

Writing

Top tips



Tip 1



Spend time on your headline

80% of those who read an article's headline won't read the rest of the content.

The headline must be clear and appealing enough to make the reader interested in the article.

Don't use sensationalist tricks ("clickbait") in your headlines. Your headline sells a promise that your article must deliver.



Tip 2



Write without a filter

Don't limit yourself when writing your drafts. Anything goes – and you shouldn't stop to correct mistakes.

Only after the draft is written and has had some resting time should you come back to edit without mercy.

Write without worrying about the editing.



Tip 3



Improve readability

Use simple words, short sentences and short paragraphs.

Break up walls of text with lists, subheadings and other visual devices.

For long pages, a bullet list summary at the start helps readers to quickly understand and navigate the content.



Tip 4

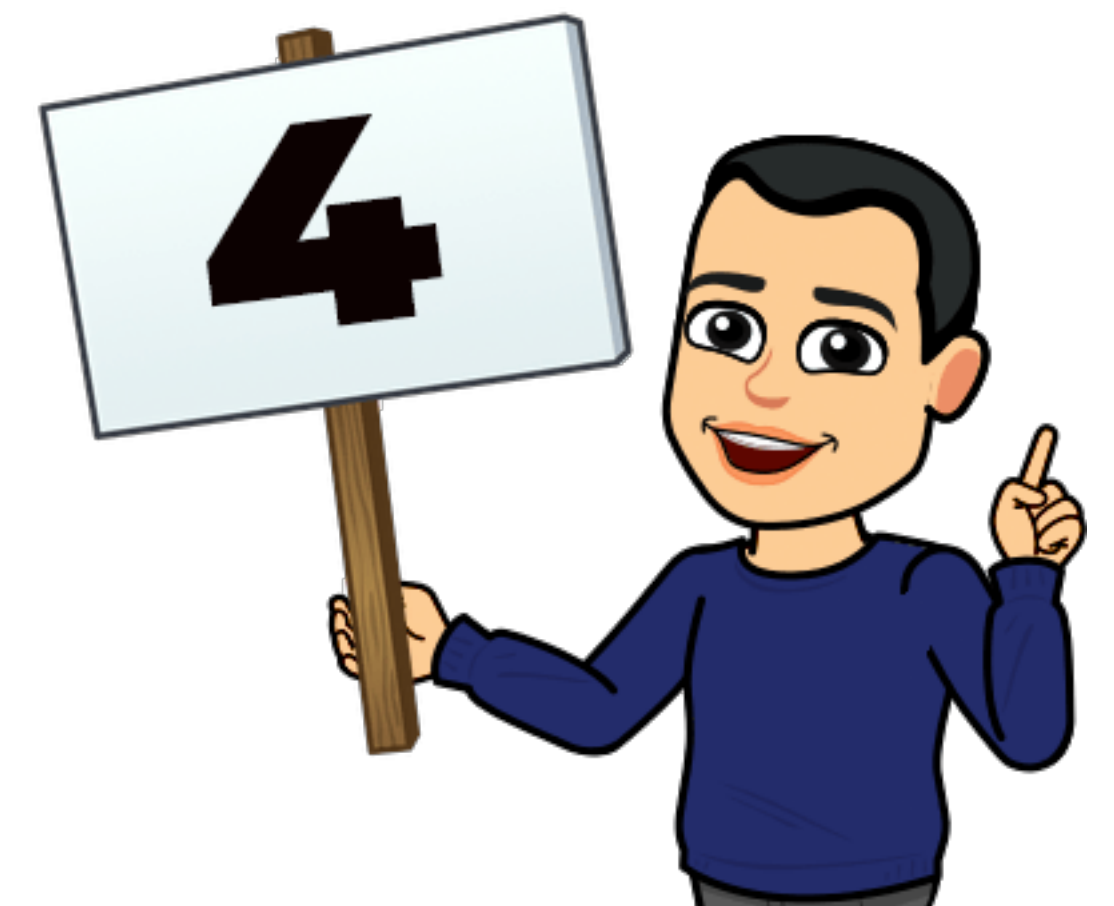


Write the way you speak

It's easy to sound too formal in your business writing.

Write as though you were having a **face-to-face conversation** with your reader.

If possible, record yourself talking and listen back to spot your natural turns of phrase. Then use those snippets in your writing.



Tip 5



Stop talking about you

Make all your business writing in service of your reader. The truth is that no one cares about you or your business. Sorry!

When you review your writing, put yourself in the shoes of your reader and ask “What’s in it for me?”

