the standout phrases don't get flattened.

03

Invented patterns

A model will find a pattern in five reviews. Ask for counts and sources every time.

AI does the mining. You decide what ships.

TESTING

A minimum viable test for small traffic

1

Name the risky assumption

Which belief about your users could sink this?

2

Change one thing

The headline. Nothing else moves.

3

Give it one week

One metric, such as paywall view to trial start.

4

Predict first

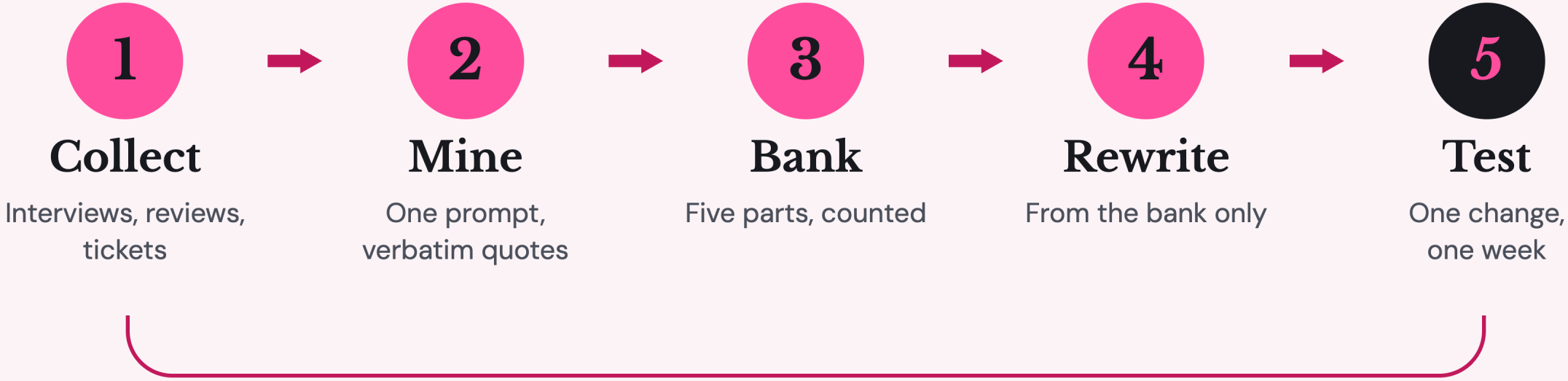
Write the hypothesis and your guess before you look.

Low traffic? Keep the window fixed, say so, and read the result as a direction, not proof.

Adapted from SYSTM

RECAP

The method to take home



Rerun it after each release, when the reviews shift.

TAKEAWAYS

Take these with you

TAKEAWAY 1

Prompt pack

- The mining prompt
- The language bank prompt
- The rewrite prompt
- The five-line check

TAKEAWAY 2

Language bank template

A one-page doc with the five parts, ready to fill from your own reviews.

15 MINUTES

Your questions

Upvote the ones you want answered first.



Thank you

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