



# 5 TIPS to effective COPYWRITING



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Copywriting is an integral part of marketing, yet it's often feared rather than revered. But just because copywriting can be intimidating doesn't make it any less important.

For example: Have an awesome offer? Sweet! But you have to communicate it to your audience in a way that makes sense to them. And that's where the art of good copywriting comes in to play. The good news is that writing good copy doesn't have to be hard. And to prove it, here are 5 simple tips to effective copywriting. Just follow these tips and your copy will be top notch in no time!

## 1 Get Started

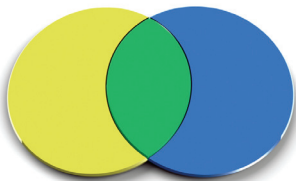
For most people the hardest part of copywriting is getting started. We all experience writer's block at one time or another, and it stinks!

Luckily there are lots of brainstorming techniques that can help you get past the blank sheet of paper staring up at you. Here's just a few (and they're easier than they sound):

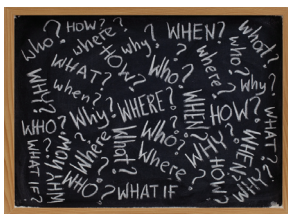
### Brainstorming Techniques

- Review background information
- Read the news
- See what's happening on social media

- Make a list
- [Create a Venn diagram](#) (used during the pre-writing process to compare and contrast ideas)



- [Do cluster writing](#) (a type of prewriting that allows you to explore many ideas as they occur)



- [Make a mind map](#) (a diagram that links ideas around a central key word or idea)



- [Free-write](#) (just what it sounds like!)

### In addition to brainstorming, ask these 4 key questions before you begin to write.

- What am I selling (at an emotional level)?
- To whom am I selling (audience)?
- Why am I selling this now (will it make sense to the customer)?
- What do I want my reader to do (Calls to Action)?

Read Copyblogger's [1-2-3-4 Formula for Persuasive Copy](#) for more details on these key questions.

## 2 Features vs. Benefits

Features are what a product has. Benefits are what it provides the customer. Customers will always ask, “What’s in it for me?” So that’s how you need to present your information.

### Here are a few examples:

- Made of steel (feature) vs. Never have to replace it (benefit)
- Home delivered (feature) vs. Save time and money (benefit)



## 4 Structure & Style

Once you brainstorm and have a fair idea of your direction, there’s some simple structure and style guidelines that will help make the actual writing process simple and painless.

### Think Less Is More

People read 25% slower online than offline, which means you need to write less copy to ensure they’ll read it.

### Put Key Points Up Front

Keep your most important points at the beginning of paragraphs, bullets and lists.

### Keep It Short

Make sure your paragraphs are no more than 3 lines long. Otherwise you might lose your reader’s attention.

### Remember Odd vs. Even

Odd numbers are easier to remember than even, so keep this in mind when writing lists (i.e., 3 tips, 5 ways, etc.).

### Don’t Get Too Salesy

A good ratio is ¾ free info vs. ¼ sales info.

### The Rhythm of 3

List your examples in groups of three. The rhythm gives a great cadence to your copy (i.e., Happy, Joyous & Free).

## 3 The Human Element

Your customers are human, so it’s important to remember that you’re writing to people and not buying machines.

### Think AIDA to help you appeal to your audience on an emotional level.

- Grab their **A**ttention
- Hold **I**nterest
- Invoke **D**esire (Talk about benefits, give real examples, offer a solution to their problem)
- Cause **A**ction (Make your readers do what you want them to do)

### Cut the Clutter

William Zinsser wrote, “Clutter is the disease of American writing.” The quickest way to improve your copy is by removing any unnecessary words like “that” or “to.”

### Vary Sentence Length

It’s important to vary your sentence length to hold your reader’s attention. Also, don’t be afraid to use sentence fragments - this isn’t your college English class.

### Use Bucket Brigade Words

Bucket brigade words help move your copy forward. They include remember, and, but, consider, however, for example and more.

### Consider Your Font Style

Sans-serif fonts, such as Arial, Verdana & Helvetica are easier to read online than serif fonts. If people find it difficult to read your copy, they won’t.

### Think Pictures vs. Text

A best practice is to use 80% text to 20% pictures, or images.

# 5 Check it Twice

This last bit is pretty much common sense, but these are important steps that can really help with quality control but are often overlooked.

- Spell check
- Read copy out loud (this will help you hear what your readers hear)
- Proof read
- Show it to someone else

These 5 keys to effective copywriting will unlock the door to awesome copy for your business. So get writing, and remember to have fun doing it!

## More Copywriting Resources:

[The VR Marketing Blog](#)

[The Lounge](#)

[How To Do Everything](#)

[Copyblogger](#)

## Current Copywriters/Direct Marketers:

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