

Top 10 Tips for bringing copy to life

1. Writing is an extension of your personality. Write about your passion, what excites you and something you believe in.
2. Know your audience. How do they speak? What do they read? Write in their language.
3. Say what you mean. You're not trying to impress people, you're trying to impress ON people.
4. Prune your adjectives and adverbs, polish your verbs.
5. Begin & end sentences with the most important words. These are the ones that are remembered.
6. Don't ever use semi-colons. Full stops are less of an interruption.
7. Vary sentence lengths to give your writing rhythm.
8. Use fewer words.
9. Read what you've written outloud. If it's crap write it again.
10. Editing is the most important task. Make your first draft over long then "Kill your darlings."

