

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