

Score's PARTNERS IN SUCCESS Newsletter

Dedicated to helping businesses thrive and prosper

Free Business Counseling

Confidential

Long Term Mentoring



Welcome to SCORE's monthly *Partners In Success* Newsletter

Dear Reader:

SCORE's *Partners In Success* is a monthly newsletter dedicated to business owners in any industry and market sector. Its purpose is to provide insight to business owners/managers looking for a practical, innovative and a bottom line approach on how to better manage their finances, access SBA loans, leverage social media marketing, better manage human resources and access a variety of digital resources. Each issue of the newsletter will address a different topic. **The Dec. 2022 issue discussed Conversion Rate Optimization—the systematic process of increasing the percentage of website visitors who actually purchase your product, and the tools that will help you accomplish it. This, the first issue of 2023, will expand upon that topic with Conversion Copywriting Tips to grow revenues.** I trust you will find it useful and informative, and as always your feedback and input are welcome and encouraged.

Conversion copywriting tips to grow revenue

As marketers, we write copy daily: for landing pages, social media posts, email newsletters... you name it.

And this content isn't just supposed to sound pretty — it's also supposed to be powerful enough to convert visitors into sales. In fact, as of 2022, over 60% of marketers measure the success of their content through sales. That's no small feat.

If you're stuck in a writing rut or unsure how to use conversion copywriting to increase sales consider the following copywriting tips.

What is conversion copywriting

Simply put, conversion copywriting is copy with the ultimate goal of converting readers into buyers.

Conversion copywriting uses engaging and persuasive language to motivate readers to take a specific action.

Typically, the goal with conversion copywriting is to encourage readers to purchase a product or service. However, conversion copy can be used at all stages of the buyer's journey, so conversion copywriting might be leveraged to inform buyers of their pain points, encourage them to sign-up for newsletters or future offers, or simply increase brand awareness.

Conversion copywriting ultimately falls under the broader topic of [website conversion rate optimization \(CRO\)](#) — or leveraging your website to effectively convert users across your homepage, blog, pricing page, and more.

What Is
Conversion
Copywriting,
and Why
Should You
Learn It?



Inside this issue

Conversion Copywriting
Tips

Conversion Copywriting
Examples

To get a free and confidential advice for your business, contact SCORE SE Mass. at

www.sema.score.org



There's a difference between conversion copywriting and SEO copywriting. SEO and conversion copywriting can coincide, but the biggest distinction is the goal you'll have in-mind when creating the content:

SEO copy is copy written with the intent of getting on page one of Google. Conversion copy, on the other hand, is written with the intent of keeping readers' on-page once they find your content.

Conversion copywriting tips

1. Write like the boss

The first – and perhaps most important – rule is to **write with confidence**. Avoid words like need, think, just, probably, maybe, and possibly. Instead, be direct with your writing and ensure you're getting your point across without superfluous details.

Consider Uber, for instance — the car-sharing app's homepage reads: "Get in the driver's seat and get paid." It *doesn't* read, "Consider getting into the driver's seat, and you just might get paid." It's direct, firm, and assured.

Confidence is key to making you feel empowered to write directly to your readers and encourage them to take action, without offering apologies or excuses.

2. Remove the phrase 'check out' from your vocabulary

I'll admit I'm as guilty of this as anyone.

It can be incredibly easy to write 'Check out' when you're encouraging readers to click on a link or read a blog post. Instead start using stronger action verbs instead to communicate the value of what someone will get by completing your CTA (Call To Action.)

For instance, consider the difference between the CTA link "*Check out* how to optimize your landing pages here" and "*Optimize* your landing pages here". The second one is much stronger, and likely more effective.

3. Don't bury the lead

As writers, it can be tempting to create beautiful, long-winded introductions full of humor and imagery and metaphors. But as *conversion* writers, it's best to get to the point.

There's something about this 'warming up to the point' that we all suffer from, an incessant over-introducing. Some of it is out of politeness, but ultimately, you want to be direct and get to that point, lickety split

4. Use negative CTA instead of positive ones

Consider how you might leverage negative calls-to-action instead of positive ones — for instance, rather than writing, "Remember to follow these rules", try "*Don't forget* to follow these rules."

