

# 5 Habits To Get The Copy You Write, Right!



Helping People with Purpose be Impactful.

VIM + ZEST



If you are a brand communicating with its clients, you need to make sure that you are paying as much attention to the words and headlines that accompany the content as you are to the content itself.

The goal is to create short and snackable copy and using it concisely.

So how can you do this with your brand's communications, if you aren't a professional copywriting expert?

It's less complicated than you think.

**In fact, if you work on cultivating the following habits you'll find that your copywriting efforts will improve greatly!**



# Imagination...

## Habit No.1 – Use 7 Word Sentences

Why seven? It has more to do with the characters than the words. We've researched several successful online brands on the ideal length of Facebook, Google+ posts and even email subject lines and found that the ones that were read, shared and commented on the most, had an average of about 40 characters.

## Habit No.2 – Use 1 Sentence Paragraphs

**You should be able to get your core message across in a single sentence paragraph.**

In fact, many people believe that if you cannot describe your business in one sentence, then you don't properly understand it yourself! Steve Jobs once famously introduced the iPod to an audience for the first time by describing it as "a thousand songs in your pocket."

Do you see what we mean?



## Habit No.3 – Use A Conversational Tone

Conversational copy sells. Why?

Because it mimics a voice that most people trust when it comes to trying new products and services.

People trust recommendations from friends and family. Communicating conversationally will make them feel part of a conversation, instead of a person being targeted by a company trying to sell something to them. When we read something written in a conversational way, it makes us feel as though we are directly involved.

## Habit No.4 – Use Keywords

**Even in the shortest of copy sentences, keywords are still important to use.**

**Keywords in headings are even better!**

Not only do headings help the reader grasp what your content is about at a glance, it also helps the search engines that rank websites to notice your website in turn. In today's limited attention landscape you need to get the attention of customers and get it fast if you want it to succeed.





## Habit No.5 – Use A Hierarchy Of Information

When you are trying to promote your brand, it's easy to get caught up in superlative copy. Which is great! Just remember to dedicate time to getting the main points across. Always answer these questions, first and foremost:

- What is the most important thing you are trying to communicate?
- Is it a sale that you are having? Is it a new product you have developed?

Make sure this information comes first.

**You could write ad copy worthy of awards but if your customer doesn't find what they are looking for, then they move on, and you are out of a sale.**

So there you have it: 5 habits you can start practicing right now that will keep your online copywriting short, sweet and effective.

**Use these habits to make your short and unforgettable headlines and sentences and turn them into highly effective tools for sales and success.**

And remember, if managing your brand's copywriting starts to feel just all too overwhelming, Vim + Zest are here to help you. So get in touch with us today.





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