



— REVEALS —

# 20 INCREDIBLY USEFUL COPYWRITING TIPS

THAT WILL TRANSFORM THE WAY YOU  
WRITE ABOUT YOUR BUSINESS

These are the Toppest of the Top Tips shared  
by Copywrite Matters each week.

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# WELCOME TO THE CRÈME DE LA CRÈME OF THE TOP TIPS SHARED BY COPYWRITE MATTERS

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These copywriting tips will help you write about your business in a way that touches, connects and most importantly, engages with your target audience.



This isn't the end. You'll find new copywriting and marketing tips every week, shared from the Copywrite Matters Facebook, Twitter and Google Plus pages and explored in more detail in [The Copy Detective blog](#).

The ebook was created for members of the Copywrite Matters community and is shared as a thank you to all subscribers and joiner-in-er-ers.

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You are welcome to share, distribute or print this copywriting cheat sheet with attribution.

### 1. KNOW WHO YOU'RE TALKING TO

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Knowing your audience is the foundation of every marketing activity and when you know them well, you can build on a strong foundation. Appealing to everyone just isn't good marketing. You need to narrow your target market down to the people who will be the most profitable for your business.

Write detailed profiles that go beyond basic demographics to include what they like, what they hate, what they fear and where they hang out.

You can find [23 answers you need to know to define your target market](#) on The Copy Detective.

### 2. ANSWER THE MOST IMPORTANT QUESTION

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"What's in it for me?" is the most important question a potential customer will ask and your copywriting needs to spell out the answer. So once you've written your marketing collateral, put your customer's hat on and pose the questions.

- ~ So what?
- ~ Why should I care about this?
- ~ What difference will this make to *my* life?

If you haven't answered these questions then you need to keep digging into the real benefit you offer your customers.

### 3. ARE YOU WRITING FOR ME? OR YOU?

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When you start writing your marketing collateral, it's easy to start with what you know. You. If you want your customers to feel connected you have to engage them, and that means making them part of the story you're telling.

Rather than talking about what you do (with lots of words like *we*, *me* and *I*), talk about what your customers get (with lots more *You* words).

Take this a step further with [5 no-fail tricks to writing customer-centric copy](#).



### 4. FIND YOUR UNIQUE BRAND VOICE

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The voice of your brand defines the tone and personality you use in your social media, your emails, your brochures and on your website [everywhere!]. If you invest in your brand imagery you MUST make sure your brand voice is consistent.

Create a profile for your brand as if it were a person. The more you flesh out your brand personality profile, the easier it will be to speak in a consistent tone of voice.

Learn more tips on defining your brand voice with [this copywriter's secret to finding your brand voice](#).

### 5. GET NEEDY

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Even though our world is changing at a fast pace, our emotions and primal needs haven't changed. Write about your business in a way that taps into the *why* behind your customers' decisions. If you hit the right chord you'll create a connection that goes beyond price.

While packaging and price might seem like they make a difference, here are the 12 *real* motivators behind all our decision-making:

*Power/Virility*

*Security*

*Eroticism*

*Moral purity/cleanliness*

*Social acceptance*

*Individuality*

*Status*

*Femininity*

*Reward*

*Mastery over your environment*

*Disalienation*

*Magic/Mystery*

Dig a bit deeper into the [consumer behaviour and the motives that really drive sales](#).

### 6. CALL TO ACTION = ACTION

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The secret to getting your customers to do exactly what you want is .... telling them exactly what to do! You can tell your audience everything they need to know but if your copywriting doesn't tell them *what you want them to do*, they probably won't do it. It's that simple!

- ~ Make your call to action uncomplicated and easy to spot.
- ~ Use verbs.
- ~ Link your call to action to the benefit gained.

Examples include:

- ~ Get your weekly fix of The Copy Detective blog delivered straight to your inbox....
- ~ Download this free report to learn how to ....
- ~ Order Today and get FREE delivery. Add To Cart. BUY NOW. Please Retweet.

Discover more about [the secret to getting real action from your marketing campaign](#).

### 7. HOOK THEM IN WITH YOUR HEADLINE

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On average, 8 out of 10 people will read your headline but only 2 out of 10 people will go on to read your copy. Every piece of your marketing *needs a headline*, from your online advertisement or web page to each page in your printed brochure. Your headline can make the difference between your copy being read, and being ignored. True story.

Each time you need a headline, you should write at least 15. Rate each one on a scale of 1 to 4 against this headline checklist:

1. Is it unique? *Your headline shouldn't apply to other industries.*
2. Is it ultra-specific? *Vague, wishy-washy claims are worthless.*
3. Is it useful? *Build trust by being helpful.*
4. Is it urgent? *Inject some urgency with a specific time frame.*

A good headline will rate well in three out of four of these categories. If yours doesn't, keep going!

