

The Biggest Mistakes that will Ruin Copywriting

Not everyone can write good copy. That's why there are professionals just writing copy for small businesses and for graphic/website designers who are creative but just not gifted writers.

IF you decide to write your own copy, here are five mistakes to avoid ensuring people will read more than your Home Page. *(PS – writing for printed materials and other marketing including social media are quite different than websites, so for purposes of this article, we are sticking with website copy)*

1.) DON'T BE BORING.

There's NOTHING so deadly as a marketing message that fails to arouse the senses in any way whatsoever. You need to write copy in a way that stimulates, annoys, amazes, depresses, scares or whatever is necessary to shock the senses into awareness that a compelling offer is on its way. So NEVER be BORING!

2.) NO CALL TO ACTION.

Here's the rule of thumb to remember: a confused prospect doesn't buy. If you don't give your reader a very clear and specific command to do SOMETHING, they will take the easy path to doing NOTHING. So, figure out exactly what you want your copy to accomplish and then very clearly tell your prospect to do exactly that.

3.) DON'T BE VAGUE.

As a copywriter, it's an easy mistake to make. You write about something you don't know much about, so you end up with grammatically correct sentences that don't convey any meaning. Unpersuasive blah-blah-blah

As a small business owner this is where you have a *solid advantage*: you know your offer inside and out. And you know your customer. So, review your copy, and ask yourself: Is this concrete or generic? Can I visualize this? Is it making sense to other people?

Blah-blah-blah (Generic and unpersuasive): "We take your marketing to the next level."

vs.

Specific and persuasive: "I help you optimize your marketing budget so you can generate more leads and win more clients."

Make people want to learn more. Don't skimp on the detail. Design your copy so it's both easy to scan and easy to read. Share ALL your persuasive arguments and make people eager to contact and hire you.

4.) Don't be ME focused.

This happens all the time ... the marketing team thinks that the sheer glory of the program/product/service being offered - combined with the stellar history and track record of the company providing same - will be more than enough to close the deal. Wrong. Dead wrong! The reality is you need to express over and over again specific details as to what everything in your sales copy means to the prospect. ME-focused marketing will get you zero.

5.) LACK OF CREDIBILITY

Why would readers believe you and hire you? Let's be frank. It's easy for web visitors to doubt your claims, to hesitate to believe you, and to turn away to go somewhere else.

You can't assume people will simply believe you. Readers want to see proof. Too often they've been disappointed. To build trust, provide external proof for your claims. External elements of proof are provided by experts and other buyers. This can be reviews, review ratings, test results, press coverage, and more. For service providers, testimonials are probably the most commonly used external proof. Make sure your testimonials are persuasive and back up your claims.