



HOW TO WRITE COMPELLING COPY THAT SELLS

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How to write compelling copy that sells

The value of good copywriting

- Copywriting is a powerful tool used in all types of business.
- Creative copywriting is a strong way to communicate to a variety of audiences.
- Good copywriting 'sells'.
- Innovative design + good copywriting = powerful delivery of your message (copy backs up the design and visa versa)

Pitfalls

- Copywriting is a very specific skill. It is not sufficient to be proficient in creative writing.
- A more competitive market has created more sophisticated consumers.
- Consumers need to be convinced that what you are offering is the best choice.
- Consumers have become de-sensitised to traditional advertising methods.
- Consumers require more meaningful communication strategies.
- 'Smart' copy is no longer effective. The traditional gimmickry of rhyme schemes, humour and punning does not sell.



1. The Basics – Broad guidelines

The conceptual framework:

- Know your brief inside out.
- A solid concept is the essential foundation of your copy.
- Make sure your copy is tailor-made to the product/service.
- Deliver concepts in a creative but succinct way.
- Identify your unique selling point and exploit it.

The practical approach:

- Good copy is clear and accessible.
- Keep sentences short and copy punchy.
- Maintain consistency of your tone and style.
- Avoid overly complex sentences.
- Do not 'dumb down' your copy.
- Avoid repetition of information and words.
- Never underestimate the power of editing Revising and editing your copy creates a more refined and powerful end product.
- Urge the reader to act- a strong message or call to action is key in creating copy that converts to customers.



2. The importance of the audience

- A powerful message is only powerful when directed at the right target audience.
- Create a profile of your target audience: age, sex, profession, disposable income, and lifestyle interests.
- Identify a message that will reach your audience in the most effective way.
- Your tone of voice should be clear, confident and credible so that your audience will respond in a positive manner.
- Back up your statements- don't promise something you can't deliver.

3. Pay attention to tone

- Your tone should be warm and inviting.
- Client-specific copy is key in successful copywriting.
- Your tone must involve the reader.
- It is essential to make it very clear to the reader what the next steps are (a call to action) e.g. "Contact us for a free evaluation or Buy today and get a 10% discount on future purchases".

4. Marrying graphic design and copy

- The successful combination of good design and effective copywriting results in a strong media message.
- Make sure that the design supports and compliments the copy.



If you are interested in finding out more about copy that sells, feel free to contact us: www.nicework.co.za

Nicework is a creative communications company with a design-driven ethos. We count ourselves lucky to be involved with people and projects we are passionate about. Our aim is to deliver client satisfaction by maintaining a high standard of design practice. Good design and nice work is simply what we stand for,

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