COPYWRITING TIPS
JO STARR - STELLAR WORDS

The essence of your copywriting should be:

- What am I saying?
- Why should they care?
- How can I make them care?

Learn how to write for your reader. Know your audience:

- Who are they?
- What are they interested in?
- What makes them tick?

The more you know about your audience, the more targeted and relevant your copy will be. If you're unsure who your audience is, employ a marketing strategist.

Write like you talk. Read it out loud (or get someone else to read it out loud) and if it sounds good, it will work.

If you are stuck for ideas, scour websites, books, magazines and competitor info for copy you like then adapt the ideas and make them your own (do not blatantly copy - that is plagiarism). Find keywords that 'sum you up' and play around with them until you're happy.

What purpose does your writing serve? If your message isn't clear to you, it certainly won't be clear to your audience - REMOVE THE WAFFLE.

Write short sentences. Sentences with fewer words are easier to read and understand.

Use *active voice,* as *passive voice* can weaken your message:

- **P** - The blog post was written by Michelle;
- **A** - Michelle wrote the blog post.

Keep big, fancy words to a minimum as they make your copy hard to read.

- Hard to read = won't read.

For emailers and blogs, use compelling subject lines and great headlines. These need to grab and hold your reader's attention. Let them know what's in it for them.

Selling ain't telling. Don't talk about how amazing your product or service is, explain how it can help ease a pain point or solve a problem.

Include customer testimonials or quotes - a fantastic way to add credibility or communicate how great you are.

Write for skimmers. Break your copy into easy-to-read sections.

Keep your copy clean and concise. Edit, edit and edit again. Spelling and grammar matter.* Proofread, or get someone to proofread for you; download an app, there are plenty out there.

Whatever you write, be authentic and consistent.

Happy writing!
Jo X

*According to Google web expert, Matt Cutts, poor grammar will discourage 59% of your website visitors and one spelling mistake could lose you 50% of your sales.