



# Copywriting that shines like a diamond...

## 1. Has a purpose (like the Portland Stone)

- It's structural: use any old words and your 'building' (i.e. promo material) will collapse
- It's not 'just to fill white space' but works *with* relevant images

## 2. Grabs your attention and draws you in (like a rock/ fossil shop)

Example headlines:

- *'How mindful walking can help you beat the blues'*
- *'Mindful walking: you can win at life!'*

Both include **benefits** and **arouse curiosity**. But the second is better because it also draws strongly on the emotions using the **power words** 'win' and 'life'. Everyone wants a good life!

## 3. Is conversational (like the climber 'speaking' to the cliff)

Be real:

- Contractions are okay. E.g. **'You'll'** not *'You will'*
- Use verbs, not nouns. E.g. **'We specialise in mindful walking'** not *'Our specialism is mindful walking'*
- Be positive – people respond better to positivity. E.g. **'Remember sale ends tonight'** not *'Don't forget sale ends tonight'*

Get personal:

- It's all about them. E.g. *'Mindful walking will help **you** feel refreshed'* not *'Our mindful walks help people feel refreshed'*
- Use the active voice, not passive. E.g. *'**I drove the car**'* not *'The car was driven by me'*

#### **4. Is well formatted (like a layered rock face)**

- Well-formatted text is:
  - Easy and interesting to read
  - Not full of drivel
- Bullets, numbered lists, short paragraphs and bold/ highlighted text all help

#### **5. Is clear and concise (like a diamond)**

- If you can say it in three words why use ten?
- E.g. *'**Save money now**'* not *'You can save lots of money if you buy now'*