

Copywriting

CUT THE
CRAP



CONTENTLY
DRIVEN



Hey There

FELLOW ENTREPRENEUR,

You're here because you're done with dull and ready for fearless, mouth-watering copy. And you want to learn how to write it faster and remarkably easier.

Which means you're in the right place.

Wanna know a secret?

Writing copy isn't hard, no one's actually taught you how to make it easier.

So if you're ready to get your copy working as hard as you do in your business, come right this way.

Gemma

The art of copywriting, or is it?

COPYWRITING IS ITS OWN FORM OF WRITING.

CREATED IN THE AD WORLD MANY MOONS AGO TO USE WORDS TO SELL.

Its goal is to get an action from the reader.

Worried you can't write copy? Think you're not creative enough?

Sure, creativity helps but **guess what?**

Copywriting is mostly technique, process and using formulas.

That's right, copywriting is more of a science. Once you understand formulas and framework, then you can write persuasive copy that captures attention and propels action.

And most importantly, once you understand the tools, you'll write it quicker.

Here are copywriting do's and don'ts to get you started on your crowd-pulling, sale-making copywriting journey.

Copywriting Do's and Don'ts

Attention. Forget what you learnt in English and get ready to master your copywriting now.

These are copy rules. Not English rules. And they'll get you into a copywriting mindset so you'll have instantly compelling copy which entices your reader to keep reading and want the thing.

Let's dig in.

DO USE DIRECT LANGUAGE AND FIRST-PERSON

DON'T SAY

MY BUSINESS

OUR COMPANY



SAY

I DO THIS

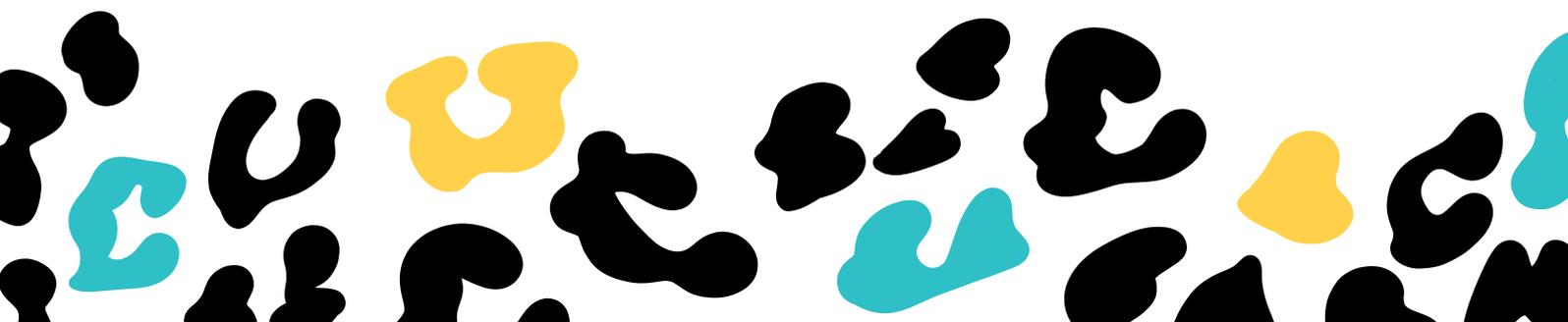
WE HAVE THIS



ALWAYS USE YOU

DON'T SAY > **OUR CLIENTS**

SAY > **YOU**



Do be bold and remove possibility language

DON'T SAY

- You might like to join our email list
- You may enjoy this limited offer
- We think you'd love this holiday

SAY

- Want hints and tips? Join our email list
- You'll love this limited offer, and hurry because it's only around till Friday
- You'll love this holiday

USE

- Can
- Can't
- Will
- Musn't

MIGHT, WOULD, COULD AND MAY
OPENS UP PEOPLE TO THINK ABOUT
THE POSSIBILITY AND NOT THE
CERTAINTY

Punctuation Don'ts

Avoid exclamation marks

They don't emphasise what you're saying, they make you sound shouty.

Forget the semicolon

Remember this thing? ;

Don't write in capital letters

Headings and titles are ok.

But in the main copy like exclamation marks, they sound shouty.

