

Copywriting

Marketing

Writing that gets read, understood and acted on.

Principles that hold across formats.

Do

Lead with the benefit, not the feature

Use the customer's own words

Short sentences carry more weight

Be specific — numbers beat adjectives

End with one clear action

Avoid

Jargon that flatters the writer

Superlatives with no evidence

Multiple competing calls to action

Passive constructions that hide the actor

Cleverness that obscures the point

Specificity is the most reliable improvement available: 'cuts setup from two hours to ten minutes' beats 'saves time'.