

Good writing can bring clients closer to a sale. It is essential for all your marketing, including: newsletters, your web pages, event materials, social media, even texting.

But, it doesn't have to be complicated.

Use the following ten tips, and you'll be able to write more clear, and concise, marketing content. You'll make stronger connections with your audience, build trust and credibility, and entice them to take action.

Here is how to become a Wizard of Words.

WRITE

1. Write like you are speaking to one person. Use the words 'you' and 'your' instead of 'we' and 'us'. It feels more personal. You'll sound like you're having a conversation instead of speaking to a crowd.
2. Use simple language. No fancy words, no jargon, don't try to be too clever. People are busy, and they typically scan what they read. Make it easy for them to grasp your message.
3. Tap into your reader's pain. What frustrates them, keeps them up at night? They'll feel a connection with you if you acknowledge and try to solve their problem.
4. Explain your benefits and what they do for the reader. Don't just list a bunch of features. People want to know how you can help them.

EDIT

5. Make sure your message is concise, and legible. How can you make it clearer, for your reader?
6. Pare everything down. The 10% rule suggests that if you write 1000 words, cut it down to 900 words. Use shorter sentences, and fewer words.
7. Remove any repetitive content. Look for words like 'yet', and 'so', that weaken your content and tend to make your message sound rambling.

PROOFREAD

8. Read it out loud, make it bigger, read a printed version, or even have someone else proofread it. Errors will make you look unprofessional.
9. Know your weaknesses. Watch for spelling and grammar mistakes that you know you make regularly. Avoid relying on spell check tools, because they are not perfect.
10. Check more than just the main body of words. Also check the titles/subject lines, headings, numbers, your address, and people's titles. Test your links.

Need Help With Your Content Marketing?



As a Content Marketing Mentor, I help you reduce the overwhelming feeling that comes with trying to juggle all those essential marketing strategies that improve your visibility and boost your credibility. Offering Done-with-You services, I become your second set of eyes to bring an objective view of your efforts. I share my vast marketing experience, monitor your progress, and provide expert advice so you can get better results.

We work on things like your website, newsletter, social media, blog posts, lead magnets, and autoresponders. You'll learn best practices around content planning, writing, graphic usage, integrating all the puzzle pieces, and so many tips and tricks you'll start feeling like a marketing ninja.

Together, we improve your content marketing knowledge, skills, and confidence so that you have a great foundation to ramp up your marketing efforts.

Schedule a free 15-minute Discovery Session to learn how you can grow your credibility factor so you can attract more ideal clients.

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