



Copywriting

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Nobody likes a tease... so put your sales proposition up front.

It's an old Direct Marketing trick. Make an exciting and inspiring start but don't reveal what you're actually selling, or how much it costs, until much, much later.

Perhaps back in the olden days of the mid 20th century when Direct Marketing was young, teasing your target market might have pulled a decent response.

But today - online - where website visitors have the attention span of gnats and very little patience? No way.

These days if you want prospects to engage with your offer, product or service instantly you need to tell them what's what up front. Otherwise most of them will abandon ship without even bothering to scroll down.

21st century consumers are highly sophisticated beasts. Although the main principles of DM will always apply, many of the discipline's traditional techniques are far too cheesy.

Teasing is one of them. It's too old hat, obvious, clumsy and naive to have a positive effect on people buying online in '09.

Today's successful websites hit you between the eyes with a crystal clear proposition up front. You're given the opportunity to respond positively from the outset. They keep things clean, sharp and short.

Most importantly they do visitors the favour of treating them like intelligent beings, not numpties! I know which approach I respond to best... what about you?

Last month...

During April '09 I helped businesses with:

- website content: insurance
- blog posts: Virtual Assistance (VA)
- press releases: various industries
- e-brochure and web page copy: VA
- SEO-led directory entry copy: VA
- SEO led content: holiday destinations
- SEO-led content: holiday attractions
- direct mail postcard copy: art workshops
- ebook sales landing page: best man duties
- ebook sales landing page: opera
- newsletter: heavy engineering

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