



THE CONVERSATIONAL COPYWRITER'S

10 COPYWRITING BEST PRACTICES

Write to delight. Not to sell.

COPY  **RIGHT**™

PRO COPYWRITING BOOT CAMP

TIP #1

KEEP IT SIMPLE SMARTY

In this era of content marketing, there's a lot to write. And, please excuse my language, but it can be easy to brain-fuck things to death. So don't over-complicate it. That's a major time suck. When in doubt, or sitting down and getting started out, remind yourself that simplicity is the key to success. Wherever you can cut a word, or a sentence, cut it.

TIP #2

WRITE THE WAY WE SPEAK

On behalf of your future readers—thank you for not being overly-formal. Keep in mind that we're accustomed to reading text messages, tweets, and shorthanded copy. So, avoid jargon, fluff and overly-technical terms at all costs. Humanize your copy by writing the way you speak: naturally. When you're done, read it out loud to ensure it all flows conversationally.

TIP #3

SELL LESS. CONNECT MORE.

The most effective marketing copy doesn't sound like marketing copy. It can be easy to over explain, which comes across as being aggressive or salesy. People hate to be sold to. So, don't sell at people. Engage them by keeping it authentic. Make it enjoyable. Always write to delight. A little personality goes a long way. Personality being the operative word, and the objective.

TIP #4

PERSONALIZE PERSONALIZE PERSONALIZE

Use first names in email subject lines. Address a specific audience. The more you can personalize your messages, the more your reader will feel like it's written just for them. Who are they? What's important to them? How do they speak? Can you drop in some clever clues that'll demonstrate you know who they are—and that you care about that? Customize and humanize your messaging by injecting some of those insights. **And always remember, if you're writing to everybody, you're writing to nobody.**

TIP #5

WRITE TO PEOPLE. NOT PROSPECTS.

I think it's safe to say that nobody really loves interacting with bots. That's because it's like communicating with a robot, and what's more impersonal than chatting with a robot? The same applies to marketing copy. So, get a clear picture of your reader in your mind. Write to that person or those people. They're not prospects and personas, they're people with personalities—just like you and me.

TIP #6

REMEMBER THE COPY HAMBURGER.

Doesn't matter the task or the asset—it's helpful to always use the following format. And, you might not need a pre-headline or a CTA button. But, this is a great formula for copywriting success.

A PRE-HEADER TO ORIENT US

BIG, AWESOME POWER HEADLINE

Body copy goes here. Between 2–4 sentences, tops. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

CALL TO ACTION

TIP #7

ALWAYS MAKE IT ACTIONABLE

From your first hello—or hey—the more you can make your intention known, the more successful you'll be at setting your reader up for success. Start sentences with verbs. And always close out with a call to action. If it's a call to action button, customize it so it doesn't say "Click Here" or "Learn More." Give people a clue where you are sending them and what you want them to do when they get there.

TIP #8

NUMB3RS + STATS DRAW THE EYE.

It's a fact: numbers break up words and command our attention. So, it could be as simple as including relevant stats into your email subject lines, or including them in a sub headline in order to validate the statement made in your headline. Do research to find a few stats you can sprinkle in, or ask a team member for a brief that includes some.

TIP #9

PRACTICE POLITE PUNCTUATION.

From now on, avoid punctuation marks at all costs. No more. Never again. Not only are they tacky, they can come across as shouting or being aggressive. Excluding them elevates your copy and reduces the salesy nature of your messaging. So, unless there's some dire need to use one—delete it, and use a period instead. You'll see that you didn't need that exclamation mark in the first place.

TIP #10

A GREAT WRITER IS AN EVEN BETTER EDITOR.

Step 1: Write a paragraph or a page of copy. Step 2: Take a weed whacker to it. Always ask yourself how you can chop the word count in half. Kill fluff. Trim weeds. Delete any words that don't add value. Shorten sentences, make them snippets. Don't stop until it all looks, feels, and sounds light, tight and right.

HOW TO CRAFT

POWER HEADLINES & TAG LINES THAT POP

STRAIGHTFORWARD.

It's just a simple and straightforward headline.

PLAY ON WORDS.

This AI-powered app knows you by smart.

ACTIONABLE.

Try starting sentences with verbs to make them more actionable.

LOCK UPS.

Stop writing that way.
Start writing this way.

3 WORD LOCKUPS.

Light. Tight. Right.

POSE A QUESTION?

Learning anything from these 10 best practices?



COPYWRITING BOOT CAMPS FOR PRO TEAMS

COPY  **RIGHT**

UPSKILL YOUR TEAM . ELEVATE YOUR BRAND.

