



THE CONVERSATIONAL COPYWRITER'S

Ten Copywriting Best Practices

Brand crushes start here.

Here's what's inside this awesome guide.

TIP #1 Keep it simple, smarty.

TIP #2 Write the way you speak

TIP #3 Unless they know everything, assume your reader knows nothing.

TIP #4 Sell less. Connect more.

TIP #5 Personalize. Personalize. Personalize.

TIP #6 Write to people. Not prospects.

TIP #7 The recipe for a scrumptious & snackable copy hamburger.

TIP #8 Always make it actionable.

TIP #9 Numb3rs draw the eye.

TIP #10 A great writer is an even better editor.

BONUS Crafting headlines and tag lines that go pop.

Follow these tips to establish and maintain authentic connections with your customers.



TIP #1

Keep it simple, smarty.

We're in the era of content marketing—content is king. So, there's a lot to strategize, write and produce. It can be easy to overthink or brain-fuck things to death. So don't over complicate it. That's a major time suck. You don't need to be overly-clever. You don't need to be fancy or sophisticated. You just need to be accurate and authentic with a touch of awesome.

So, when in doubt, or when sitting down to get started out, remind yourself that simplicity is the key to success. Wherever you can cut a word, or simplify a sentence, trim it. If and when you can simplify a long-ass sentence and break it up into two, break that baby up and toss a period between those smaller, simpler sentences. Voila!

Simplicity. Write it on a Post-it note and slap that 'Note to Self' on your laptop.



TIP #2

Write the way we speak.

On behalf of your future readers—thank you for not being overly-formal. If you're like me, you're spending half of your day reading text messages, tweets, and social posts which are all succinct and include shorthanded copy. This is what we are accustomed to, therefore, providing anything other than a fresh, fun and familiar experience for your readers will be jarring and likely get tossed in the trash.

So, re-think what you are writing. Have a human in your mind when you write, and write to that person the way you would speak to them. Always avoid jargon, buzzwords and overly-technical terms at all costs. Humanize your content by always writing to delight, not to sell. Write to a pal, not a prospect. And, when you're done, read it out loud to ensure it all flows naturally and conversationally.



TIP #3

Unless you know they know everything, always assume your reader knows nothing.

Unless you're certain your reader knows everything, assume they know nothing. Introduce your products and services clearly, concisely and in a way that will feel real and relatable to your readers. Introduce the problem (or opportunity) and explain why what you are offering is this new and exciting solution they can't live without.

Skip buzzwords like revolutionary, transformation, and empowerment. Bubble up the benefits. Find opportunities to sprinkle in some mini case studies or testimonials to humanize, authenticate and validate what you are saying about your own products and services. Finally, use conversational headlines, subject lines and CTAs to set your readers up for success.



TIP #4

Sell less. Connect more.

The days of overly-salesy sales and marketing has come and gone. People have become aware of, numb to and perhaps even a bit frustrated by the flood of salesy emails, LinkedIn messages and connection requests, ads, etc. Therefore, the most effective marketing copy doesn't sound like marketing copy. Think of it as an uncloaked, or de-cloaked, sale. It's refreshing. It's authentic. It's not trying as hard to hide the sale, and therefore making it easier for people to connect, trust, try, buy, share, follow, etc.

So, tell, don't sell. Engage your readers by keeping it real, and genuine and straightforward. Don't oversell, don't over promise and don't forget to never underestimate your readers.

Make it enjoyable. Always write to delight. A little personality goes a long way. Personality being the operative word, and the objective.



TIP #5

Personalize. Personalize. Personalize.

Never forget: If you're writing to everybody, you're writing to nobody. Stop writing to an audience. Start writing to an actual person. Who are they? What's important to them? How do they speak? Actually have a person in mind who represents the reader you're writing to, or for. Drop in some clever clues that'll demonstrate you know who they are—and that you care about them.

