

Advansys Fact Card

Top 10 Copywriting Tips

- 1.** Try to avoid sentence longer than 16 words – read your sentence aloud, if you have to take a breath, it needs to be broken up.
- 2.** Split long sentences into two if they still make sense as two separate sentences. Use a variety connecting words such as ‘so’, ‘and’ or ‘because’.
- 3.** Don’t over use describing words such as ‘beautiful’ and ‘gorgeous’ – they are okay to use once in a while.
- 4.** Make a point. Don’t over explain something just to get the word count up.
- 5.** Write about what you think is interesting to the reader of the content. Understand your audience and write for them. E.g. Nobel Biocare – written for dentists and professionals NOT patients.
- 6.** 1 paragraph is equal to 1 point of discussion. Use P.E.E – Point, Evidence, Explanation
- 7.** If a client is selling a product or service, comment on how it will realistically benefit the reader.
- 8.** Write in your reader’s language and the style they’re comfortable with. Read your competitors websites and be inspired by their writing. DO NOT COPY IT.
- 9.** Ask a few questions in your copy but remember to answer them for the reader.
- 10.** Writing is often compared to a conversation with a pal in a bar. So it should be conversational and sound similar to how you’d speak. Read it aloud to hear whether it flows smoothly. However, if you are writing for in a formal tone, don’t be too casual.