

Free copywriting guide

The copy, or words, you use to sell your product or service, can help make or break marketing communications. Good copy helps sell your product or service to your customers; it should convey the benefits, be easy to read, and well laid out.



Convey the benefits

It's not about you (as in your business); less of 'our best offer yet' and let's focus more on what's in it for your customer. Put yourself in their shoes, and ask the question "What's in it for me?" sell the benefits, not just the features.

If you find you have a list of features, ask yourself the question, 'so what?' and think again; what is the benefit to your customer if they use your services or products? What's unique about it, and what's in it for them? This is what you want to convey.

Easy to read

Look at what you're producing, is it a small advert; flyer; newsletter; e-mail. Consider the size of the publication and the people you are targeting. Make it relevant, stick to a realistic word count – there's nothing worse than having a good looking brochure so full of copy that it puts anyone off reading it – and avoid overuse of acronyms, particularly if your target market won't understand them. Quality is much better than quantity!

Ensure it's well laid out

Consider the design, any images you're using, the size of the publication (this also includes online and email publications), and how it will be viewed i.e. is it printed, will it be viewed on screen. Is it appealing to read; will the eye be drawn to it, do you want to read more?

Clear sentences, short paragraphs and good use of bullet points can all help make your copy stand out and encourage the eye to read.

Last but not least...

Don't forget your call to action. That is, what you want a potential customer to do to get in touch. Whether it's your phone number, email address, a dedicated web landing page, ensure it is in your publication, and is very clear for your potential customers to understand what they need to do.



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If you're still having trouble, why not give us a call, we'd be happy to quote for copywriting or copy editing for you.