

Module 17, Lesson 3 Handout:

Easy Tweaks to Improve Your Writing

Here are 6 quick copywriting tweaks that could make all the difference in how your audience perceives you:

1. **Slang.** Slang is tricky and it's completely dependent upon your audience. Using too much slang, overused buzzwords, or industry jargon could push your readers away. But using none at all could make you seem stiff or out of touch. Find the right balance and keep your copywriting relatively simple and down-to-earth and use your best judgement.
2. **Creating FOMO.** FOMO is a real thing, and no one likes to be left out. Creating limited offers inspires urgency for your audience. "This offer ends today, so sign up while you can," or "Only a few spots remain - lock in your seat now," are a couple of simple examples of creating this sense of urgency. The key, however, is to stick to your deadlines - always - and not to create a false sense of FOMO. If you don't stick to your guns, after a while, the urgency will wear off and be less effective, or worse, your customers will get frustrated and go elsewhere.
3. **Fostering Intrigue.** People want to hear secrets to success, stories never told before, the number one way to achieve a specific goal, etc. Tell bizarre (but relevant) stories. Answer hard questions. Take a completely unrelated topic and make it relatable. People are naturally intrigued by unique or complex concepts, so if you can work that into your copy, you might get your audience's attention a little faster.
4. **Using Contractions.** Sometimes it makes sense to use contractions, and sometimes it does not. For example, right there - does not - this doesn't need to be two words, unless you are trying to put a strong emphasis on the fact that these two words do NOT need to be separated. If you think about what your writing would sound like if you were to read it aloud, it becomes easier to know when to combine words and when not to. Not using contractions tends to create a more formal style of writing, while contractions create a more informal style. For example, "I can't go Friday; I don't have a ride." vs. "I cannot go Friday; I do not have a ride." Do you hear the difference?
5. **Using Questions instead of Statements.** When it comes to writing headlines, sometimes using questions works better than a statement, because it implies that the content will answer

the question. A statement headline, on the other hand, sort of sums it all up for you and leaves nothing left to the imagination. I often find question headlines more intriguing. However, they don't work in every case, so again, you'll need to use your best judgement. For example, if you are writing about how to set goals, a question headline might be, "How do I set more realistic goals?", vs. a statement headline which might be, "Set more realistic goals using these 5 steps," or something along those lines. Which one would you read?

6. **Lead with a Story.** This idea is similar to the fostering intrigue concept. By starting off a blog or case study with a story that your readers can relate to, you automatically appeal to your reader's desire to hear something funny, learn something new, be inspired, relate to what you're going through or went through, or otherwise be entertained. Starting with a story, no matter how short or simple, creates a fast and powerful impact on your audience, and the promise of more interesting content to come.

Keep this handy when your content needs just a little something extra. These tweaks can help your writing shine!