

HOW TO COPYWRITING

>> Keep it clean, keep it honest and to the point, give people the information they are looking for and they'll come back.

WRITING FOR THE WEB

The old approach to selling was to use big headlines, flashy graphics, and punchy, fast-talking copy to try and convince people in a short amount of time. This may be appropriate for billboards and television (which could also be debatable), but is certainly the wrong approach to the web.

Why? In the old mode, advertisers had to hype a product to people who were paying attention to something else. They had to grab attention. But, not only are people today quite desensitized to these tactics, they are actually on the web actively seeking information. Two-thirds of female online shoppers say they would not make a major purchase without first researching it on the internet (IDC).

Buyers want content that makes them smarter and more knowledgeable. They want to make educated decisions and are looking for reliable resources. That could easily be you. For breeders, researching and posting articles on bloodline research can be especially lucrative in drawing prospective buyers to your site.

Content vs Copy

(from www.alistapart.com/articles/revivinganorexicwebwriting)

"We all know copy when we read it: it's the marketing fluff that serves no purpose but to take up space. It doublespeaks and obfuscates. It's the inflated speech of the politician using many words to say nothing..."

"Content, on the other hand, fills a real need: it establishes emotional connections between people. The writing has heart and spirit; it has something to say and the wherewithal to stand up and say it... Content is thoughtful, personable, and faithfully written. It hooks the reader and draws him in, encouraging him to click this link or that, to venture further into a website. It delivers what it promises and delights the attentive reader."

*Be sure to check out **How to: Bring Traffic**, as this can affect how your copy is written.*

TIP

Make it easy for visitors to become buyers. Have a friendly tone, make a direct request for them to contact you or sign up for an email newsletter.

Let the facts tell the story...

How many times have you read an ad that says "this colt will excell in anything you want him to do!" How many times have you actually believed that claim?

Writing about your own horses can be hard to do, but if you want to tell people your stallion is a phenomenal producer and all-around-great-guy, find specific facts or incidents to tell, and let the facts tell the story for you.

Sticking to factual statements will help avoid the trend towards "barn blindness." You can also find a friend or boarder who may have to write as part of their job, who can take a look at your copy.

TIP

Edit ruthlessly. When your copy is written, try to cut it down by two-thirds. This will force you to take a look at the logical flow and to get rid of any redundancies.