

## ***COPYWRITING TIPS AND IDEAS***

1. Clichés and buzzwords are a quick way to make people tune out. Would you agree?
2. No matter where you are on the net or what you're doing, everybody should look at you and say, "Writer!"
3. "Words are a lens to focus one's mind." – Ayn Rand
4. "If you wouldn't say it to your mother, it probably shouldn't go on your sales page." – Naomi Dunford
5. People have many motivations: But people who buy products do so either for pleasure or because they are scared.
6. "If it sounds like writing, I rewrite it." —Elmore Leonard
7. People don't want to "dominate AdWords." They want someone who can help them be proud of what they do.
8. What current buzzword turns you off the most?
9. Go one step further in your research: Pay for subscriptions to authority sources in your field.
10. "Getting information off the Internet is like taking a drink from a fire hydrant." Mitchell Kapor
11. If you want to get your message across, kill your adjectives and slaughter your adverbs.
12. If you are hiring a copywriter, remember that you must provide proof you're trustworthy too.
13. An ideal time to generate updated or new recommendations: When you are updating your website.
14. "I write when I'm inspired, and I see to it that I'm inspired at 9 am every morning." – Peter DeVries
15. "How come there are so many quotes on writing and almost none on niche marketing?" (Overheard at conference).
16. Q: "What did the copywriter say to St Peter at the pearly gates?"
17. Have you created guidelines, templates or style sheets for your copywriters?

18. The best copywriting tells a story, makes an emotional impact – and gets to the point at the reader’s pace.
19. A good copywriter spends more time planning and researching than writing.
20. If you want to keep your regular copywriters loyal for life, give sincere recommendations they can use on their sites.
21. Adding graphic elements to copywriting: Bursts, callouts, text boxes and callouts.
22. Upcoming trend, if you want to be different: Specialize in mobile copywriting.
23. Keep sentences and paragraphs short and sweet. They’ll pack more of a punch.
24. Reading your copy out loud helps you catch breaks in flow and convoluted sentences people will mentally tune out over.
25. People read copy if it promises to be helpful, entertaining or inspiring.
26. The word “you” holds great power in human connection – and copywriting: The word “I” makes people tune out.
27. When you make “I” statements in copywriting, make sure you’re talking about something your reader identifies with 100%.
28. Personal anecdotes make great “hooks” – but only if your reader can totally relate.
29. Deliver on every copywriting promise you make in every headline, subhead or bullet point.
30. Strip away anything from your writing that gets in the way of your point.
31. No matter what you are writing, end by telling your reader what to do next.