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# COPYWRITER.TIPS



# COPYWRITING TIP 1

**KNOW  
YOUR  
AUDIENCE**

What do your customers want to know?

Who is your audience?

What is in their interest to read?



# COPYWRITING TIP 2

USE TIME BY TIME EMOTION IN YOUR TEXTS



# **COPYWRITING TIP 3**

**TEST, TRIAL & ERROR + IMPROVE YOUR  
COPYWRITING SKILLS EVERY DAY AND LEARN FROM  
MISTAKES / FAILURES...**



## **COPYWRITING TIP 4**

**NO JARGON, ONLY USE LANGUAGE  
EVERYBODY SPEAKS & UNDERSTANDS**



# **COPYWRITING TIP 5**

**TELL A STORY TO BECOME UNFORGETTABLE**



# COPYWRITING TIP 6

CUSTOMERS BUY FROM PEOPLE, NOT BUSINESSES  
SHOW YOUR FACE OR LET SOMEONE ELSE DO IT  
USE A MASCOTTE FOR EXAMPLE



# COPYWRITING TIP 7

**FIRST CREATE YOUR IDEAL CLIENT(S) , BUYER PERSONAS, TARGET GROUP ETCETERA, WHATEVER YOU AND YOUR COMPANY CALL IT...**

**ADJUST YOUR WRITING AND STORIES TO RELATE WITH THESE PEOPLE**





## **COPYWRITING TIP 8**

**BE A PERFECTIONIST, ADJUST AND  
IMPROVE YOUR EXISTING COPY ALL THE  
TIME**



# COPYWRITING TIP 9

**DO YOUR HOMEWORK, YOUR RESEARCH**

**DON'T INSULT PEOPLE, CHECK THE MEANING OF WORDS, NAMES AND SYMBOLS IN 10+ CULTURES**



# **COPYWRITING TIP 10**

**ALWAYS HAVE A CLEAR, STRONG CALL-TO-ACTION**



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