

5 Copywriting Tips to Make Your Words Sell

When you write content for your mailshots (posted or email), adverts, website or brochures you'll want the copy to be powerful enough to convert readers (prospects) to customers.

That's not easy but here are 5 top tips to help you.

1. Be positive in your tone.

Positivity sells. What does that mean? It means being upbeat and 'feel-good'. Positivity is basically happiness and happiness can have a tremendous effect on our motivation and dramatically influence the decisions we make. Positive content:

- Is very personal: speak directly to the reader.
- Cuts the jargon: make your content accessible, not opaque.
- Focuses on solutions: that's what readers are looking for – solutions to everyday problems or a way of making/saving money. **Stay solution-focused.**

- Is easy to read. Don't use long words when short ones will do and the same applies for sentences. Let the content flow with short, quick, bite-sized chunks.

- Comes from being in a good mood. Don't write content when you're in the wrong frame of mind or stressed – it will come through in your writing.

2. Be personal.

What does this mean? It means using the words “you”, “your” and “you’ll” a lot. The best copywriters know that being personal is essential and using “you” is a great way to do that. It’s simply human nature for people to want to know how they will benefit from what you offer: what’s in it for them? So make sure your copy is focused not on you but on your prospect; how you will help them solve their unmet needs. Hence repeat the words ‘you’ and ‘your’. By being personal they will immediately pick up on the one-on-one nature of the content.

3. Use data to support, not to lead.

Too often, we might think that using mountains of data, charts, graphs and statistics will impress the reader and convince them of just how wonderful our products/services are. But that’s not the way to win customers. Yes, data has a role but don’t lead with it as it tends to throw cold water on passion and excitement which is a strong feature of ‘selling’ content. So don’t focus too much on raw data – it’s very unlikely to win over your prospects.

4. Be direct.

When you're direct, you'll make your intent obvious to the reader – and that will make them more likely to act. Being direct means communicating clearly.

Cut out unnecessary, “flowery”, “filler” type copy and wordy sentences:

- If you don't need that word, drop it.
- If you don't need that sentence, drop it.
- If you can say it in a more concise, clear way then do so.

Here's an example:

- Bad:** Make an attempt to improve the direct quality of your writing
- OK:** Try to be more direct in your writing
- Better:** Make your writing direct
- Best:** Be direct

And the most important “rule” of being direct is to tell the reader what you'd like them to do which leads nicely on to the final tip.

5. Be assertive in your ‘Call To Action’.

Selling copy does need to be a little assertive. Whatever you're writing copy for – sales letter, advert, email etc, the whole point is to get some action – some immediate action. And this isn't the time for subtlety. People are naturally inclined to put things off and a postponed action is too often forgotten. And be specific with your call to action.

Focus on the one thing you want the reader to do – whether that's visiting your website, emailing you for more information or picking up the phone to call you. The key thing is to stimulate that immediate action. If your closing content doesn't make people act, then it's not doing its job!