

## **Top Ten Tips for Writing Marketing Copy:**

### **Ten: Know your reader.**

When you're writing marketing copy, your reader is always your deciding factor. After all, your reader is the one who decides whether or not she wants to keep reading – not you. And unless your reader decides to keep reading, you can't get your message through. And if you don't get your message through, then you can't achieve the purpose of your copy.

### **Nine: Give your reader a compelling reason to keep reading.**

Your reader will only keep reading if he can see the relevance of your writing. And your reader will only see the relevance of your writing if you make your writing entirely about him. To make your writing about your reader, you need to know two things about him: what he wants and what he needs – and then you have to demonstrate that insight in your writing.

### **Eight: Do a thorough analysis of your reader.**

To know your reader, you should ask yourself at least five questions about her: what does she do; what does she want; what does she think is important; what does she think is true; and what does she need. Each question will take you deeper into your understanding of your reader. Remember that your reader will only make decisions that fit in with her needs. If your writing doesn't address the needs of your reader, then she won't accept what you're offering.

### **Seven: Explain clearly how your offering meets the needs of your reader.**

To explain how your offering meets the needs of your reader, you need to know exactly what your offering does. Only when you know your offering inside out will you be able to explain the benefits of that offering. Remember that your reader will only choose your offering if he can see the benefits of it. Benefits are all the things about your offering that are good for your reader.

### **Six: Use testimonials to engage with your reader.**

A testimonial is a statement from a person similar to your reader. Testimonials explain clearly and simply why your reader should choose your offering. When you choose well, your reader will identify with the person in your testimonial. In other words, your reader will see herself in the other person. And so your reader will see that she too could benefit from your offering.

### **Five: Know what you want your reader to feel.**

Remember that your readers' feelings motivate him to form bonds, including developing brand loyalty. In turn, those bonds will motivate him to act in a way that strengthens those bonds. The more he invests in your brand, the more he will want to invest. You have to evoke - and then protect - the feelings in your reader that get him to act the way you want him to act.

#### **Four: Know what you want your reader to do.**

The purpose of writing marketing copy is to get your reader to choose your offering – every time. To get your reader to choose your offering, you have to know which of your reader’s feelings will make her choose your offering. Your reader will donate probably because giving makes her feel like a good person. When you know what motivates your reader, then you can link what you want her to feel to what you want her to do.

#### **Three: Use instructions to motivate your reader.**

Your reader needs to see very clearly how choosing your offering will give him what he wants. The decision to act always lies with your reader. You are simply showing why choosing your offering will be good for him and for what – and who – he values and protects.

#### **Two: Use verbs to influence your reader.**

Verbs are what you could call “doing words”. They are actions and they usually carry a tense. Tense shows when in time the action happens. It indicates that the action happens in the past or the present or the future. You should always put your verbs into the present tense.

#### **One: Use “you” or “your” more often to engage with your reader.**

You could call “you” and “your” “personal pronouns in the second-person”. You will find them useful because they will make your writing about your reader rather than about you. When your reader sees more references to herself in your writing, she will associate herself with your message. When you have to talk about yourself in your marketing copy, focus on how your offering will impact on your reader rather than on what you will do.

What to find out about the other five power words when writing marketing copy? Want to know how to structure your copy to lead your reader to make the decisions that are right for you? Want to get personalised feedback on your marketing copy from an experienced trainer?

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