

# 21 Copy Tips

Presented by J.W. Owens



**A Perspective 101 Series**

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1. **Don't try to appeal to everybody.** Aim your message at a specific target audience.
2. **Make a headline sell.** (Most people don't read beyond the headline).
3. **Make each ad a complete sale.** (It may be the only part of your campaign your reader will see.

This is why so-called “teaser” ads are a waste of money.)

4. **Give information** (who, what, when, where, why, how much does it cost?).
5. **Write in specifics.** Vague copy gets vague responses.

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6. Use simple language. Write to express, not to impress.
7. Involve your reader: Say or imply *“you”*.
8. Appeal to emotion, as well as logic.
9. Use product benefits to appeal to your reader’s self-interest.
10. Don’t exaggerate. (You’ll lose credibility, If you use words like *“unbelievable”*, *“fantastic”*, *“ultimate”*, *“best ever”*, etc.)

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11. **Don't make unsubstantiated claims.**

12. **Never criticize your competitors.**

13. **Don't try to be funny,** unless you are 100 percent certain that humor will sell your product. (Do you want your advertising to sell or entertain?)

14. **Use short words.** 75 percent of your copy should have five letters or less.

15. **Use short paragraphs.**

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16. Use sub-headlines, in longer copy.
17. Don't use abbreviations.
18. Get to the point.
19. Ask your reader to take specific action.
20. Create urgency. Explain why your reader should act now.

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This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



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