Don't use quotation marks

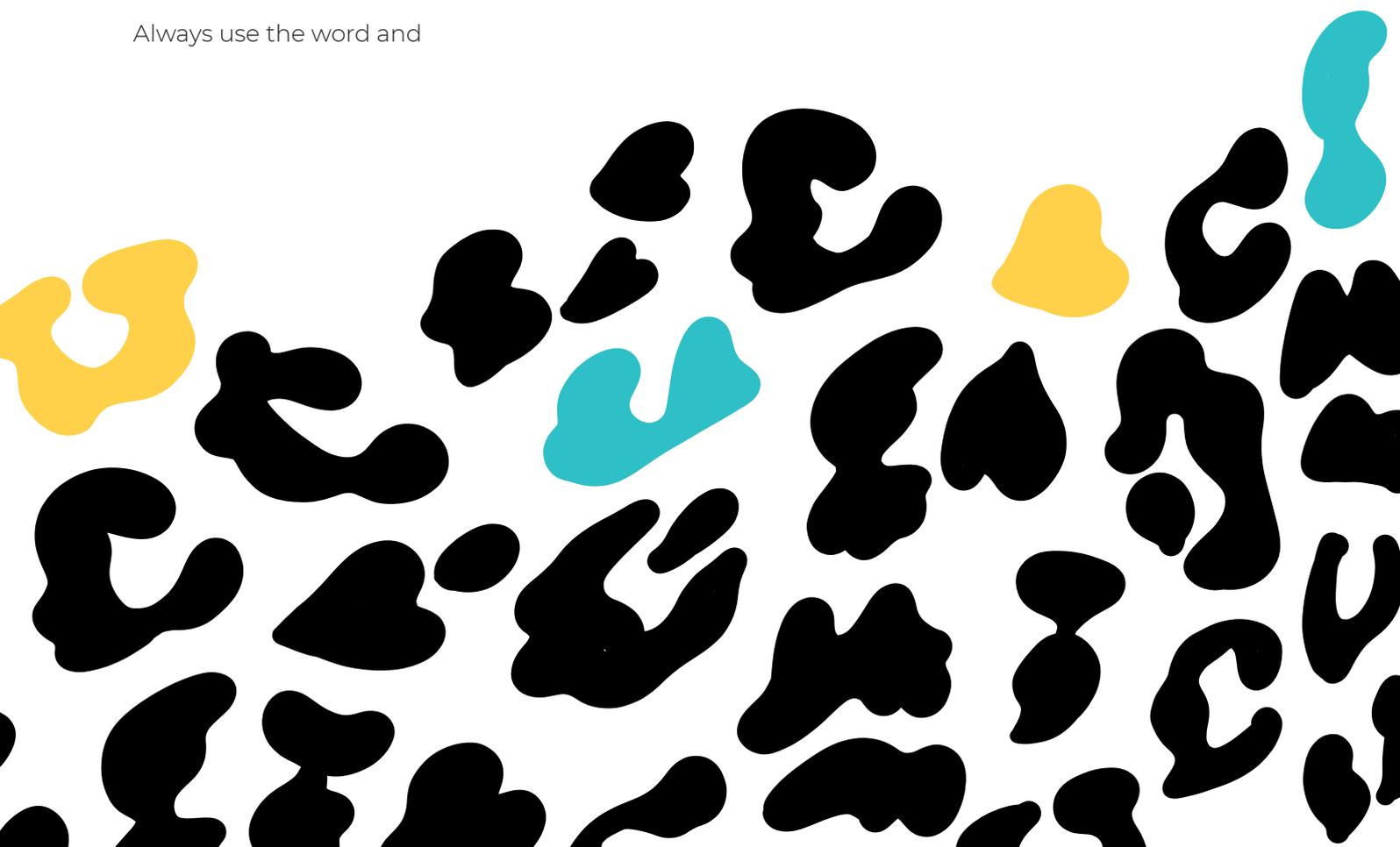
"Hey there, this sounds sarcastic"

Don't use full stops at the end of headings, subheadings and bullets

They're not necessary, and the reader feels compelled to continue reading.

