

# GoWrite!

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## TINY

WHEN SMALL THINGS MATTER

### how to really write a blog title

WHY THE SMALLEST PART OF  
YOUR BLOG PACKS THE  
BIGGEST PUNCH

### copywriting secrets

PROFESSIONAL COPYWRITERS  
SHARE THEIR TINY TIPS FOR BIG  
IMPROVEMENTS

### unravelling storytelling

3 STORYTELLING TECHNIQUES  
YOU CAN USE FOR ANY  
SUBJECT

# *The* **TINY EDIT**

Can you really improve your existing copy in just 5 minutes a day?  
Marketing coach Rachel Kurzyp explains how.

**S**ome copywriters, marketers and writers would have you believe that it takes hours and years of practise to write compelling copy that has your customers hitting the buy now button.

While I'll be the first to admit that it does take time, creativity, research, and testing to get your copy right, you don't need to do as much as you may think.

Often the problem isn't the thinking behind the content itself (most business owners have a good idea of who their customers are and what problems they're having), but how to get it in front of the customer when they need it, in the format they need it in.

If you're a time-poor business owner or have a love-hate relationship with words, you'll be pleased to know that you don't need to rewrite all your blog posts and web copy from scratch. Instead, set aside time each day to edit and tweak the content you have until it gets you the attention, customers and cash you want in your business.

To aid in the editing process, here are five tiny actions you can take that will improve your engagement, sales conversions, visibility and customer experience.



### 1. Craft headlines that stop the scroll

A read-me-now headline will convince customers to engage with your copy above your competitors. Headlines not only capture attention; they change the way your customers read and remember your content by framing the experience.

Your headline should try to do at least one of these things: be unique, be ultra-specific, convey a sense of urgency, or be useful. Look at each of your blog headlines. Will your customers be interested and intrigued? If not, rewrite your heading until it's clear, concise and specific. Try these headline formulas:

Why [outrageous/controversial claim].

[Target audience]! Do you want to have [desirable outcome]?

### 2. Use call-to-actions that encourage action

What do you want your customers to do next? Sign up to your newsletter list, enrol in a program, share a resource with a friend? You need to be clear about the next logical step in their journey.

Your call-to-action is more than a "contact us" button. The copy should explain how you intend to solve your customer's problem using simple, concise and practical language. And encourage them to act now.

Find all the places on your website or in your blogs where a specific call-to-action would help. Now try these formulas:

Not sure if [product/service name] can help you [customer's problem]? Send us a DM and let's chat. Only [number of available products or spots]

available. If you want [product/service solution] today, you need to enrol now.

### 3. Add personality to your microcopy

Microcopy is a great way to show your brand's personality, creativity and humour. This copy, when used correctly, can instruct, comfort and guide your customer seamlessly across all digital content.

Go through your website and make your microcopy short, snappy and user-oriented. And use the same voice, tone and words as your other copy. Your content should remind your customers that behind your brand are real humans who want to serve and make their life easier. Try these microcopy prompts:

"Not what you were looking for?"

"Success! You'll be hearing from us soon."

### 4. Write segues that intrigue

Using segues in your copy will increase the chances of your content standing out and being remembered. When done well, this simple sentence enables you to transition from a broad idea to your main message, sales pitch or call-to-action without confusing your customer.

People don't only want to have their problems solved. They also want to be entertained, intrigued and taken on a journey. Use segues strategically throughout your copy to help you craft powerful stories that connect your brand with your customers on a personal level. Try these segue prompts:

"And do you know what happened?"

"Don't let this happen to you."



CREATE



## 5. Incorporate customer testimonials that sell

Social proof is necessary because your customers are more likely to buy from you if they can see that people like them are buying your products and investing in your programs. “I love it” comments won’t cut it. Use your text and video testimonials to address hesitations, show quantifiable and tangible results and elevate your authority.

Treat testimonials like you would any other piece of content by removing vague statements, correcting grammar and punctuation, and paraphrasing where relevant. Placing testimonials next to call-to-actions and at different stages of your sales process will increase your conversion rates. Try these testimonial formulas: What specific results or changes have you seen to your [insert specific area of life/business] since taking this program?

I'd recommend this service to my friends because [list three key benefits].

If you can't afford to employ a copywriter to write your content for you, there's still a lot you can do to improve what's already there. Spend five minutes a day on each of these tasks and you'll see small changes add up to big results.

Rachel Kurzyp is a copywriter, marketing coach, international speaker and teacher. She has taught over 3,000 multi-passionates how to launch a profitable signature program and create content with confidence, so they can work less and create more.  
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