Goldene Regeln für den englischen Werbetext

Golden Rules of Copywriting

Who are you talking to?

- Define target audience
- Keep persona in mind

Identify key benefits/features

- Focus on real advantages (benefits)
- Lower costs, increased productivity, fewer defects, etc.

Focus your information

- What is important to my reader?
- What is going to convince them?

Leave out unimportant details

- Avoid information overload!
- Remove unnecessary words

Use headlines to grab the reader's attention (surprise!)

- 5 words or less
- Apply alliteration as a tool

Reduce sentence length to max. 20 words

- 12-15 words is ideal
- Use emotional (feeling) words instead of logical (brainy) expressions

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Use a bullet list for facts & figures

- Numbers, dates, sizes
- Performance info, technical specs

Keep it short and simple (KISS)

- Avoid fill words

Use everyday language

- Tell an interesting story

Clear thinking is the key to clear writing!