

Create Convincing Copy

Express everything positively

Use words that evoke an image

Convey the benefit clearly to the customer

Grab attention with an interesting headline

Reinforce with relevant subheadings

Write short sentences

Highlight your message with examples and quotes

Optimize your writing style:

"I" and "my" → "You" and "your"

Past tense → Present tense

Passive voice → Active voice

Noun → Verb

Use spell-check program

▶ Harness the power of language