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## 21 Copywriting Do's

- ✓ Write with your goals in mind
- ✓ Start with more than you need then edit
- ✓ Tell your reader a good story
- ✓ Explicitly write who your product is ideal for
- ✓ Lead with 'You' not 'We' and 'Your' not 'Our'
- ✓ Solve a problem, address a fear or satisfy a curiosity
- ✓ Talk to your reader like they're in the room
- ✓ Take your reader on a journey
- ✓ Let your readers know exactly what to expect
- ✓ Explore benefits
- ✓ Repeat important messages
- ✓ Use meaningful headings
- ✓ Recognise any likely objections – and overcome them
- ✓ In lists, put your best points at the top and the bottom
- ✓ Let satisfied customers help you sell
- ✓ Replace long words with short ones
- ✓ Build anticipation... with ellipses
- ✓ Have one idea in every paragraph and keep them short
- ✓ Play with sentence length
- ✓ Keep your offers simple
- ✓ Use specifics, not generalities
- ✓ Spell check

## 21 Copywriting Don'ts

- ✓ Expect 1 piece of copy to appeal to 100% of readers
- ✓ Make a claim you can't back up with proof
- ✓ Lie
- ✓ Be vague
- ✓ Compromise clarity for cleverness
- ✓ WRITE ALL IN CAPS OR USE LOTS OF EXCLAMATION MARKS!!!!
- ✓ Bore your reader – ever
- ✓ Be a sheep or copy someone else's copy
- ✓ Forget to tell the reader exactly what to do next
- ✓ Complicate the call to action
- ✓ Forget to make them a strong offer
- ✓ Be inconsistent in your vocabulary and tone
- ✓ Assume knowledge or awareness
- ✓ Forget to offer a guarantee
- ✓ Be arrogant, ignorant or lazy
- ✓ Sequence your lowest value service first
- ✓ Be greedy by asking for too much too soon
- ✓ Use written numbers (five). Use numerals instead (5)
- ✓ Think questions don't work – they do
- ✓ Be afraid to shake things up and be creative
- ✓ Underestimate the power of the right word in the right place