Negative calls-to-action work particularly well for B2C brands. As an avid online shopper myself, I can attest: Seeing '*Don't* miss out on 10% off' or '*Don't* forget to purchase' is often all the encouragement I need to buy.



5. Leverage 'why' and 'because'

Whenever possible, aim to use 'why' and 'because' to posit interesting, thought-provoking, open-ended questions and encourage your viewers to keep reading to find out the answer.

- ♦ 'Why' wants to be resolved; the reader expects 'because'.
- ♦ 'Because' resolves the 'why' and triggers reason, which is an ingrained cue for trust — key for compelling CTAs.
- ♦ 'Because' at the start of the sentence creates pause.
 - ♦ 'Why?' gets the bonus visual of a question mark.

Consider the HubSpot blog post title, '*Why* your brand needs a strong visual identity' — for some, this unresolved question will be enough to get them to click.

6. Use the royal we/you

Using 'I' too often can signify selfishness in a brand. By contrast, using 'we' and 'our' implies inclusivity and trust, and 'you' signifies empathy.

Take a look at the difference between "In this post, *I* am going to demonstrate five examples of copywriting" versus "In this post, *let's* explore five examples of copywriting" or "In this post, *we'll* explore five examples of copywriting."

Feel the difference?

7. Read what you write out loud

Oftentimes, one of the easiest ways to catch awkward or cumbersome writing is by reading it out loud. Reading your content out loud can help ensure you sound authentic, natural, and human.

Additionally, seek out different ways to say the same thing by leveraging synonyms:

How can you say the same thing differently and do it in a way that cuts through the noise? We all get lazy, but as conversation copywriters, this is your challenge. Find a more interesting way. Open the thesaurus. And don't just pick any other word; it has to be the *right* word."

8. Write with your eyeballs

When writing for conversion, consider how your writing looks on the page. Many prospects and visitors will skim through your content, so you want to make that easy for them to do.

Leverage spacing, numbers, exclamation points, question marks, percent signs, emojis, and more to make your content as digestible as possible.

9. Do unto others

Having compassion is key. Don't forget that the person on the other end is a busy, stressed human like *you*. Take the time to ensure that what you want to communicate will be understood as you intend it."

Reading out loud is one effective strategy to ensuring your writing conveys empathy. Additionally, put yourself in the reader's shoes often and ask yourself, 'Would I click this link?' 'Would I find this helpful?' 'Would I enjoy this content?'

If you're not passionate about it, your readers won't be, either.

10. Write with a clear objective

Conversion copywriting is different from other types of writing in one key way: You want people to take *action* as a result of your writing.

Which is why you must identify what action you want readers to take, and then work backwards from it.

For instance, on social media, there are only two objectives:

- ♦ conversion (click) - always works with How-To and tactical content
- ♦ Reach (share). To get readers to share your content, you'll want to appeal to their ego.

Re-shares are all about ego and the person sharing that content — so make those people look smart and interesting, and they'll share your content. You want to give people something that will make them look cool to others."

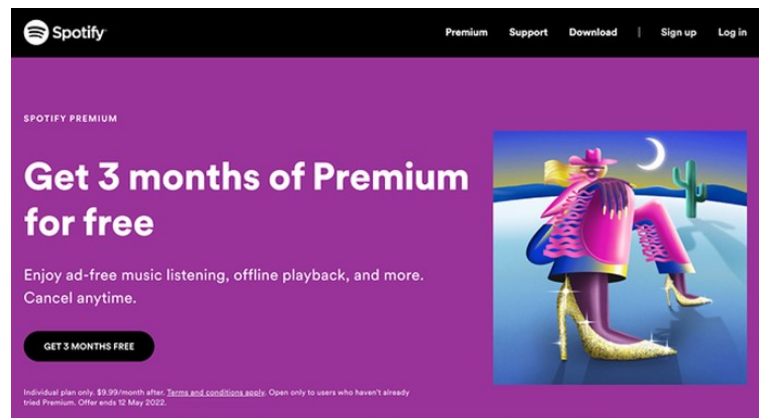
Next, let's dive into some conversion copywriting examples:

Conversion copywrite examples

Spotify

Direct, and to the point.