Don't use the & symbol

Always use the word and



Punctuation Do's

USE AN APOSTROPHE. USE CONTRACTIONS. BECAUSE THEY'RE FRIENDLIER.

Say

We're giving this away for free

If you're feeling overwhelmed then we've got the solution.

Don't say

We are giving this away for free

If you are feeling overwhelmed then we have got the solution.

Grammar Hacks

Do

Start a sentence with And, But, Because.

End the sentence with a proposition, At, off, of, on, over and about.

Use one-sentence paragraphs to break up your copy and emphasise a point.

Use 3 describing words maximum.

Do use active voice

Always think the subject of the sentence does the action.

SAY

I wrote the book

The dog threw the ball

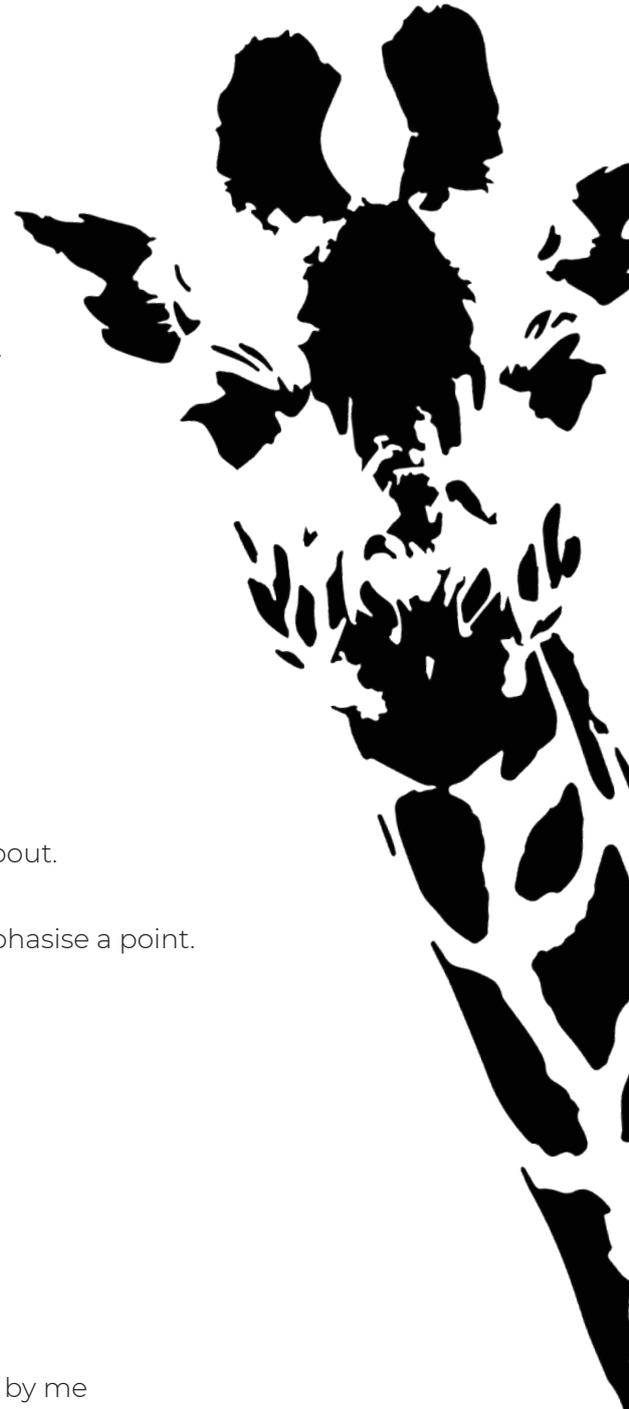
This process created more time in my business

DON'T SAY

The book was written by me

The ball was thrown by the dog

More time in my business was created by this process



Space it out

Use short sentences

If they're too long then separate them with and, but and because.

Think no more than 12-14 words per sentence

Break up your copy with subheadings and headings

Use bullet points

Don't write a sentence with lots of commas, break it up with a list of bullet points.

Add images

Where you can, add images, icons, vectors to break up the words and create space on the page.

Use simple language

Copywriting is a friendly form of writing.

Because we're speaking to people with the intention of persuading them to buy something. Which means we write how to speak.

