



# heath help with

## copywriting

- **Planning.** Before you write anything at all, think about what you want to achieve with your copy and, even if it is just a few sentences long, plan your approach.
- **Formal or informal?** Use formality only when appropriate. Very often we use formal, elongated sentences when we write, but we don't necessarily speak that way. Always keep your reader in mind.
- **Use facts.** Facts will sell, whilst superlatives like 'excellent', 'fantastic' and 'superb' are just fluff and when used excessively, sound insincere.
- **Get to the point.** If you've been successful in gaining attention, you need to make sure you keep it and generate interest. Benefits first, then some features. Don't take up your reader's time telling them nothing of value.
- **What's the story?** Success stories, anecdotes and examples are easy to remember and help build credibility. Use them where you can.
- **Jargon.** We're told to keep away from it and as a rule of thumb this is right. But in *specific* instances, if it is language your audience will expect and understand, you should use it.
- **Sentence length.** Keep sentences as short as you can. The longer they are, the more diluted your message becomes.
- **Break up the page.** Readers generally race to the bottom of a page. Do what you can to encourage them to read all of your text by breaking your copy up with headers, bullets or appropriate sections.
- **Spelling.** If you don't have a spell check, keep a dictionary or thesaurus to hand and if in doubt – check. Many readers are highly sensitive to poor spelling.
- **What's in it for me?** Put yourself in the shoes of your reader. Read your copy out aloud and if it doesn't answer this key question, you need to start again.

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