# 18 Copywriting Ingredients to Write Effective Copy and Boost Your Profit

by Monica Di Santi

**www.mostprofitablewords.com**

Writing successful copy is extremely important if you want to increase your conversion.

To ease your struggle with copywriting, I have written a quick-start copywriting checklist that will remind you what elements to include to create compelling copy.

## Copywriting Checklist

1. **Have clear target audience in mind.** Have a well-defined picture of the people you're talking to. Bear in mind what their pain is and What they are looking for.

2. **Check the goal of your copy.** Before you start, define what you want to achieve with your copy. Do you want your reader to subscribe? to download an e-book? or to buy?

3. **Call your prospect's attention with a strong headline.** This is the most important part of your copy. 80% of people read only headlines while only 20 % read the whole copy. Include the pain and your best benefit.

4. **Touch the reader's heart.** Use the pronoun "you" in the headline and in the copy to create a reader-centered copy.

5. **Plunge the most important information at the beginning.** People's attention spam is very short these days. So if you trigger their curiosity with the headline and first paragraph, they will go on reading.

6. **Address all the objections that can stop people from taking action.** They don't have a chance to talk to you. So, answering these questions they will perceive you as a thoughtful person because you speak about negative features upfront.

7. **Pile up benefits in your copy so your audience will become excited about your product or service.** These benefits should be what they really want.

8. **Charge your copy with emotions your reader can relate to.** Remember all decision are based on feelings. Stories are wonderful tools to surge their feelings.

9. **Build up your authority.** Why should they believe you? Show your credentials and experience to show why you're the right person to trust in this matter.

10. **Earn your trust**. This is an extremely important ingredient on digital selling. Share your clients' successful stories, product reviews, endorsement you have got, awards and make readers be sure they can trust you.

11. **Use persuasive techniques** in your copy such as vivid product descriptions, comparisons, problem agitation and much more.

12. **Is your copy easy to scan?** Not everybody will read your copy but some will scan it to check if it is useful or not. Use subheads and bullets to enable a quick reading.

13. **Add SEO ( Search Engine Optimization).** If you want your copy to rank well on Google, use keywords in your copy, specially long-tail keywords sprinkled in text.

14. **Write in a conversational tone.** Speak as if you were chatting with a friend casually. Use short and incomplete sentences, you know! The simpler the language you use, the easier it will be for your reader to understand your message.

15. **Address only one person.** Even if you expect thousands to read your copy speak to a single person. That makes it more personal, close and exclusive.

16. **Add a unique selling proposition.** Always include and offer prospects can't resist. Check what your target audience wants and what your competition is doing. Then create even better selling proposition. Add bonuses, too!

17. **Repeat key concepts.** To make your idea stick, present your main idea in different ways. State it from different points of view such as a story, a quote, a comparison or summary at the end, to reinforce your offer.

18. **Choose between long or short copy.** Though there's a lot of discussion around this, experts says long copy is always a winner. Why? Because you need long copy so you can appeal to different readers; those who scan, those who read only part of it and those who are interested in reading everything.

With all these ingredients you certainly be able to write compelling copy that'll boost your profit.

**Need help with your copy?**

**Contact me at**
https://www.mostprofitablewords.com/contact-us