

Mike Robinson London Copywriter

Your ideas. My words. Your success.

Copywriting for Small Businesses

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Writing for you audience

- **W**hat makes your customers different?
- **W**hat do they like and hate?
- **H**ow do you want to be perceived?
- **W**rite for you ideal customer



What are they buying

- Think about your entire business
- What will excite your customers?
- Why do people need what you do?
- WIIFM? (What's In It For Me)
- Write about benefits, not features
- “You” beats “me” or “us” every time



Structuring your content

- Write for your reader, not for yourself
- Have a clear goal
- Always have a call to action
- Use AIDA to organise your reader's journey



Proofing

- Read your content out loud
- Give yourself time before proofing
- Make every word earn its place on your page
- Are you ready to buy?
- Get someone else's thoughts

