



Yorkshire Writers
Crafting Words with Yorkshire Charm

52 Weekly Copywriting Tips

One copywriting tip for every week of the year, crafted with Yorkshire charm. Stick this on your wall, desk or fridge and take one a week to sharpen your skills and keep your words working harder.

- 1. Write like you talk:** Forget trying to sound clever; just be clear and conversational. Your reader's a human, not a robot.
- 2. Use short, punchy sentences:** Long sentences bore and confuse. Snappy ones keep attention where it belongs.
- 3. Start strong ... hook them early:** The first line should grab them by the collar. If it's weak, they're gone.
- 4. Focus on benefits, not features:** People don't buy products; they buy what those products *do* for them.
- 5. Use active voice, not passive:** 'We write great copy' sounds better than 'Great copy is written by us'.
- 6. Be specific, not vague:** 'Fast delivery' is OK; 'Delivered in 24 hours' is better.
- 7. Cut the fluff ... less is more:** If a word doesn't earn its keep, turf it out.
- 8. Write for one person, not the crowd:** Imagine your ideal reader and write just for them.
- 9. Use power words sparingly:** Words like 'free', 'guaranteed', and 'exclusive' work best when they're not overused.
- 10. Don't bury your message ... front load it:** Say the important stuff first; don't make readers dig for it.
- 11. Test your headlines ... they matter most:** A dull headline is a dead end. Test until it clicks.
- 12. Avoid jargon unless your reader uses it too:** Jargon alienates most people. Keep it simple unless you're writing for specialists.
- 13. Always include a clear call to action:** Don't assume they'll know what to do next. Tell them.
- 14. Use subheadings to break up text:** They help skim readers navigate and draw them back in.
- 15. Write, then rewrite ... editing is everything:** Your first draft's just clay. Shaping it's where the magic happens.
- 16. Read it out loud ... if it sounds odd, it is:** The ear catches clunkiness the eye misses.

- 17. Don't be clever at the cost of clarity:** If it takes a second read to get it, rewrite it.
- 18. Numbers add trust ... use them where possible:** '92% satisfied customers' beats 'lots of happy clients'.
- 19. Use stories to make a point stick:** People remember stories far better than statements.
- 20. White space helps the eyes ... use it:** A cramped layout makes even good writing unreadable.
- 21. Keep paragraphs short ... 2 to 3 lines max:** Big blocks of text are off-putting; chunk it up.
- 22. Don't try to say everything at once:** One message at a time is plenty; less scatter, more clarity.
- 23. Use rhythm ... vary your sentence lengths:** It keeps the writing flowing. Like a good song.
- 24. Highlight key phrases with bold or italics:** Helps skimmers get the gist.
- 25. Limit exclamation marks ... one is plenty:** Earn enthusiasm with words, not punctuation.
- 26. Always spellcheck ... but don't just rely on it:** A spellchecker won't spot the wrong word spelled right.
- 27. A/B test when you can ... even subject lines:** Small tweaks can make big differences. Test, learn, tweak again.
- 28. If it's boring to write, it's boring to read:** If you're bored, so's your reader. Mix it up.
- 29. Focus on what the reader *gets*:** They care about their needs, not your features.
- 30. Don't start with 'we' ... start with 'you':** 'You' speaks to the reader; 'we' talks about yourself.
- 31. Headlines should promise a benefit:** Why should they read on? Make it clear right away.
- 32. Never assume your reader knows the context:** Always give just enough background to guide them.
- 33. Emotion beats logic in most buying decisions:** Feelings move people to action more than facts.
- 34. Use testimonials to support claims:** Real words from real people build real trust.
- 35. Avoid filler words ... be ruthless:** If it doesn't add, it subtracts.
- 36. Think mobile ... short lines and scannable content:** Most reading is on phones; make it easy to scan.
- 37. Use questions to engage the reader:** They draw people in, especially when they echo their own thoughts.
- 38. Don't overwrite ... trust the reader's intelligence:** Don't spoon-feed; respect their brain.
- 39. Avoid clichés like the plague!** Find fresher ways to say what you mean.
- 40. Every word must earn its place:** Tight copy beats wordy waffle every time.

- 41. Highlight urgency or scarcity if it's genuine:** Deadlines and limited spots can nudge action ... if they're real.
- 42. Proof is powerful ... stats, quotes, or stories:** Show, don't just tell.
- 43. Make it visual ... think layout and flow:** Design helps words do their job.
- 44. Always write with a goal in mind:** Know what the copy should *do* before you start.
- 45. Make your CTA impossible to miss:** Bold, clear, and right where they'll see it.
- 46. Break long content into digestible chunks:** People scan ... give them natural pauses.
- 47. Match tone to audience ... always:** Friendly? Formal? Sassy? Whatever suits them best.
- 48. Don't just write ... rewrite with purpose:** Refining is writing. It's where your words get sharp.
- 49. Less 'I', more 'you':** Talk to the reader about *them*, not yourself.
- 50. Your first draft is just the starting point:** Perfection's in the polishing.
- 51. Write sober, edit sharp ... always:** Write freely, edit like a Yorkshireman ... no nonsense.
- 52. Keep learning ... great copywriters never stop:** New tricks keep your pen sharp.

For more tips, training, or Yorkshire-crafted copy, visit www.yorkshirewriters.com or email info@yorkshirewriters.com.