

Copywriting Quick Tips

WINNING
— Words —

Writing

1. Write 6 or more titles and a few leads
2. Be sure to distinguish between features and benefits and state them clearly
3. Be clear but do not talk down to readers
4. Watch the overuse words or repeat words you like to use word (so, basically, however,) - it is bad for reading and selling



Do control F to search for words you think you may have repeated

5. Write the story – just let it flow and then throw out the first part of the story

6. Use subheadings, bullet points, etc to create the flow

7. Included an offer and a promise in the last sentence to compel the reader to buy



8. Tell them exactly what to do (call to action) – ie find a nutritionists, check out services


9. Keep it simple, short sentences, short headers

10. Use an active voice and action words

11. Don't waste the readers time – get to the point

Active Voice

Active voice is used to show that the subject of the sentence is performing or causing the action.



Examples:

Lebron(subject) **threw** the basketball before the buzzer.
Lebron(subject) **shot** the basketball from the free throw line.
Lebron(subject) **scored** three points.

achievement house

12. Don't over design the copy – make it readable

13. One idea per sentence

14. Do not dwell on the negative – always present the positive

16. If you have known competitors, study them to make sure you are unique

17. Create authority



18. Use regular language like you are talking to a friend

19. Don't assume they know your industry language (leaky gut)

20. Must hit strong selling points – don't be repetitive or use same words

21. Cut the superfluous word ie “very special” it is either special or not



Don't repeat yourself. It's not only repetitive, it's redundant, and people have heard it before.

Lemony Snicket

quotefancy

22. Use questions with caution – try to flip a question into a promise

23. Link paragraphs to make the copy flow such as “here’s why” or “that’s not all”

24. Make sure you include - who you are, what you’ll do, where to respond, when to respond, why person will benefit, how to respond



25. Be honest – don't make up testimonials

26. Use contractions: ie "don't" "isn't" to help you write like you talk

27. Don't teach the prospect about what she needs – show her your product/service will meet her needs ... now



28. In longer documents. Let subheading tell the story (for the skippers)

29. Don't write out numbers in letters. Use 1, 3 etc.– boost responses

30. Make sure the focus is on the solutions

31. Avoid nonsensical words such as “amazing”, “awesome” (once is okay) – use practical words such as “easy”



32. Look at other people's copy for ideas but do not copy

33. Take your copy, walk around the room very fast and read it out loud. If you have to take a breath in the middle of a sentence – it is too long for you prospect to understand – cut it down

34. A testimonial should have just one benefit

35. Be the hero that solves the problem

36. Choose a successful sales letter or email and copy it out. Write it by hand several times – some say 10 times. Read it out loud several times so it becomes second nature – learn by rote.

TESTIMONIAL