Find out more about this [quick 4-step test to find out if your headline sucks](#) and then, if you need some help, check out [the only guide you'll ever need to write headlines that sell](#).

### 8. PUT AWAY YOUR CLEVER TROUSERS

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If you want your copywriting to be effective then you need to make sure it's understandable. How? Don't get too clever. Exchange long words for shorter words and reduce the average length of sentences. This isn't dumbing your message down – *it's making it easier to read.*

For maximum readability your copywriting should be aimed at a high school education level – Year 9 or 10. Remember: The longer the sentences you write and the longer the words you use, the harder your copywriting is to understand.

Find out if [your copywriting is readable over on The Copy Detective](#).

### 9. JARGON OVERBOARD!

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Industry- or product-specific terminology has its place, especially if you're writing technical marketing for people already familiar with your industry. Industry jargon can communicate quite complex ideas in just a few words but it can make your message harder to understand, alienating potential customers before you've even had a chance to tell your story.

If there's any chance that your audience won't know your product or industry terms – ditch them! The terms. Not the audience. If you have product- or industry-specific terms that can't be substituted or simplified – explain them to your audience.

Uncover [more jargon busting ideas on The Copy Detective](#).

### 10. BECOME THE APPROACHABLE EVERYMAN

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Unless you want to sound like you're giving a lecture, avoid being too formal in your copywriting with language that you would *never* use in real conversation. That doesn't mean you have to bring street slang into your marketing but conversational copywriting is easier to read and, well, it's more interesting to read.

If you struggle to ditch the formal tone when you write your marketing, imagine you're speaking to someone standing right in front of you. You'll find you probably make your point in a much clearer, more succinct and more interesting manner. You can tighten things up on the second and third draft.

Tap into the power of [conversational copywriting on The Copy Detective](#).

### 11. GET SPECIFIC AND BOOST YOUR CREDIBILITY

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Turbo-charge the credibility behind your copywriting with specific facts about your topic. Sometimes you just need one killer fact to put your credibility through the roof. Which sounds better?

*“You will save a lot of money” or “You will save \$546 every month”.*

If you’re talking about money in your copywriting, use dollar values over percentages, as it will help your audience have a more tangible grasp on your offer.

Dig into the details on [this post about the benefits of being specific](#).

### 12. THE IMPORTANCE OF “THE OFFER”

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Speaking of offers.... a good marketing offer can move someone from being kind of interested to saying “I want that *now*” and opening their wallet to get it. Rather than discounting, consider different offers that will tempt your audience. Great offers are:

- ~ Relevant to your target market, your product and even the season.
- ~ High value to your target market but relatively low expense to you
- ~ Irresistible. The best offers make it impossible to say no
- ~ Easy to respond to. No one likes to jump through hoops.
- ~ Good for your brand image

If you really put some thought into it, you will never have to discount (or devalue) your products and services.

Discover [15 awesome marketing offers to bring business in](#) on The Copy Detective.

### 13. SUBHEADINGS. YOUR COPYWRITING SPRUIKER.

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Facing the prospect of reading a long page of text, with no breaks or spaces, is daunting. If that's what your marketing or blog post looks like, your reader will quickly shunt it into the "too hard" basket.

Whether you're writing a printed brochure, a blog post or a webpage, subheadings are essential when it comes to breaking up long copy. They can also help to guide your readers through the different points you are making.

Your subheadings should introduce the copywriting that follows and tantalise your reader, without explaining too much. Make your subheadings stand out on the page – to catch the eye of the skimmer.

### 14. WHEN ALL THE WRITING IS DONE, START CUTTING

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Editing your own copywriting is tough! After all, you've spent time considering your audience and you've slaved over the words on the page, nudging your reader ever closer to your call to action. But if you don't lose the padding (and there is always padding) then you will surely lose your reader!

The first edit you must do is to delete the first paragraph. That's right. Just highlight the whole paragraph and hit delete. It's usually "warm up" waffle anyway and you're just wasting your reader's time. Get straight into how you can help them.

Read some more [simple editing techniques](#) on The Copy Detective.



### 15. BE AN ATTENTION SEEKER

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When you are writing a new Facebook status, tweet tag line, or product description, tune into customers' instincts and grab their attention with sensational words that SELL SELL SELL ...

