

Make Your Marketing Copy Disappear **By Eddie Stephens**

Remember those clandestine childhood adventures with secret decoder rings and...invisible ink? Transcribing a note to a secret-crush...announcing the next secret-society club meeting...or just goofing around – ah, the joys of carefree childhood days and toys!

Though invisible ink (the kind I remember) has gone the way of pet rocks, writing that's invisible hasn't (and shouldn't). Invisible copywriting transforms the complex into an effortless, easy read.

Picture a peak-performing athlete. Labron driving to the hoop...A-Rod connecting bat to ball for another homer...!

Making something read (or look) fluidly takes effort. With copywriting it's about working hard to remove the clutter so the message is clear.

And a clear message promotes more leads...sales!

In my experience as a speaker, it's near the peak of compliments when – following a presentation – someone encourages, "You've obviously done this before..." Or they affirm, "...your content connected...you delivered it with such ease..."

I've been reading some legal documentation recently. Without offending or inviting comments from those in the legal profession – what's the deal? When I must read, re-read, decipher, read again, unpack a sentence word-by-word just to extract its meaning – it's too complicated.

I write professionally. I know the importance of accuracy and covering all the bases in question (so to speak).

Again, no offense to the legal profession, but legalese is the antithesis of what I mean by fluid, invisible writing.

In your marketing conversations (i.e. the words that represent your business, product, or service) clarity and fluidity trump complexity every time.

Apply these 3 tips for more competitive...and invisible promotions:

>>Relax your grammar-muscles<<

Lest your English teacher point his/her bony finger my way – I'm not saying, "Throw grammar out-the-window!" Grammar is vital to civilized communication. The rules (generally) should be followed. What I'm encouraging is less formality and a more conversational style. As I've written

in a previous article – ask yourself (when writing), “Would I say it this way if I were in a conversation sitting on a barstool...?” Relax...

>>Jettison the jargon<<

Many do business within industries that require certain technical terms and wording. Even so, with few exceptions, make sure your marketing resources do not converse over-the-heads of your target market. Most will be familiar with industry jargon. But you achieve a more profitable connection when you keep your language fundamental...elementary...user-friendly.

>>Say what you need to say<<

(To quote singer/songwriter, John Mayer – a “favorite” of mine.) This borrowed lyric line highlights action. Saying what you need to say also affirms the need to keep your communication simple and to-the-point! Copy that drifts off-course loses the reader. Remember, you have mere seconds to capture their attention. You keep it by staying on-track and focused.

(This is the part of my article where I could tell you the remainder is written with invisible ink...but I won't...so you'll have to wonder. Translation: Enough said!)

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Eddie Stephens' writeWaves studio provides freelance copywriting services to small businesses, corporations, and the business-to-business, business-to-consumer, direct-mail, and service industries.

His compelling, story-based email promotions...web content...case studies and more - increase profit...and make marketing easier!

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