



building sharper brands

5 WAYS TO SHARPEN YOUR COPY

GUIDE | CREATIVE

INCISIVE GUIDES

Welcome to our series of real-world guides for B2B marketing professionals.

At CMDi we help clients think, communicate, and act incisively. Because today, only incisive communications work.

These practical tools and techniques have been proven through years of front-line use. They have been designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments or suggestions, or would like more advice,

01483 230393



Helping you
improve cut through
and response.

ONLY INCISIVE COMMUNICATIONS CUT THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, they are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how a brand achieves relevant differentiation, the key to market share and profitability.



FOCUSED

addresses a relevant need



DIFFERENT

achieves valuable differentiation



STICKY

stays in people's minds



MOTIVATING

prompts clear action

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WHY IS WRITING INCISIVELY IMPORTANT?

Words are often the first aspect of your brand that customers see; words need to create preference for your product or service, and motivate them to action.

This guide offers a glimpse into our deeper coaching on how to achieve those objectives by writing more incisively.

For details about our incisive copywriting workshop, please get in touch.



Plan and structure each communication before writing. Once you know what you're going to say, it's easier to say it and make it clearly understood.

Always structure writing from your customer's point of view, not your brand's.

Imagine you are the customer and keep asking yourself, **“What's in this for me?”** and “Why should I carry on reading?”



Don't let an idea get in the way of the sell, especially if you're working on a creative headline. The rule is, **“first be clear, then be clever”**.

Next, be sure to make only one point at a time in your copy.

Remember, messages are like apples: throw too many and your reader won't be able to catch them all.



Resist any preamble. Start with a statement or sentence that your target audience cannot ignore. This makes your writing clearer because it's then obvious who or what the sentence is about.

Favour the active voice over the passive; it's more engaging. **Then use the shortest form of a word** (“use” not “utilise”, and “concept” not “conceptualisation”).

And **use the shortest form of a phrase** (instead of “The company explained the ways in which their brand’s success were unique” say “The company explained how their brand’s success was unique.”)



As George Orwell observed, “if it is possible to cut a word out, always cut it out”.

In our time-poor and distractible modern world, brevity sells. But avoid editing while you draft; get it written first. Then whittle your copy down to the nub in every sentence.

Get rid of adverbs and reduce your adjectives. Keep your sentences to no more than 25-30 words and your paragraphs to 250-300 words.



Don't write like anyone else.

Jump the queue for your customer's attention by being more focused, more relevant, and more engaging than any of your competitors.

When reviewing, cover up your logo and any references to your brand; if your copy sounds as though it could have been written by anyone else, re-write it.





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Email

Or call 01483 230393

BRAND POSITIONING · PRODUCT LAUNCH · CONTENT MARKETING
DIRECT AND DIGITAL CAMPAIGNS · WEBSITES

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SHARPER COMMUNICATIONS
FOR THE EDGE YOUR
MARKETING NEEDS.