

Are You Making These 9 Copywriting Mistakes?

With Special Guest Sue Rice

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General Principles of Copywriting

Mastering your message is everything in copywriting. And from there, one needs to learn how to built around that message; assess whether that message is for an ad, or if it's for a landing page, or a sales page. Keep in mind that it's the words that matter, not the platforms.

Copywriting Mistake #1 - Writing too Stiffly

Write conversationally and avoid writing like a corporate. Make it like you're talking to an individual as opposed to always trying to sell something. Relax...

Copywriting Mistake #2 - Lack of Focus

This is more a strategic mistake wherein you're not understanding each and every piece of your content that you are writing. Resulting in the content not resonating with your intended target audience.

If you have multiple audiences, try writing three different versions of your content. Avoid clumping at all costs. Understand their pain points rather than imagining them.

Copywriting Mistake #3 - Not Being Specific With Your Message

For example, if you're selling a product or a service, use numbers to back up the claims and the benefits to your audience.

And if you're writing a review, explain why is it good/bad and not just plainly stating that "service X is bad".

Copywriting Mistake #4 - Talking Too Much About Yourself Instead to Your Ideal Customers

Your ideal customers won't care much about what you have, they do however care what you can offer that may help them and solve their problems.

Copywriting Mistake #5 - Understanding How Copy Fits into the Sales Process

Setting up a funnel is an important task to do. But understand that copy is the glue that holds it together, not a mere afterthought! Start with your landing page and your email drip feeds.

Copywriting Mistake #6 - The Pages That Do The Heavy Lifting

Having quality copy on your sales pages is crucial. Homepages are there to build a first impression of your website and some initial trust. It's lower down the funnel where the heavy lifting is really done.

Copywriting Mistake #7 - Ensuring People Are on Your Timetable

People will take time to purchase the product and service you are offering.

Nurture them over time but don't be aggressive on selling them your products and services. Use good copy to build relationships with them whenever possible.

Copywriting Mistake #8 - Pushing People to Take Actions

Handle *call-to-actions* copy with dexterity so that it feels genuine. Mix it up with dialogue where nothing is being sold, where you're sharing things just like you would with a best friend.

Copywriting Mistake #9 - All The Wrong Stories

Use stories that makes sense. Use stories like a metaphor. Learn how to use the right story to engage your reader, and then link that story up to your product. Create that uncontrived bridge!