

Words of Lizdom:
Copywriting 101: 6 Secrets for Success

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Liz Goodgold

I was struggling to read a brochure last week when whack! It hit me! This brochure was so difficult, not because of me, but because a few fundamental copywriting laws were broken.

Copywriting Tips for Success

Since you and I will inevitably find a writing challenge facing us shortly, please allow me to share my Words of Lizdom about how to write successful copy.

1. **Pick a Point of View** - As entrepreneurs, we struggle with this issue all of time because our business is literally “our baby.” But, that doesn’t mean we have to write from the first person, plural point of view. In fact, if you are writing your bio (see my tips on this topic [here](#)), you might easily discover that if you write it from the first person, for example, it reads like a brag sheet: “I am the creator of the ...” Ugh! Regardless of the first or third person voice you select, keep it the same one throughout your copy!
2. **Determine Your Media** - We’ve all being taught to repurpose information in keeping with a world recycling view, but often this axiom falls flat. Web copy is very different than a brochure, for instance. In a web site, you frequently write the same information in dozens of places with hotlinks back to the original source giving your reader tons of options on how to get more detailed data. In essence, it is not a linear line whereas in a brochure it is. The copy must build upon each successful paragraph and hang together cohesively.
3. **Write to One Audience Only**- As overworked women, the last thing we want to do is write a piece of copy for a retailer and then another one to a wholesaler, but that’s exactly what we must do! In fact, virtually every audience requires its own copy. If you can write a very targeted piece just for women, you should do it.
4. **Don’t Use Commons Nouns as Uncommon Verbs** - Huh? The brochure that inspired this blog included the word “house” as a verb as in this sentence: “The warm and friendly tasting room serves up award-winning wines, while the estate vineyards of this 39 acre resort *house* an award winning restaurant, luxurious spa.....” See the problem? Your brain is accustomed to house being a noun and therefore stumbles when it is a verb.

5. **Shorter is Better** - In case you couldn't even finish the long sentence above in Tip #4, remember that readers typically skim, not read. Make it easy for them with short bursts of information. See also my other blog on Faster and Shorter [here](#).
6. **Avoid Cliché Phrases** - I know that we live in a 24/7, robust, seamless world, but that doesn't mean you can write that sentence! Using every buzzword makes your copy sound just like your competitors. Try for new ways to explain even old information. Fresh can truly be a breath of fresh air.

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My book, [RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life](#) is nearing the finish line. You can pre-order it now or email the first chapter for free! Click [here](#) for the free download.

Until next week.....Liz

Meet Liz Goodgold



Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at liz@redfirebranding.com

Liz is also the author of , [RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life](#) and [DUH! Marketing](#).