

A vintage red typewriter is positioned on a light-colored wooden surface. The typewriter's keyboard, with black keys and white lettering, is visible in the lower portion of the frame. The background consists of horizontal wooden planks. A large, solid orange rectangle is overlaid on the right side of the image, containing white text.

BONNIE CHOMICA PRESENTS

9 CLIENT ATTRACTING WRITING TIPS

EASY TIPS TO USE EVERYDAY
IN ALL YOUR MARKETING

If you're in business, one of the many hats you must wear is that of a writer. Think about it. You have to write content for your website, emails, brochures, social media, even text messages. Anything that's going to face a client or prospect, you need to consider how to make a connection with them.

In this ebook, you'll discover nine writing tips that will improve your engagement with your audience so you can entice them to take action, to contact you, or at least pique their interest to find out more about what you offer and how you can help them.

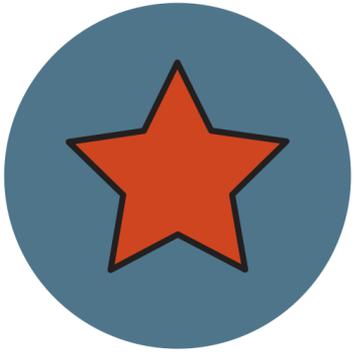
The concepts here are simple, and you may know some of them, but if you're not implementing them, you're likely muddling your messages and people won't stick around to read them.

Take notes, consider your own writing style, and start new habits by using the following writing tips.

Write on!

Bonnie Chomica
Your Marketing Mentor
BonnieChomica.com





Information Overload



This image shows that we're inundated with umpteen messages every single day.

Marketing statistics from 2018 show that in one minute there were:

- 900,000 Facebook log-ins
- 3.5 million Google searches
- 156 million emails sent .

It's crazy, right?

In addition there's print media, brochures, advertisements, television, direct mail, and all that audio and video stuff going on.

So how do you stand out?

You need to attract attention and make a stronger connection with the people that you're trying to relate to. So, the right language and approach will help you get better results. Use the following 9 tips as a guide.

Tip #1

80-20 or 50-50

All forms of marketing communications should be professional and considerate of your audience, no matter what medium you use. To help build trust and your credibility, show people what you know, not just “sell, sell, sell” all the time. You need to be able to provide value.

Think about blog posts, articles, your newsletter, even social media. Typically, you should be sharing useful, value-added information 80% of the time. That could be your own stuff or sharing other people’s and only promoting your offers 20% of the time.

That has been the social media norm forever, but recently those numbers are moving more towards a 50-50 balance. If they like your brand, some people want to see more promotional info. It really depends on your industry, so you’ll have to test it.



Tip #2

The 3 E's

To help you think about how to provide that 80% value-added content is to use the guideline of what I call the 3 E's. Educate, Entertain, or Enlighten.

Educate

People have questions.

You can provide the answers to those.

People have problems.

You can describe solutions for them.

Topics could be about how to do things or find things or improve things.

Example: A funeral home could share about their compassionate processes, caring and respectful service, or pre-planning ideas.



Tip
#2+

More of The 3 E's

Entertain

People like to be entertained. Who doesn't like to have some fun, right? A little fun, a little levity, a break from the norm. Consider using video, humour, or music, maybe something clever. But make sure it's aligned with your brand.

Example: A funeral home is not entertaining, but could use video or music to underscore a unique message.

Enlighten

Many people look for inspiration or motivation, and there are many ways you can provide that. Some ideas to consider are using inspiring quotes, uplifting messages of hope, words of wisdom. I'm sure you've seen them.

Example: A funeral home could share empathetic ideas of how to honour loved ones.

What would your customer or prospect find benefit from by reading or viewing what you wrote?

Tip
#3

It's all about YOU



When I say "It's all about YOU," I don't mean you personally you, but rather about using the words **"you" and "your" and "you are", "yours"**.

People want to know how you can help them or amuse them or inspire them. To connect, sound like you're having a conversation with just one person.

Think about what your marketing materials look like – your web pages, your newsletter, social media posts. Instead of overusing the words "I" or "we", turn it around to use the word "you" or at least start with the word "you" in the first sentence.

