

NCVS Sustainable Pathfinder

# Essential Copywriting

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*Flip-chart sheets*

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# Essential Copywriting

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## What is copywriting?

- targeted
- benefit
- appealing "eyes are drawn"
- relevant and timely
- appears within an environment
- consistent
- action!!!
- clear offer

## Copywriting in the real world

- make time and space  
five seconds interruption = 20 mins to reach concentration and focus again
- understand you are copywriting
- use the 6-step framework

## Writing on screen

- tiring
- state of mind
- design for unknown
- state of mind
- accessibility

## Copywriting for email

- newsletter/source
- credible source
- html/text
- test everywhere
- test images on/off
- consistent branding
- extract/full news
- easy signup, easy cancel
- consistent tone if you copy/paste others' items
- subheads

- [TEN accessibility for text emails](#)
- no attachments
- title
- schedule
- the job of the title is to make the recipient open the email

## Copywriting for the web

- less is more
- write for skimmability
  - bullets and lists
  - informative subheadings
  - judicious highlighting
- write effective link text
  - call to action
  - ends of paragraphs
  - out of context?
- concentrate on web page hotspots

## Web page hotspots

- title
- first para/description
- subheads
- end of page
- links

## Cutting word count

- chop indigestible noun chunks
- use lists/bullets
- sufficient not comprehensive
- read aloud
- target areas with lots of "-ing"s

## Striking the right tone

*Or how not to get lost in translation*

- the cocktail party pyramid
- title, 1 liner, 1 para, 3 para, background