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Want To Write Better Marketing Copy? Try These 15 Copywriting Tips

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Leadership

The ultimate goal of copywriting is always to drive action at a particular stage of the buyer's journey. Whether the purpose of your copy is to introduce your solutions to new audiences, convince current customers to try a new product or service, or get leads to schedule calls with you, knowing how to write copy that will open those doors takes time and practice.

Fortunately, there are a variety of ways for copywriting professionals to optimize their approach. If you want to write marketing copy that not only gains the attention of target audiences but also moves them to take action, see the 15 tried-and-true tips members of [Forbes Communications Council](#) share below.



Forbes Communications Council members share tips for writing better marketing copy.

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1. Engage Directly With Customers

Speak to customers more often. To write copy that resonates with the target audience, marketers must engage in direct, firsthand conversations with customers. Only dialogue will help you understand the pain points they are facing and what kind of solution they are envisioning in their minds. - [Priyank Shrivastava, Adobe](#)

2. Start With The End In Mind

Think first about the one overall message or thought you want your audience to remember after reading your copy. Write that down. Then write down three

supporting messages and wrap a compelling story around them. And always remember to put yourself in your target audiences' shoes and ask yourself what would motivate you to action if you were them. - [Bonni Kaplan DeWoskin, HomeThrive](#)

3. Refine Your Tone

It's about tone. Discard "always be ..." types of rules. Yes, you want to be relatable; but sometimes, you want to be provocative, or thoughtful, or insightful or analytical. Identify and understand the unique power of your content. Then find a "voice" that best serves the value proposition of the content you are amplifying. Don't get stuck using the same voice in all of your copy, or it might end up being boring. - [Johannes Marlana, NKSFB](#)

4. Identify The Problem You Solve

Think about the problem you are trying to solve. Most copy is solution-driven without identifying the problem the business is trying to solve. If you show your readers that you understand the problems they are facing, they will be more likely to connect with the solution you are presenting. - [Layla Barbur, Tixel](#)

[Forbes Communications Council](#) is an invitation-only community for executives in successful public relations, media strategy, creative and advertising agencies. *Do I qualify?*

5. Speak To Consumers' Desire

Remember that buying decisions always involve desire. Your copy should speak to this and help customers see themselves achieving that desire. Make the reader feel the way they want to feel without overly promoting your

offering. And keep it authentic because people can smell “marketing” from a mile away. When you succeed, customers instinctively associate you with that wish fulfillment. - [Jake Rheude, Red Stag Fulfillment](#)

6. Cut Unnecessary Words

After writing your initial thoughts, begin deleting any unnecessary words. As you delete unnecessary words, review where you can add in power words and give your writing more emotion and clarity. Power words are key to great copy. - [Levitica “Lee” Watts, Smith, Gambrell & Russell, LLP](#)

7. Write For Your Target Audience

Get to know your target audience. How do they speak? How do they write? Of course, ensure that it makes grammatical sense and read it aloud for errors and flow, but always remember to write for the audience you are trying to attract. - [Amanda Dalrymple, Good Life Creative](#)

8. Read Your Copy Aloud

Here’s a tip I learned when I worked in TV news: Read what you write out loud. Spots where you trip over your words are likely the same spots where you’ll lose your readers. Doing this helps with clarity and the proper pacing of your writing. Plus, it helps you catch those grammatical mistakes you might otherwise gloss over. - [Kathy Sucich, Dimensional Insight](#)

9. Use Active Voice

Speak in an active voice. Rather than starting a sentence with passive phrases that start with “you”—such as, “You can develop new skills for the next generation”—use active words that allow the reader to envision them. To

sound more authoritative, lead with a verb instead and say: “Develop new skills for the next generation.” - [Jennifer Best, AAE Speakers](#)

10. Make Sure You Understand The Material

If you are marketing any type of technical service or product, make sure you understand what you are writing about. If you don't understand it, ask questions until you do. Write what you know in a way your audience will understand. - [Michelle Bank, Nuspire](#)

11. Produce Intentional Content

Be intentional. Listen to teams on what clients/customers are wanting to hear. Don't just produce content to produce content; ensure that it will have an impact. Think through who will benefit from this content, what the purpose of the article is, when the best time to release it will be, where you are going to push the content out, why you are doing this and how you will measure success. - [Emily Burroughs, BGSF](#)

12. Leverage Your Reading Skills

To write well, one must read well. By reading widely, we develop a better sense of what good writing looks like and open ourselves up to a diverse range of stories and viewpoints. This can be supplemented with traditional ways of engaging with the customer to understand their voice, but there's no substitute for reading. - [Kyle Scott, Lone Star College](#)

13. Get Into A Comfortable Headspace

Write as though you're speaking to a friend within the target demographic. You can always edit your copy afterward to make it more formal or casual, but

getting the initial words onto the page when you're in a comfortable headspace creates valuable flow and relatability. - [Erica Mau-Schank, Vibe Creative Marketing](#)

14. Write Human-To-Human

When it comes to marketing, I always say, "Be real." Great marketing copy is not about "business to business" or "business to consumer." Instead, it's "human to human." People comprise your target audience, not personas. People want to be educated, engaged and even entertained. - [Bridget Quinlan, PFL](#)

15. Take A Break Before Finalizing Copy

Less is always more. Once you've spent time getting close to final on a piece of copy, I recommend you take a break. Take a walk or listen to some music and return to the piece with fresh eyes. I then always try to remove at least a word or two. - [Ahmad Daher, Envijo](#)