Example: "I offer this product." or "We provide this service." Try this instead "You will feel like this after using this product." or, "You will get this benefit when you use this service."

See how that turns the message around to be about the audience and not about you?

Tip
#3+

More about YOU

Draw that target person in with "YOU language". You want to make a connection. You want to start to build a relationship so they get to know, like, and trust you. Use the word "you" on things including emails, brochures, website, event flyers, your tradeshow booth, direct mail, and social media.

Example:

"We're having a big hot tub sale this weekend."
Okay. That's nice.

But what about,
"You could save 50% and be soaking in a hot tub tonight."
Now, that's a little more appealing. Now, you're talking to ME and I can see myself in that hot tub.

Example:

"Anybody who wants to lose weight should attend this workshop." So, that's anybody. Or nobody.

How about this?

"If you want to lose weight, you should attend this workshop." Wow! You're talking to me. See the difference?

EXERCISE

Now go check out your marketing materials, your website, brochures, emails, etc. & incorporate more YOU language.

Tip #4

Use Emotion

Emotion is a driver for people to stop their scroll and consider reading your material. You need to use emotion to attract attention and draw people into your message.

Let's start with **Pain**.

You can make a strong connection if you grab attention with your ideal prospect's pain. Open your communications with a specific issue.

- What keeps them up at night
 - A bad employee? Low sales? Poor health? Husband troubles? Pet illness?
- What's stopping them from moving forward?
- What's making them angry or frustrated?

Other emotion triggers:

- Fear. Fear of anything – poor health, not having enough insurance, child safety.
- Guilt. Some non-profits might use “Don't let them suffer anymore.” Or a weight loss clinic could use “Are you having that second piece of cake?”
- Trust. “There are no hidden fees.” or, “This is certified.” or, “This is guaranteed.”

Tip
#4+

More Emotion

What about **Desire**?

It's not all about negative emotions. You can connect with people through their aspirational emotions. Sometimes the connection is about helping someone attain something they long for, or maybe an achievement.

- What's on your bucket list?
- Imagine getting your life back on track so you can go for your dreams.
- Are you looking for a spiritual revelation?

Other emotional triggers:

- Trendsetting. People that are on top of fashion or the latest restaurants or technology. You know, those people that lined up for the first iPhone.
- Instant gratification. We live in a world where people want things to happen right now, get this new gadget, today.
- Sense of belonging - "Be part of the team." or, "You're a part of the family."
- Time. "Get more free time to pursue personal interests." or "Spend more time with family and friends."

Tip
#4+

Pain Formula

This little formula is great to communicate pain relief, how you are going to solve your reader's problem. Use it on materials like websites, brochures, event listings, etc.

1. **Problem.** Talk about the problem first either the pain or the desire.
2. **Solution.** Then, explain how you'll solve their problem.
3. **Results.** And then, the result, tell them how happy they'll be when they let you solve their problem.

Example:

The **problem.** "You don't want to leave your fur baby Beagle home alone because they make a mess."

The **solution.** "At Bow Wow Emporium, your pooch will be pampered, petted and played with all day."

The **result.** "You will be relieved to have a happy, well-behaved puppy who had fun all day with other playmates and caring people."

I'd feel pretty good about my pet being there.

How about you?

Try out this formula on your next piece of writing.

Tip #5

Make it Easy

We are a society of lazy readers.
We're scanners and skimmers.
There are time constraints.
There are too many choices.

You have to make it easy for people to read your material.

Think about your own reading and internet habits. I'll bet you don't read every single word. And, if it's too long or complicated, you'll likely move on to something else.

Consider that when you're writing to your own audience. Make your words easy to consume.



Tip
#5+

Easy & Simple

Do you remember learning to read and the simple words and sentences you started with? In order for people to comprehend and retain your information, you have to keep your message simple.

- Keep your language easy. Don't use fancy words or they can make your piece look cluttered.
- Avoid run-on sentences and long paragraphs. After you've written something, go back and see how you can shorten things, make them simpler, and easy to read.
- Don't try to be too clever, either. Many people may think, "What are you trying to say?" Therefore, you don't get your message through to them.



