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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Copywriting for the Non-English-Speaking Audience

By Amrit Hallan

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The power of the Internet lies in its global pervasiveness. It is practically everywhere. People of all languages access the Net from all over the globe. Just think of it as an infinite vastness for your business and marketing possibilities. Your marketing potential is directly proportional to the number of people who can understand your message.

Keep the following points in your mind while writing the copy for a non-English-speaking audience:

==> SHORTER SENTENCES

Keep your sentences short. Keep the language simple. Don't use phrases that depend on the previous knowledge of English, such as "leapfrogging".

==> AVOID COMPLICATED WORDS

Heavy or slangish words intimidate people who do not speak much English. If the language becomes hard to understand, it draws the attention away from the intended message. Use words that are very common and require no endeavor on the part of the reader. But don't use them in a way that people who have sufficient knowledge of English end up feeling offended. Be simple, sound natural, but do not condescend.

==> USE LOCAL EXAMPLES

Regional nuances play an important part in brand awareness. Try to stir up feelings intrinsic to the local populace. For instance, if you are preparing a copy for the Chinese audience, use some Chinese anecdote while explaining something. I remember when Pepsi came to India they tried to associate themselves with many local products and occasions. Most of their products couldn't compete with the local brands (with the exception of the soft-drink), but the localization surely helped. The same happens with your copy.

==> BLEND IN THE LOCAL CULTURE

Our unique culture gives us our roots. It is sacred to us, it gives us a sense of belonging, and it always invokes strong feelings. Use it. Make your copy as familiar sounding as possible. A person reading

your copy in France probably wouldn't understand if you write, "Howdy, buddy!"

If you have to use names, use the local names. If you have to talk about some city, talk about some local or national city. If you have to mention an animal, mention an indigenous animal. If you are demonstrating an emotion, demonstrate it in a local manner.

==> COLLECT INFORMATION

It may not sound apparent at the outset, but the more you know about the target-audience you are preparing your copy for, the more confident you feel while writing for it. You may never use most the information you gather, but it helps you in the long run, and you develop a good habit.

Read about them. Read about what they eat, how they greet, what they wear, what they avoid, what

are their social values and their religious beliefs. Eventually you'll discover you are talking exactly what they want to hear.

Amrit Hallan is a freelance copywriter, copy editor and a writer. He also optimizes web page content for higher Search Engine ranking. Read his weekly essays and articles by subscribing to toamritscolumn-subscribe@topica.com For Copywriting and Copy Editing Services, visit: <http://www.amrithallan.com>

English speaking and foreigners

By Ransy Reynis

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Sins I am a foreigner and English is not my language I would like to tell you about how I write and read articles. When I write article I sometimes have to write them in Norwegian and translate them in to English even if Norwegian is not my language I have been living for so many years in Norway that speaking and writing in Norwegian all the time, has made it difficult for me writing in my own language. When I have finish writing article that I would like to post I always kopi the article and past it into program call Read Please so that I can hear it, because I understand English much better when I hear it then reading it and I some times have problems concentrate when I am reading. I always kopi interesting articles that I would like to read into the same program. Listening to it and reading it at the same time has help me learn English much faster. It also helps me concentrate better when I can hear it and read it at the same time. It is a lot of work writing first in Norwegian and then translates it into English but I love writing so I don't mind doing it. So if there are a lot of foreigners like me writing articles out there I recommend that you try this program it is totally free and it has help me learn speaking and writing English. I think this program can help English speaking persons too, especially if you have problems with concentration while you are reading. (This is not an advertisement for Read Please there are lot of others free programs like this that you can use) After I started using this program it has been much easier to concentrate reading article when I listen at the same time as I reed them. I hope this is of help to someone out there.

Thank you for reading this article Ransy Reynis

Ransy Reynis is an Independent Wealth Builder and a Webdesigner. Helping individuals earn career incomes from home.



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