Spotify sure doesn't bury the lead with this one: "Get 3 months of Premium for free." You know exactly what they want you to do (sign-up) and you know exactly what you'll get for completing the request (3-months free). The focus is on *you*, the reader. This is an actionable, assertive, powerful example of strong copywriting.



Ann Handley

Master-marketer/writer Ann Handley is no stranger to strong conversion copywriting. For instance, her newsletter subscription page is concise and informative: Telling you exactly what you'll get in her newsletter, and even offering an empathetic "Unsubscribe whenever you want" — signaling Handley took the time to understand any concerns her readers might have when signing up.



SUBSCRIBE TO MY NEWSLETTER

Every two weeks I send out a (literal) letter about things I'm doing and things I believe are worth sharing.

I'll share new writing tips, useful marketing ideas, fresh thoughts, and some high-spirited shenanigans —delivered direct from me to your inbox. It arrives early Sunday morning.

It's free. And 100% spam-free. Unsubscribe whenever you want.

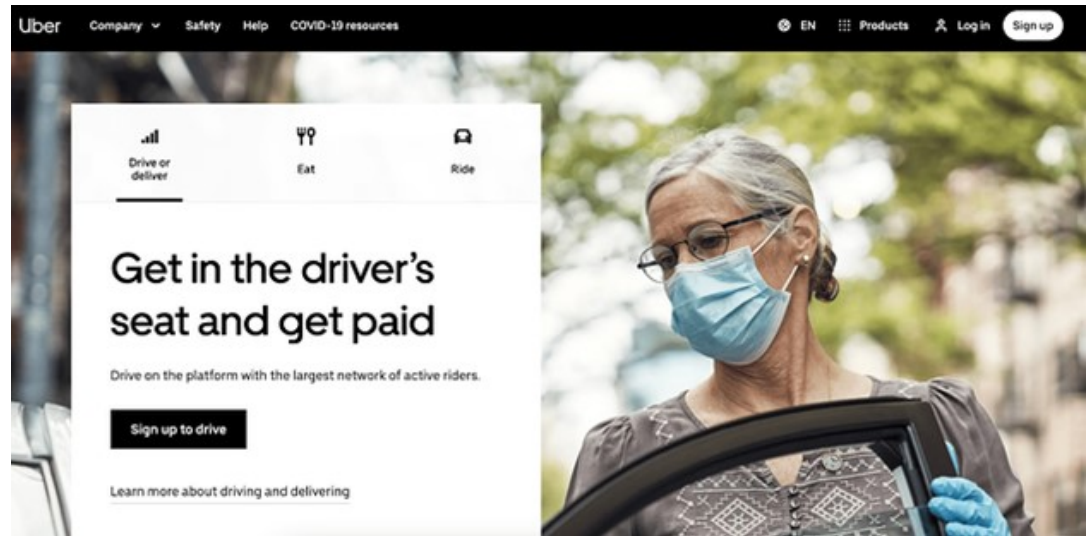
I love getting letters. Maybe you do, too?

Note: A sign-up form is below. If the form is missing for you and you'd like to subscribe, email me directly with a request to join: ann [at] annhandley [dot] com.

Uber

I love this conversion path from Uber's homepage: "Get in the driver's seat and get paid." The content doesn't waste time on any benefits beyond the major one: financial gains as a result of signing up to drive for Uber.

Plus, Uber is smart enough to know why most prospects visit their website — to become a driver, explore Uber Eats, or get a ride — so they don't waste their readers' time on superfluous content.



Writing to sell

Copywriter's checklist

- Have you used dynamic, persuasive language?
- Can you edit out unnecessary words?
- Is the copy accurate?
- Is the tone and language consistent?
- Have you included all the information the customer needs?