- ~ Spark people's curiosity with words like BREAKING NEWS, WOW, EXPOSED and SURPRISING.
- ~ Show off your exclusivity with words like SECRET, HIDDEN, NEVER, LIMITED.
- ~ Give a sense of urgency with words like NOW, DIRECT, FAST, and RESULTS.
- ~ Reassure your reader with words like EASY, SIMPLE, LIFETIME, and SAFE.
- ~ Appeal to people's desire to save with words like BONUS, CHEAP, DISCOUNT, and BARGAIN.
- ~ Connect to deep emotions with words like LOVE, PASSION, SUCCESS, HATE, ALONE and GUILTY.

The Copy Detective reveals his [copywriter's bible of \(power\) words that sell](#).

### 16. DON'T JUST MAKE IT LOOK PRETTY.

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The words you use in your online marketing are just as important as the design. Why? Web surfers are savvier than ever before. You have 5-10 seconds to connect. Your website copywriting is your pitch. That pitch can turn 10 seconds into 30 seconds, and 30 seconds into a sale.

Don't waste those first few seconds with "Welcome To My Homepage"!

Explained.... [Copywriting: the ingredient that can make or break your website](#).

### 17. KEEP YOUR HERO STATUS

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Don't go from Hero to Zero because of spelling and grammatical errors. To keep your credibility intact you need to proofread, proofread and then proofread one more time! Proofing your own copywriting is tough, though, so here are some great proofreading tips:

- ~ Put your copywriting to one side and do something else for a while.
- ~ Read your copywriting out loud. If you stumble as you read then so will your readers.
- ~ Read from a hard copy rather than a computer screen.
- ~ Give your copywriting to someone else to read.

Learn some tips from the professionals including a [4-stage proofreading strategy to error-proof your copywriting](#) and some [tips on how to catch those typos](#).

### 18. BEFORE YOU WRITE A SINGLE WORD

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Whether you are writing about a business you've never heard of before or you're writing about your own business, the key to finding the angle that will grab people's attention is ... planning.

Spend time putting together a detailed brief for each new copywriting project, from your blog to your brochure. Document your objectives, the intended audience, the action you want them to take. Then get to work. Spend time on this at the start and you'll reap the rewards.

Get your brief right with [this revealing post by The Copy Detective](#).

### 19. USE REAL STORIES

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A real life case study helps would-be customers see how others have benefited and makes it easier to say YES! So boost your benefits and take some risk out of the purchasing decision by including quotes from other customers' experiences.

Some tips on getting those powerful testimonials include:

- ~ Listen to your customers. When they say something nice ask if you can use it.
- ~ Ask your customers for a review and testimonial of their experience.
- ~ Give your customers some tips on what to write about.
- ~ Include as much detail about the author as possible (to boost credibility)

Head over to The Copy Detective for more tips on [getting powerful testimonials for your marketing](#).

### 20. FIND YOUR SECRET INGREDIENT

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If you want to stand out in a busy market place you need to be unique. But that's sometimes easier said than done. If your product or service isn't as special as you'd like it to be then it's time to find a different perspective.

Look for uniqueness in

- ~ the way you deliver your product or service
- ~ the way you follow up after a sale
- ~ different ways people use your product or service
- ~ features your competitors don't mention
- ~ the benefits people get from your product or service.

You can see a great example of this on The Copy Detective's look at [a campaign for a household cleaner](#).

## THE ULTIMATE CHECKLIST FOR YOUR COPYWRITING

Once you've finished writing it's time to make sure you've been paying attention.

- ✓ Does your copywriting have a headline?
- ✓ Are you using more YOU words than ME words?
- ✓ Do you tell your reader what's in it for them?
- ✓ Have you removed all the jargon and complicated language?
- ✓ Are you using friendly formatting to break up long copy?
- ✓ Do you have a call to action?
- ✓ Have you given yourself enough time to edit?
- ✓ Has your copywriting been proofread?

So there you have it. The toppest of the tips that will transform the way you write about your business. **Now you need to take action.**

Keep this cheat sheet handy as you're embarking on your next copywriting project.

Oh and if you like it, *why not share it?*



### ABOUT BELINDA WEAVER

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Belinda is a professional marketing copywriter who walks the line between writing effective online copy and creating an engaging online brand. *You don't have to choose between them.*

She has more than a few years chalked up as a marketing consultant and knows what it takes to make a big idea happen. But her specialty is marketing copywriting – she uncovers a brand voice and selects the right combination of words to make your target market STOP and come back for a second look.

**Now she's teaching what she knows, offering a range of copywriting courses and coaching.**

If you want to learn how to write copy with personality and action, visit [copywritematters.com](http://copywritematters.com)

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