

How to Write an Effective Copy

HERE ARE 5 WAYS TO IMPROVE YOUR COPY



1.) USE SIMPLE, EVERYDAY WORDS



Highfalutin words can make a copy dense and unappealing. Always go for brevity, that is, unless you're writing in long-form.

2.) DON'T FLOOD READERS WITH INFORMATION

Save extraneous details for long-form ads. Otherwise, only focus on the most important aspects of your product.



3.) UNDERSTAND YOUR PRODUCT

Do some research before writing your copy. Tell your readers how they can benefit from using your product.

4.) UNDERSTAND YOUR COMPETITION

How does your product stand out from the competition? Why should buyers use your product?



5.) BE INFORMATIVE AND APPROACHABLE

Regularly engage with your customers. Give them a link to your website or Facebook page where they can learn more about your product.