

# Three Tips For Spicier Communications

As is well known throughout the industry, and as you may already be familiar with, XYZ Company is the oldest firm in our field with the most superior inventory management system and a large automated warehousing facility. We manufacture thousands of products, serve many industries, and yada, yada, yada....

Are you reaching for the phone yet?

I hope this does not look familiar. But a lot of copy is written like this—inwardly focused, complicated and passive.

**Want to punch up your marketing communications? Follow these simple tips to more effective copy:**

## **1 » WIIFM**

Don't ever forget What's In It For Me?. Writing all about how great your company is interests no one. People are interested in how your business will help them meet their goals. Nobody will care that yours is the oldest firm, or that your employees rock at Trivial Pursuit, unless it leads to a direct benefit. Write with your customers' point of view in mind, and use the word *you* when highlighting benefits.

## **2 » SIMPLIFY**

Cut back on using too many words or overly complex words. Instead of *for the reason that*, try *since*. Instead of *in this fashion*, try *this way*. Instead of *utilize*, try *use*. It is not about demonstrating an advanced vocabulary. You're trying to encourage readership.

Short sentences also improve readability. Instead of one long sentence with many thoughts, split it into two. Following long sentences is tiring for the reader, and with persuasive writing, your reader is not going to try real hard. The same goes for paragraphs. Big paragraphs just look too difficult. Keep them short.



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### 3 » POWER WORDS

By definition, your persuasive writing should spur the reader to action. Power words will help you accomplish this goal. Use active verbs like *take, try, go, make, test, call, pick* and *order*. Use exciting words like *announcing, suddenly, magic, challenge, guaranteed, tested, free, immediately, advanced, secrets, rare* and *rugged*.

And finally, the best power words are those that add support to the claims you make. People see through empty puffery, but when you can show real results, facts or customer successes, you're using the words that carry the most power.

Remember these three simple tips, and you'll be on your way to better marketing communication. And if you really want to take it to the next level, combine professional copywriting with professional design and a solid strategy.