Tip
#5+

Easy for Effect

Think about certain newspapers, popular novels, and consumer magazines like *Reader's Digest* or *People*.

They're written at approximately a Grade 8 reading level or even less. Each publication is different but studies since the 1940's have proven that readability improves with simpler language.

On your website, email, or a brochure, if your language is easy to read, people will

- read longer
- absorb more
- learn more

If they linger longer on your materials, that builds the all important Know, Like, and Trust factor.

So, help them stick around.

Tip #6

Avoid Cliches

Avoid using common expressions, clichés, or colloquialisms, anything that is not straight forward. They're lazy language. People think they are perhaps more colourful yet they're just killing your message.

Example:

"Don't throw the baby out with the bathwater," is an expression.

It means, "Don't discard something valuable along with something undesirable." So in this case, the baby would be the valuable and the dirty water the undesirable.

I had a boss that used this term a lot. And once he said it, I wouldn't hear anything he said after it. I was so focused on the image in my head of a little baby soaring through the air with discarded bathwater. Obviously, my boss's important message didn't sink in.



Tip
#6+

No Cliches

So, what's your message doing? Is it clear?

Here are some other examples of expressions that can be confusing:

“Don't drink the KoolAid.” That originated from the Jonestown mass cult suicide in 1978. If you were born after 1978, you might not have a clue what the heck that means.

“That's par for the course.” It's a golf term. If you're not a golfer, you just might not get it.

“He's a bit off the wall.” It means unconventional or even bizarre, but its roots are in racket sports.

If you look at these phrases literally, they are confusing. If your audience is from a different generation, they're not going to understand what you're trying to say.

If someone is a foreigner or has English as a second language, you better spell out exactly what you're trying to convey.

I hear and read them all the time. So, try not to be one of those lazy writers, or lazy speakers.

Tip
#7+

Acronym Care

CTR (Commuter Trip Reduction)

CTR (Current Transfer Ratio)

CTR (Crash Team Racing)

Example:

Let's look at the **acronym CTR above**. If you just wrote CTR on your website or brochure, it would totally depend on who read it and their perspective of what it means.

The first one is for a **transportation department**, the second is an **electronics term**, and the last one is for **gamers**.

If your reader didn't know what CTR meant and did a search to find out, the first few pages of Google search results mention CTR as **click-through rate** for advertising, and no mention of the other references. How confusing would that be to your reader?

It's okay to use acronyms but always spell them out the first time you use them in a document or webpage, etc. by putting the full description in brackets, or vice versa. Then later in your piece you can just use the acronym. This will help your reader to better understand your content.

Tip #8

Beware of Jargon

Jargon is Mumbo-Jumbo. Jargon is Gobbledygook. Jargon is the vocabulary used by a specific trade, profession, or group.

