

# CREATIVE COPY IN ACTION

CHEAT  
SHEET

## Telling Your Brand Story

*Inspired by: Alice Negri*

- Make it personal
- Find your voice
- Stay active

*Resource: Active-v-passive voice article*

## Shh... the Secret to Selling

*Inspired by: Not on the High Street*

- Know your reader
- Ask questions
- Lose the ego

*Resource: Target reader guide*

## Quickie: Engage the Senses

*Inspired by: Grace Cole*

## Writing Product Descriptions

*Inspired by: Amanda Westbury*

- Link features to benefits
- Answer objections
- Give them ownership

*Resource: Seduce your reader blog*

## AIDA Copywriting Formula

- Attention
- Interest
- Desire
- Action

*Resource: Headline Analyzer*

## Easy Hacks for Clear Copy

*Inspired by: Red Lemon Club*

- Split your sentences
- Keep it simple
- Trash the adverbs

*Resource: Hemingway*

## Quickie: SEO Copywriting

*Resource: Yoast's SEO blog*

## Writing for Social Media

*Inspired by: Forester*

- Address your reader
- Get casual
- Have one clear CTA

*Resource: Social media post guide*

## Common Mistakes

*Inspired by: Etsy*

- Long-winded copy
- Negative framing
- Following the rules

*Resource: Readability Test Tool*