



Tell Your Story Well

Copywriting Tips for non-copywriters

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“Ideas ‘demand their own shape’: they cannot be fitted to someone else’s solution.”

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Result CIC, is a community interest company. We work with people who feel marginalised or excluded in society or the workplace, as well as Directors, Managers and CEOs who need support to bring about positive change. We each have personal experience of the issues affecting the people we work to support, including disability, immigration, mental health and sexuality. We have also worked in senior positions in industry and government.

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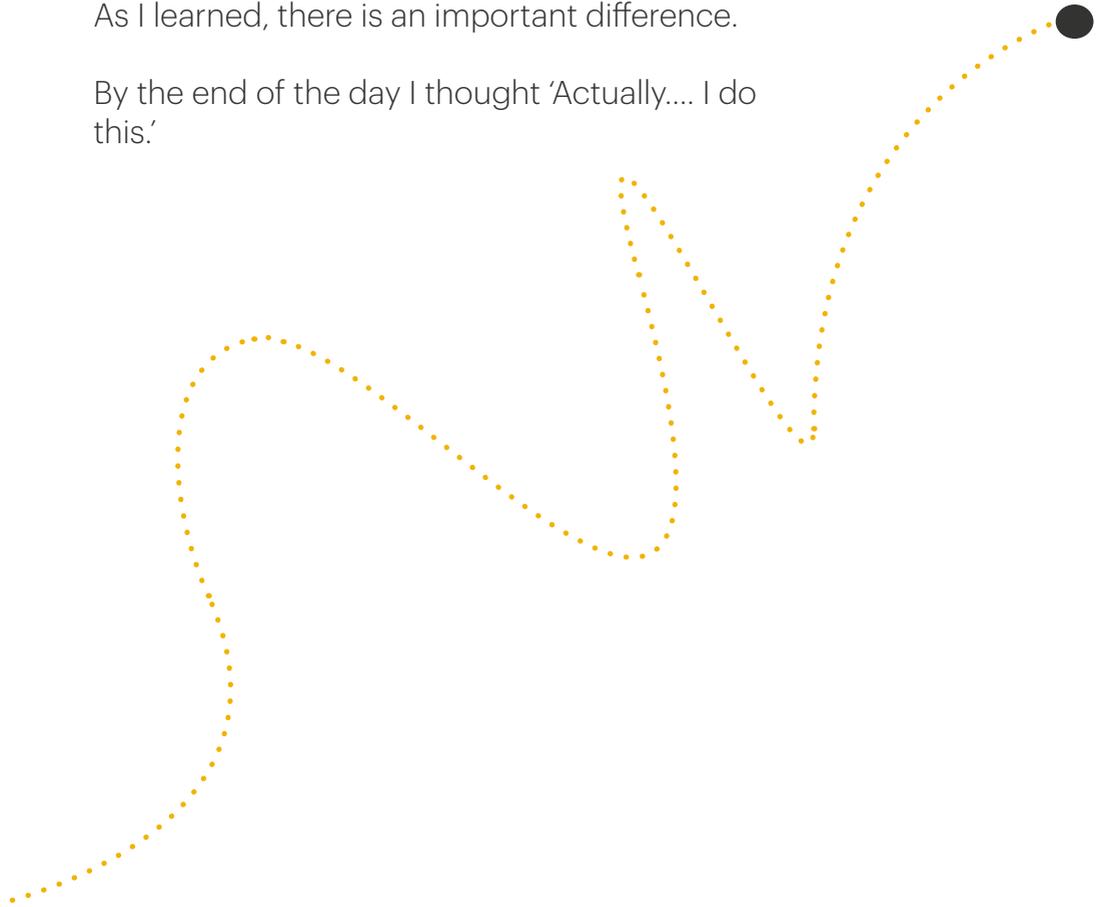
Into

I went on the AMA's Copywriting Day in April 2018 feeling like a fraud.

I was privileged, as a newly minted Board member, to have the opportunity to take part and learn about the AMA and gain valuable first-hand experience of what they do. This was valuable.

But I thought 'I don't do copywriting'. Or, to be more precise 'I don't feel that I do copywriting.' As I learned, there is an important difference.

By the end of the day I thought 'Actually.... I do this.'



Tips

To take away

Here are seven points I noted to take away with me at the end of the day:

1. Draft freely at first

Don't self-edit as you will lose those vital early 'seeds' of key ideas.

2. Reveal the value

Including the emotional value – of what you do and time spent exploring this deeply is time well spent.

3. Get excited

If you are not excited about what you are describing, how can you enthuse your readers? Question why.

4. Find your shape

Ideas 'demand their own shape': they cannot be fitted to someone else's solution.

5. Remember this

People don't follow instructions so don't ask them to.

6. Always be you

If you are trying to reach a particular community don't use 'their' language if it is not yours.

7. Check your tone

Aim for a tone which speaks directly and feels exclusive but can chime with a wide range of people.



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