

CONFIDENT COPYWRITING

Tutorial

YOU CAN ALWAYS EDIT A BAD PAGE BUT YOU CAN'T EDIT A BLANK PAGE

As business owners writing skills are a must. You are writing content for your websites, social media content and blog posts.

Writing skills can be learnt and with practice get better.

This month we are going to share some tips to help you improve your writing skills.

This is a short but very important step and you should never create content just for the sake of it, with no specific goal or intention behind it.

Churning out content for the sake of it simply wastes your audience's time and yours, so get clear on what each type of content you write is trying to achieve.

In this tutorial I will take you through 6 steps to help you confidently write and create engaging content that grabs your audience and takes them on a journey with you.

So always remember if you are spending time creating content you must include a call to action, where do you want your audience to go next or what do you want them to do?



The relationship you have with your online audience depends on your ability to connect and communicate with them on a regular basis, nurture that relationship and move them closer to that purchase decision.

The point of ongoing marketing content is to erode the following barriers: To connect regularly with your ideal customer, build the relationship and get them hooked on your content.

They don't know you: A cold audience is probably wondering, "who are you?!" and what gives you the credibility to sell what you are selling.

And while it's not about being judged all the time, before people are willing to part with their money, they want to be sure that they know and trust the person they are investing in.

It should be a conversation that shows them that you are likeable, approachable, you're human just like them and you have the same values and that you're a credible expert they can trust.

If you do this consistently, once you come to put a sales page or contract in front of them, you've broken down those barriers and they will be a lot more willing to buy from you.

What does your audience want from you?

Start by making a list of questions that your ideal customer is asking relating to your business.

What questions will they be searching for in Google or other search engines such as Pinterest.sk

What questions do you frequently see being asked in Facebook groups?

What questions are they asking your business when they find out what you do?

Note down questions you are often asked and don't forget the tiny ones either.

Up close and personal

This is content that relates to you and to your customer at the same time.

People buy from people, share things you think may interest your audience, your day to day life, your interests, what you actually do in your business day to day.

Write a list of all the things you're prepared to share from your life that your audience might be interested in seeing and will resonate with:



With a few plans in place now it is time to start writing.

Getting to that state where the words, ideas or content is flowing out of you is not something you're born with, it's actually a discipline you can practice and improve, it is a bit like learning to ride a bike!

You've probably found yourself in that state of flow when you were doing something that you're good at and you enjoy. It is possible to achieve that same state when you're writing if you're gentle and kind enough to yourself and you create the right circumstances for yourself.

Think back to a time when you were having a chat with a close friend. The conversation probably flowed back and forth and felt effortless. If you had taken a transcript of that, it would have probably not made much sense!

When you listen to a conversation as opposed to reading the transcript, the meaning tends to be lost and you have to do a lot of editing to make it understandable.

When you chat with a friend, that conversation was in a state of flow and you wouldn't stop yourself talking to constantly edit or correct mistakes.

A state of flow comes from being relaxed and letting go of any kind of censorship or self editing & this is exactly what you should practice when you're creating content.

What are the things that you're likely to trip yourself up on?

What really annoys you about your writing? Do you struggle with spelling or grammar or are you worried about your language skills? Take a few minutes to tune in with your thoughts and feelings below.

Assure yourself that you don't need to worry about these things at this point because editing comes later. This is about becoming aware when you are inhibiting your state of flow.

As you continue to practice, you will get better and better at staying in flow and writing or creating content will come more and more naturally to you. Don't stop your flow when writing remember editing comes later.

Create a structure for your writing whether it be a blog post, content for your website or social media. What is the first thing, headline you want your audience to read.

Then plan out sub headings, categories. This will help you break writing down into paragraphs and learn to create a flow to work with.

EDITING YOUR CONTENT

We have talked about flow and how important it is that you don't correct or edit your work at that stage.

So now it is time to go back to edit your content and this is where the magic happens!

This is also where the hard work comes in. You can make as many revisions as you wish, it simply depends on how much time and energy you have to put into it.

Once you get to a point where you feel happy with everything and are not going to make much more progress hit the publish button!

I can't tell you how many times I have gone back and edited copy but done is better than perfect.

TIP #1: Use Their Language

A great way to make your content clear is to make sure you're using your audience's language. This doesn't necessarily mean using short words or sentences, it's just about the easiest and simplest way you can explain yourself so that your audience will understand.

TIP #2: Make One Point per Sentence

Make sure your sentences aren't too long or use unnecessary words. Keep to making just one, clear point per sentence.

TIP #3: Use Visual Clues

Use images to help your audience understand the meaning of your content as quickly as possible. Words are important, but communicating successfully relies on using visual images as well. These are important for the wedding industry but also consider formatting, colour or font. Include anything that breaks up the page, helps visitors skim the content and easily extract the meaning of what you're trying to say.

TIP #4: Use Subheaders to Give Structure

Subheaders help break up the page and give your audience a way to skim the content to understand whether this is something of interest to them. It gives a way to navigate the page and refer to different parts of the content.

Subheaders also keep drawing the readers back into the content. Simply use the same technique as you would for your headline to create compelling subheaders.

TIP #5: Read it out Loud

A great way of making sure your content is clear, simple and easy to understand is to read it out loud.

TIP #6: Make sure there is a call to action

The whole purpose of creating content is to get sales, make sure everything you create includes a call to action, i.e, contacting you, downloading something so you can grab their email address or to get in touch with you..