

How to write WORDS THAT SELL

15 simple techniques to boost your sales and get you noticed

Would you like to win more business?

OK it's a no-brainer. We'd all like more customers. And good persuasive writing is an effective strategy to achieve this. From websites to sales letters, and social media to blogging, the words you use will influence how your reader responds.

So read on and discover 15 easy writing tips you can use right now in your business to engage and influence your customers.

And don't be fooled. Whilst some tips appear surprisingly simple (and perhaps rather obvious), very few businesses use them to their full advantage. Do you?

FIRST ATTRACT YOUR CUSTOMER...

1. Know your target. If you do nothing else, do this. Write a one-page bio that describes your target customer. Who are they? What keeps them up at night? What would they love to have? What are they afraid to lose? Etc. This vital research will help target your message specifically to the people you want to read it.

2. Promote a BIG idea. The average reader sees countless adverts each day. To get noticed you must shake them out of their indifference. Use a big idea to entice your audience to take notice, remember your message and respond to your request.

3. Hone your headline. On average 8/10 people read a headline whilst only 2/10 read the body. If your headline fails to inspire, your audience will evaporate.

4. Use relevant keywords. Discover the keywords people use when searching and talking about your products / services and weave them into your text. If you're writing online, build these keywords into your page titles, header tags and the meta description (an important piece of search engine code). It will boost your chances of getting found.

NEXT KEEP PEOPLE READING...

5. Use "You" more than "We". Customers want to know "What's In It For Me". So beware. If your message is pitched from a "we" perspective, you'll turn customers off. Instead shift your emphasis and use copious amounts of the most powerful word in advertising – YOU. The impact is startling. You'll speak directly to your customers and improve your response.

6. Sell benefits not features. Buying is an emotional decision and benefits stimulate the desire. What's more, benefits promise your reader so make yours unique and competitive.

7. Make it easy to read. Use your structure to overcome short attention spans. Don't overwhelm with a big block of text. Instead break it up with lists and bullets. Use short sentences and punchy paragraphs. Sign post with informative subheads. And emphasise key points with bold, italics and underlines. These techniques help set up a slippery slope through your message.

8. Write to be understood. Avoid complicated jargon. Be conversational. Use contractions like "you're" and "it's", and despite what your English teacher said, don't be afraid to start sentences with "And" or "Because". In copywriting it is allowed!

9. Use power words. Words like "free", "simple", "new", "easy", "now", "offer", "hurry", "suddenly" and "startling" make an impact, while clichés like "passionate", "exciting" and "innovative" are overused and dumb down your message.

10. Edit ruthlessly. Stay laser focused, don't waffle and remove anything that doesn't add to your message.

Remember...

11. You won't get undivided attention. Customers won't read your message from beginning to end. Instead they'll skip and scan, then hone in on the bits they find most interesting.

12. Don't dismiss long copy. If it's relevant, people will read it (this page contains 786 words and you're still here). As a general rule be long enough to cover the essentials and short enough to stay interesting.

13. Don't be boring. You can't bore someone into buying. Instead inject your personality, involve your reader and stoke their curiosity to discover more.

FINALLY CLOSE THE SALE...

14. Ask... It's startling how many businesses forget to ask for the sale. Don't assume your reader will know what to do. Instead tell them through clear, specific instructions. Phrases like "download now", "ring today for a free quote", "subscribe to my mailing list" and "click here to buy" work best.

15. Review your results. Be objective and reflective. Identify what works, tweak what doesn't and always repeat your winners.

Want to discover more?

I've only scraped the surface of how persuasive writing can help you win more business. If you apply just a few of these tips you'll be striding ahead of your competition.

As a professional copywriter, I use scores of proven copywriting techniques every day to get clients noticed. I can put these techniques to work for you too. Simply call me on 07954 580039 or email georgina@gemwriting.co.uk to discover how.

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