Writing Clear Copy

- Picture the reader
- Use "you-orientation"
- Organize selling points
  - Headline states main selling proposition
  - Secondary point covered in body
  - Use separate headings if lengthy
  - Tell them what you're going to tell them. Tell them. Then tell them what you told them.
  - Convey promise, show promise fulfilled, proof
  - If ad is over 150 words, break into short sections
    - each point should follow logically from previous point, or in order of importance

- keep short sections
- keep short sentences
- best length for general writing sentences: 15-25 words; 40+ words unreadable
- **but for ad copy, limit to around 6-16 words**
- small words better than big words
- avoid technical jargon
- be concise: avoid redundancies, run-on sentences, wordy phrases, passive voice, unnecessary adjectives, etc.
- be specific
- write in friendly, conversational style (end with preposition, use fragments, begin sentences with

conjunctions, one-sentence paragraphs, graphic techniques, bullets)

- avoid sexist language

- Checklist
  - Does the copy fulfill the promise of the headline?
  - Is the copy interesting?
  - Is it easy to read?
  - Is it believable?
  - Is it persuasive?
  - Is it specific?
  - Is it concise?
  - Is it relevant?
  - Does it "flow?"
  - Does it call for action?