Make a real connection by customizing and humanizing your messaging by injecting some of those real life insights or case studies so your reader can instantly find themselves in your messaging. The more you can personalize your messages, the more your reader will feel like it's written just for them.



TIP #6

Write to people. Not prospects.

I think it's safe to say that nobody really loves interacting with bots. That's because it's literally communicating with a robot, and what could possibly be more impersonal than chatting with a robot? Well, the same sentiment applies to marketing messaging. A bot you are not. And don't you forget it. Therefore, re-think everything you know and have been taught about B2B marketing. Never forget: You are writing to people with personalities, not prospects and personas. They are just like you and me.

Try to re-read and re-write as you are writing in real time. Actually ask yourself, "do people actually talk like this, or does this sound like a robot wrote it?" If the answer is no, ask yourself, "how would I say this to a friend?" Then, edit accordingly.



TIP #7

The recipe for a scrumptious & snackable copy hamburger.

When it comes to copy and content, it's not just about what it says, it's about how it looks and reads as well. Remember, you're not just writing copy, you're crafting it. Big, blocks of copy are boring and uninviting. Stylized blocks of copy that solve the problem of a big, clunky block of copy look more engaging and make your reader work less hard to scan, skim and absorb messaging at a glance.

So, doesn't matter the type of asset or the real estate you are working with—it's helpful to always use the following format. You might not need every piece of the "puzzle" (like a pre-header or a CTA button for example) but you can always rely on this template to help you craft a solid and scannable story.

A COPY HAMBURGER

A PRE-HEADER TO ORIENT US

*Big, awesome power
headline goes here.*

Body copy goes here. Between 2-4 sentences, tops. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

CALL TO ACTION GOES HERE



TIP #8

Always make it actionable.

From your first hello, or “Hey”, to the button that will ultimately punctuate your landing page, email, banner, etc—the more you can make your intention known, the more successful you’ll be at setting your reader up for success, and achieving the result you are after.

If you build it, and are clear about the action you want them to take, they will come, click, try, buy, demo, etc.

So, try to start sentences with verbs. And, always close out paragraphs or entire pieces with a call to action. If it’s a call to action button, customize it so it sound human and engaging. If your button says “Click Here” or “Learn More”, you have failed.

Also, give your reader a heads up by telling them where you are sending them if they click, and what action you hope they’ll take when they get there.



TIP #9

Numbers draw the eye.

It's simple math: Numbers draw the human eye by breaking up words and commanding our attention. They're also a powerful way to validate or punctuate messaging which might otherwise come across as an opinion or a statement with no data to back it up.

So, it could be as simple as including relevant stats into your email subject lines, or including them in a sub headline in order to validate a statement you've featured or included in your headline.

But, where can you sneak in a nice, impressive round number? Do research to find a few stats you can sprinkle in, or ask a team member for a brief that includes some. Avoid small numbers that are less impressive.



TIP #10

A great copywriter is an even better editor.

Step 1: Write a paragraph or a page of copy.

Step 2: Take a weed whacker to it and trim the fat.

Always ask yourself how you can reduce the word count by half. Kill the fluff. Trim the weeds. Delete any words that don't add any value. Make a concerted effort to never use the same word twice, if possible.

Shorten sentences. Make them snippets, instead. See what I did there? Finally, always ask for a second set of eyes. Ask a team mate to read what you've written and call out everything that's odd, awkward, clunky or unnecessary. Don't stop editing your work until it all looks, feels, and sounds light, tight and right.

BONUS

THE ART OF CRAFTING

Headlines & taglines that go pop.

SIMPLE & STRAIGHTFORWARD

It's just a simple and straightforward headline.

THE CLASSIC PLAY ON WORDS

This AI-powered app knows you by smart.

AUTHENTIC & ACTIONABLE

Try starting sentences with verbs to make them more actionable.

SNIPPET LOCK UPS

Stop writing that way. Start writing this way.

3 WORD SNIPPET LOCKUPS

Light. Tight. Right.

POSE A CONVERSATIONAL QUESTION

Learning anything from these best practices?