When in doubt, make your writing less about you and more about the intended reader.



Tip 6



Get to the point quickly

Start by telling your reader what they're going to learn. No one has patience for long intros.

Dump the flab. Focus on the muscle.

People will read long content – but only if the value is clear from the outset.



Tip 7



Stop trying to sound clever

Don't allow your writing to be boastful.

Don't try to score intellectual points over the reader or anyone else.

Remember: “No one will ever complain that you’ve made things too simple to understand.” – Ann Handley



Tip 8

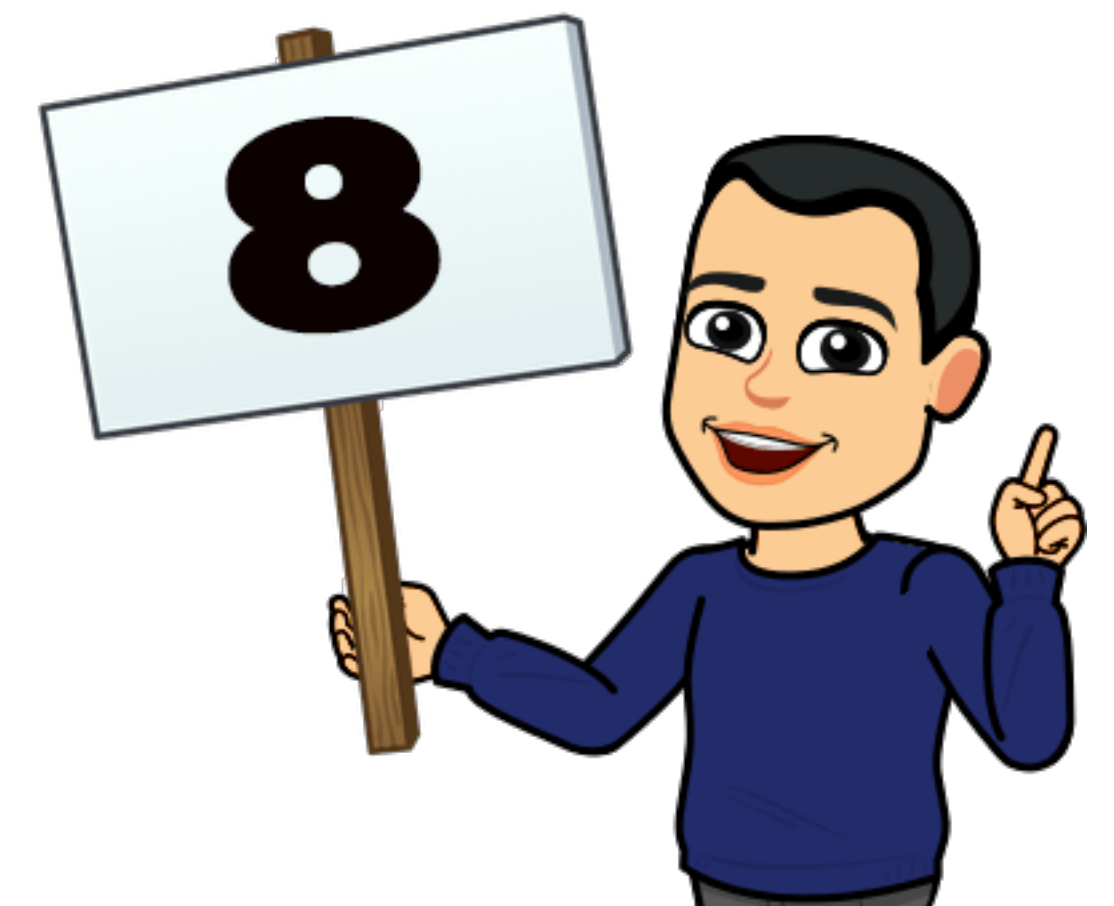


Give them just one thing to remember

Throw someone a tennis ball and they'll probably catch it.

Throw them 10 tennis balls and they might not catch any.

Give your readers **one coherent idea** per article or message.



Tip 9



Listen to what your audience wants

If you have an audience already, ask them what they want to read about.

Surveys, direct emails and personal conversations will help you understand what they're interested in.

Your email inbox and sent items folders are excellent sources of real customer questions you could answer in your content.



Tip 10



Finish strongly

End your articles with a strong **Call To Action (CTA)** – something for the reader to do next.

Examples include downloading an ebook, taking a free trial or booking a discovery call.

The CTA should meet the business objective of creating the content.



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