The spoken English language is informal and we don't use big words. So if you have an idea for a smaller or easier word then use it.

ERADICATE	GET RID OF
PARTICIPATE	JOIN US / COME
UTILISE	USE
IMPLEMENT	DO
UNDERSTAND	KNOW
MOTIVATED	KEEN
UNDERSTAND	CLEAR
PURCHASE	BUY
EMPLOYMENT	WORK
ELIMINATE	END / STOP
EVALUATE	ASSESS
SCHEDULE	PLAN
CONSULTATION	DISCUSS



The Foolproof P.A.S Formula

People do anything to avoid pain or hassle. So if you present them with a solution to their problem you've got a winning copywriting formula.

What's P.A.S?

- *PROBLEM*

- *AGITATION*

- *SOLUTION*

1. Present your reader's problem. This could be a single sentence.
2. Then, you agitate it. Tapping into something your customer is angry, resentful or frustrated about.
3. Then you're ready to step in with your solution

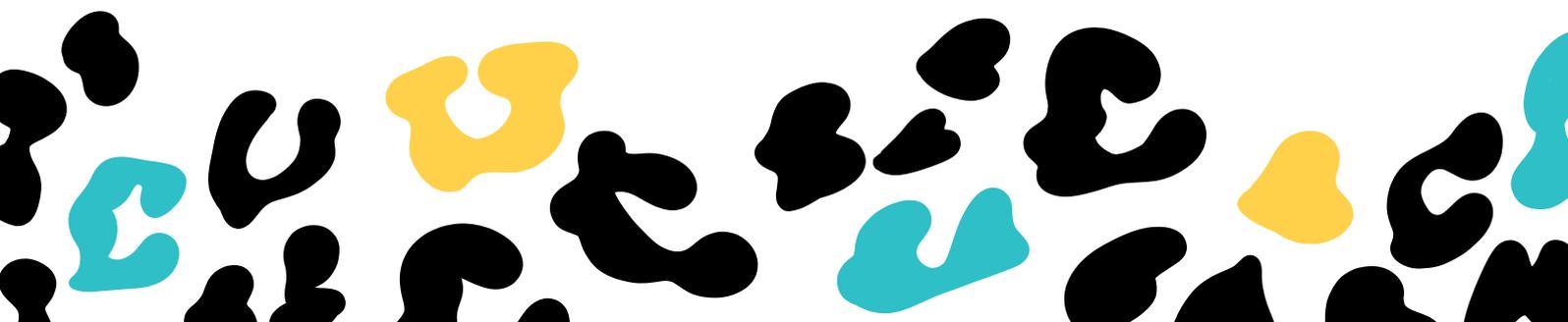
Think of it this way

- *INTRODUCE A PROBLEM THEY HAVE*
- *POKE A STICK AT IT*
- *THEN PUT OUT THE FIRE WITH YOUR SOLUTION*

Example

- Struggling to please the entire family at mealtime? **Problem**
- As a busy Aussie, without a hero condiment, you'll have constant combat around mealtime to come up with new mind-blowing ideas to please everyone. **Agitation**
- If you want to make mealtime a more enjoyable experience, get rid of the fussy recipes, then meet Freddie Sauces. **Solution**

Copy Tip: You can use this formula in all the copy you write for your business. From your website, social media posts and emails too. Which means you'll have jaw-dropping, compelling copy your reader will find instantly irresistible.



THERE'S WAY MORE WHERE THAT CAME FROM,

I hope you learnt a lot from this intro to copywriting, do's and don'ts and a foolproof formula to getting your copy friendlier and more succinct instantly.

If you did then why not tell your friends and get them to sign up and grab their own copy.

I'm all about collaboration over competition because it helped level-up my business. And I want to boost yours with the power of using words which sell.

