

This Free E-Book is brought to you by Natural-Aging.com.

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

Easy Copywriting: Develop a conversational style

By Angela Booth

Easy Copywriting: Develop a conversational style by Angela Booth

Article Use Guidelines

Use in opt-in publications, or on Web sites, but please include the resource box. If you could send a copy to me at email address: <mailto:ab@digital-e.biz> , I appreciate it. Many thanks.

**

Summary: What makes writing copy for everything from sales letters to ads to your Web site easy? Developing a conversational style.

Total words: 600

Category: Small Business

Easy Copywriting: Develop a conversational style

Copyright (c) 2002 by Angela Booth

What makes writing copy for everything from sales letters to ads to your Web site easy?

Developing a conversational style. Try the tips I've outlined below if you're trying to write copy. (Or dialog for a script, or a novel, for that matter.)

If you initially find writing in a casual conversational style difficult, relax.

You can do it. It's just a matter of getting the hang of it.
Write as you speak, with the redundancies, which we all use in conversation, chopped out.

* It's vital that you learn to relax while you write*.

We all tend to tense up when we write. Writing, or any creative task, produces anxiety because of the adrenaline pumping through our body. We need this adrenaline, it gives our words energy.

However, unless you're aware of the problems that too much adrenaline can cause (anxiety, tense muscles leading to health

concerns like RSI and tension headaches), your creative tasks will be more pain than pleasure.

If you have concerns about tension, do a relaxation course. You'll find books and tapes on relaxation in your local library, or at your bookstore.

The tips below will help you to build your conversational writing style. The transcribing exercise is especially helpful.

=> TIPS:

* Record a few minutes of TV commercials using audio-tape. Transcribe the tape into your word processor. This lets you see what a conversational style looks like on your computer screen---- this is handy if you're trying to write an audiovisual script.

Note: please do this simple exercise, even if you have no intention of writing audiovisual scripts.

When I wrote my first two novels, I had a real problem with dialog. I audio-taped a couple of movies and transcribed them. It worked. For an investment of maybe eight hours, I've found dialog easy and fun to do ever since.

The bonus ---- not only did it improve my dialog 1000 per cent, but it also improved all my performance writing as well. I formed a mental link between how the words look on the page, and how they sound.

* Write, then: read your words aloud. Or: talk. Start talking to yourself (it helps if you have your own office) about the product

you're writing copy for. Include sound-effects. Be outrageous. You'll create excellent copy.

* Think about sub-text. This is the underlying meaning of our words. The better the script (dialog) writer, the simpler the writing, because it relies almost completely on sub-text. This is difficult to do. However, don't let that stop you. The more practising you do, the better you'll get. Look for examples of sub-text when you're watching movies and TV, and write the examples down in a notebook.

* Listen to the conversational styles of the people you meet.

Unless they've made an effort to change it, their conversational style reflects their early family environment. So you'll find that someone who's grown up in a home where her parents are from another culture may not speak her parents' native language, but

she nevertheless has some of that language structure in her conversational style --- in the way she uses words.

You can use this knowledge to add veracity to your conversational style.

Try the above approaches. For a small investment in time, you'll improve your copywriting skills.

Resource box: if using, please include When your words sound good, you sound good. Author and copywriter Angela Booth crafts words for your business --- words to sell, educate or persuade. Get in touch today for a free quote:

mailto:ab@digital-e.biz

Free ezine: Creative Small Biz --- subscribe at:
http://groups.yahoo.com/group/Creative_Small_Biz/

###

Angela Booth writes business books and copy for businesses.

Profit Boosters Copywriting Checklist

By Mike Pavlish

Easy Copywriting: Develop a conversational style

You can use this copywriting checklist when you are copywriting – or to evaluate copywriting. It is based on what works best from over 1,200 copywriting projects we have done since 1978. It will lead to significantly more response from your copywriting.

Before writing:

1. Study the company and the product/service being sold thoroughly so you have all the information you will need.
2. Research the prospects and the market to determine what benefits the prospect wants most, secondary benefits wanted, objections, and what would get him to buy now. Key: Don't guess; research.
3. Develop the main emotions you can touch with your copywriting for this project, and how you will do it. The strongest emotions are love, fear, greed, acceptance, survival, anger, and health.
4. Think like your prospect; and not like the marketer.
5. Develop the best offer(s) you can make to the prospect. Your offer includes pricing, terms, bonuses and guarantee.

At this point, you know the company and product, what the target prospect wants most, his objections, the main emotions you can touch, and you have developed a terrific offer.

Headline and start of copy:

6. Write at least 20 different headlines before choosing the best one.

Headline winners include a big, bold promise of the benefits the prospect wants most, specific figures, a guarantee, credibility enhancers, a special offer.

Legendary marketers John Caples and Claude Hopkins proved that one headline can pull 10 times the response as another headline ... with no other changes in the copywriting.

7. Start of copy should re-enforce the main benefit(s) of the headline, elaborate, and incorporate the secondary benefits the prospect wants most.

Body of copy:

8. Develop the prospect problem and pain points. Reinforce how these problems will remain or even get worse unless he takes action, and how your product/service is the best solution.

9. Copywriting should be first person, one-to-one, conversational.

10. List the prospects likely objections to buying, and overcome those objections.

Easy Copywriting: Develop a conversational style

11. Sincerely flatter the prospect if you can.
12. Get the prospect to mentally "picture and enjoy" the end–result benefits of buying.
13. Use testimonials, specifics, tests, clients, studies, success stories and memberships to add credibility and believability.
14. Be sure it is easy to read and "scan". Use sub headlines with prospect benefits, short sentences, short paragraphs.
15. If any copy is dull or boring, cut it or revise it.
16. If the flow gets slowed or stopped at any point in the copy, fix it.
17. Copywriting must be passionate, enthusiastic.
18. Create urgency to get a response now.
19. Tell the prospect what he will lose if he does not respond now.
20. Tell the prospect exactly what to do.
21. Close, Close, Close. Get action now.

Mike Pavlish is the president of Profit Boosters Copywriting. They have completed more than 1,200 copywriting projects for clients since 1978. Fees start at \$3,000.00 and up. He can be reached at

<http://www.ProfitBoostersCopy.com>



This Free E-Book has been brought to you by Natural-Aging.com.

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