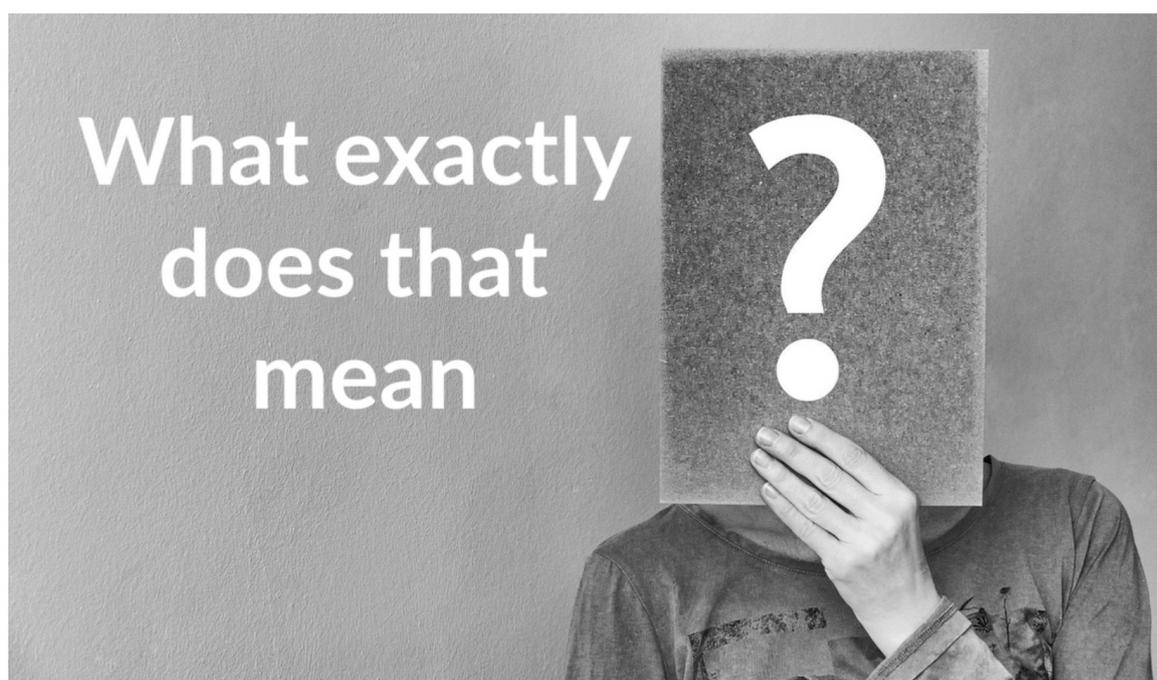
It's like a foreign language to someone who's not in your industry, so don't assume that your reader already knows something about your service. You have to explain what you think is obvious.

I am the Jargon Slayer!

Starting in my early marketing career in the tech industry, I used to translate engineers' and geek language into something a customer could understand.

Now as a freelancer, I help my clients do the same for their industry terms.

Basically, you assume your prospect is a beginner. They don't know what you know. Explain in terms that your ideal client can understand in their language, not yours.



Tip
#9

Be Brief

Many people use too many words. They think they sound better or more important or maybe smarter. People won't stick around if you are wordy. It's too hard to read.

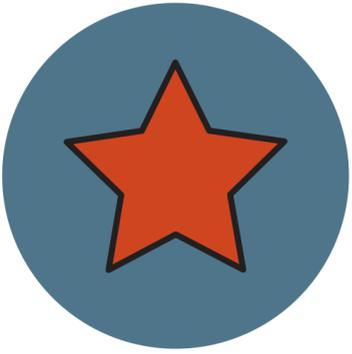
Remember, people are scanners. If they stumble and have to think too much, they'll click off your website, ignore your Facebook post, or throw your brochure in the garbage.

Think about Twitter. Originally they offered just 140 characters to a post, they have since doubled it to 280. With limited characters it forces you:

- to be very succinct
- to think about word choices
- to be shorter and more clear

Do that everywhere, not just Twitter.





Ta da!

There you have it, 9 simple writing tips to make your messages easier for your prospects to consume:

1. 80-20 or 50-50
2. The 3 Es
3. It's all about YOU
4. Use Emotion
5. Make it Easy
6. Avoid Cliches
7. Be Acronym Wise
8. Beware of Jargon
9. Be Brief

As you write your next marketing piece, start implementing these tips so that your audience wants to stick around, read your message, and get to know, like, and trust you.

ABOUT BONNIE CHOMICA

As your Marketing Mentor, I recognize your desire to be found, to be heard, and to be paid. The problem is you didn't think marketing your business would be so hard and frustrating. And all those courses, blog posts, and videos you've consumed don't tell you specifically what to do for YOUR business.

As a business owner since 2012, and 30+ years as a marketing communications professional, I have experienced firsthand the struggle and confusion of doing marketing on my own. Asking for help can make all the difference.

As your advisor, guide, and cheerleader, together we create a practical content plan that's easy to implement. You'll be able to consistently share a clear message across all your platforms to showcase your expertise.

Stop struggling with being invisible. Instead, position yourself as the recognized "go-to" expert so you'll attract more high-paying clients, who appreciate your value.

To get started, all you need to do is **book a free discovery call.**

Bonnie Chomica
Your Marketing Mentor
BonnieChomica.com