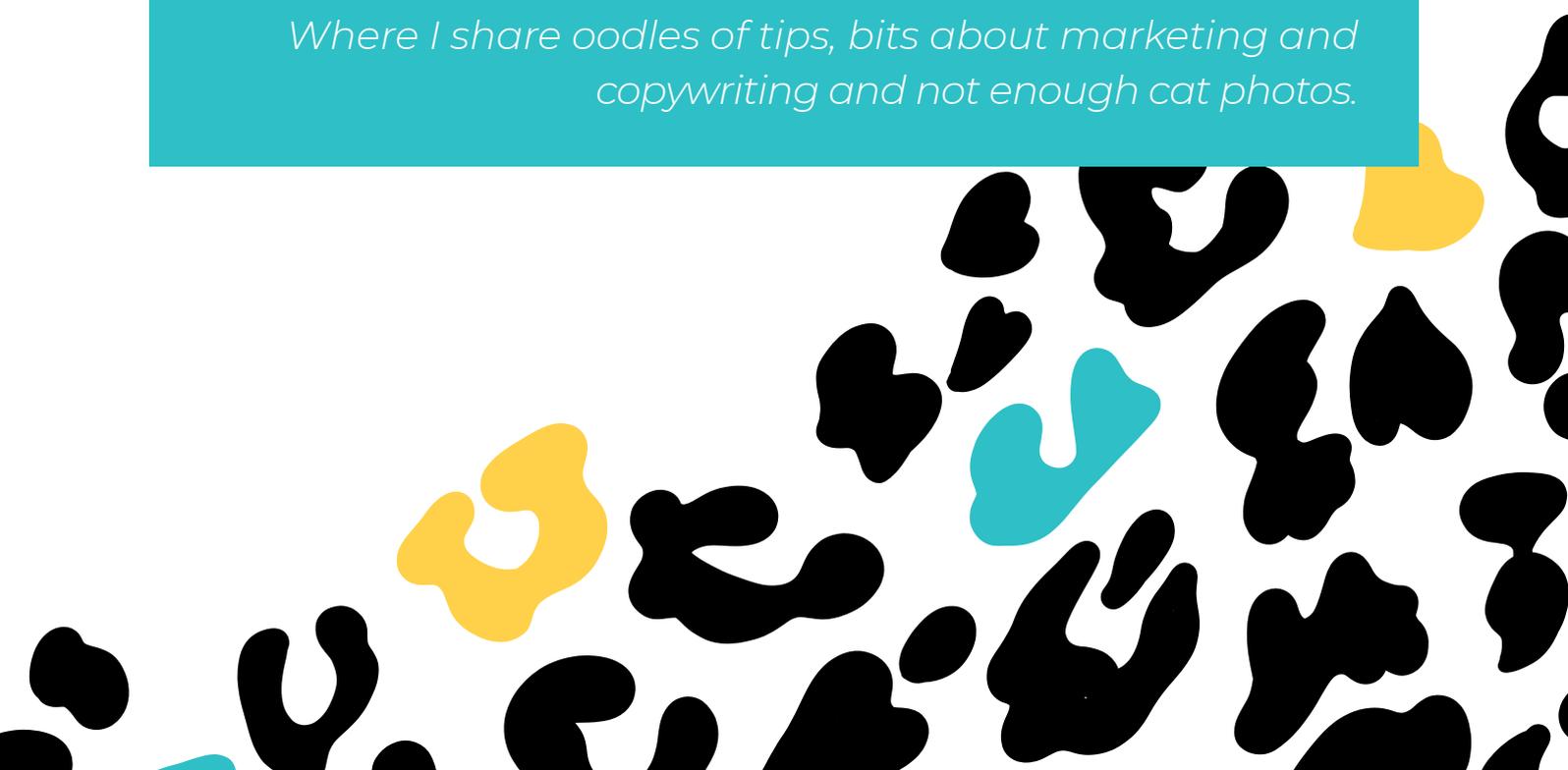
Thanks,

Gemma

IN THE MEANTIME...

If you'd like to start working with me, then let's be
Insta and Facebook friends.

*Where I share oodles of tips, bits about marketing and
copywriting and not enough cat photos.*



And one more thing...

Imagine you could connect with an incredible group of female entrepreneurs who get what you're going through. Well, you can.

Join me (and two other extraordinary female entrepreneurs, you won't be sorry you met) over at **Work Wife Wine Time**.



If you want to laugh, cry, know you're not alone and learn states other's use to cope with all aspects of running a business, then this is the podcast for you.

See you at wine O'Clock.

Like this guide? Find more free resources at www.contentlydriven.com

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