



25 Tips - Copywriting for a New Small Business...



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1. Before you begin to write for your new small business - ensure you have a clear, confident voice for yourself in the way you write. Start a journal and write at least one paragraph every night, describing your day in detail - including the 5W's and 1x H - the who, what, when, where and why plus how. Get used to creating excitement and interest in your words - as you practice how to grab and hold the attention of your reader.
2. Your authorial voice - find your natural authority in what it is you have chosen to do. Look at your CV and decide where your core strengths lie within your qualifications, skills and other expertise. Ensure you have entered the market of your industry where you can really play to your strengths. The combination of all of these factors means you are in the best position possible to deliver strongly to your target audience.
3. Start small with your own copy - try social media captions at first. Concentrate on developing one platform at a time (ideally the one your customers frequently use) and grow your presence on there before you start another. Social media content creation and execution takes more time than many people think so do not spread your efforts too thin.
4. For social media - think clear, concise and consistent on each post. Compelling content which ends the message with just one CTA - Call to Action for your visitor to do. No confusion - just trust-building.
5. Remember your website is your own personal shop window. Social media accounts are built on platforms made by others. It is on your website where you enjoy full control over your content. Every marketing channel you use needs to convey one thing - compelling reasons to buy and to buy again and again.
6. Blogs - realise that most website content, once live, is very rarely changed large-scale, it is just generally refreshed. Regular blog posts are one way to frequently update your site content and are great for SEO/GEO/AEO purposes. Conduct regular research to stay updated on the trends and challenges in your industry, what your competitors are doing and how your customers are buying what you offer and why. Make sure your blogs answer popular questions or common 'how-to's' for example. Aim for 600 words per topic and ensure each sentence sells. If you need a blog writer - just let me know 😊
7. Curate your content regularly. Once written, edit, edit, edit before you hit publish. Consider deleting content which does not sell or add significant value to your offer. Each and every word must be there for a reason.



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8. Always “set the scene” with your copy. Offer your reader a snapshot of your inspiration behind the post you create - this is true from social media content to blog content. Pique interest instead of the hard sell. Relational marketing over transactional marketing, every time.
9. Proof of concept with your copy is compelling content - with a case study. Design a worked example of a customer who you enabled to do/have/experience something that they simply couldn't have done before. Try a photo diary presentation where you break down each stage, demonstrating both your creativity and your expertise to solve this challenge and solve it so well that your customer is thrilled. I can write it!
10. Offer opinion pieces - my best tip is to make these pragmatic in nature. Positivity creates positivity. We all realise its a tough world at the moment but a positive, constructive angle/take on your industry and how it could improve will win over the competition, each and every time. Opinion pieces could be offered to Letters to the Editor (local press), industry magazines or your LinkedIn profile, for example.
11. Attend events but write them up. Offer professional thoughts on what went well and the benefits you experienced by attending. Share this on your social media as a video message or as a blog on your website.
12. Give back - relatable nostalgia is a powerful motivation to purchase. Offer advice in your content to newcomers in your industry “What I wish I knew on Day One” - kind of theme. Act as unofficial mentor to a new set of fans. You could extend this content into a series of ebooks or how-to guides - the list is endless.
13. Celebrate the small wins as much as you celebrate the big ones. Milestones need a press release. Small wins need a social media post or two. Add a pop of admirable resilience from your personality as you navigate the challenges of a start-up with good humour, determination and let's be honest - an unchecked amount of coffee...
14. Don't be shy to post that you are a fan too - compose a lengthy shout-out to another founder or company you admire and for which you are a brand advocate. Show your target audience what it means to show brand loyalty and to buy regularly and why. Remember to showcase quality over price and why it really does matter - now more than ever.
15. Present a Q1-Q4 snapshot of how you are doing - just light, positive brushstrokes of stats and success markers offering your audience quiet satisfaction that you are a company making it - one step at a time.



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16. Be patient with your copy - one message is designed to deliver one outcome. Ask it to do too much and you waste your time and leave your target audience confused. To begin with, build brand awareness to inform and to educate. Start the conversation, join in the conversation, ask the question, answer the question. Establish yourself and decide what it is you really want to be known for and recommended for. Keep it simple but effective.
17. Upskill as inspiration for content - I have qualifications in what I do but I am still studying for more. Your industry will move on so you need to move with it. Attend all the classes you can and write up your experiences to add to your content. If a masterclass or conference leads to your next lightbulb moment for your new small business - share what you can.
18. Show your "blue sky thinking" in your copy - always keep your customers coming back for innovation which makes your offer more effective, efficient, effortless and enjoyable. If you love what you do, your customers will feel your delight and it will add to theirs. Exceed their expectations whenever you can - 'going the extra mile' - really can set you apart.
19. Stay open to collaborations - from inside and outside your industry. If you are confident and capable you can work with a competitor on a large project (like a farmer's market or a pop-up shop) for charity or the community, for example. Promote each other freely and with professional courtesy - dare to do things differently.
20. Avoid fluff - write well on the genuine love of what you do and why. Never push out content for the sake of it. Each piece of content needs both careful planning and execution. Never dilute the equity of the brand you are building, particularly in a tough climate.
21. Read - go to the library. Be inspired by your favourite authors and how they passionately write their own stories. Have at least 5 books on the go - not just work-related. Challenge your brain to think and to problem-solve in different ways. Reading something completely different before bed can help you both relax and recharge.
22. Write your copy as you would write to a dear friend. Explain in plain English why it's a must-try, must-have and so must-buy. Avoid industry jargon and offering too much complex detail in the wrong place. If a customer wants to know something specific offer it in an FAQ on your website.



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23. Be clear with both your features and your benefits. Never promise the moon. Be truthful and specific about the solutions you can offer. Be as relatable as possible across every touchpoint with every message you create. Build trust - its a key driver to repeat business. Longevity is lucrative.
24. Always ask for feedback - ask your customer, your competitor, your supply chain and your industry association what they think. Receive the feedback with grace and act on it if you wish. It's your new small business but it doesn't exist in a vacuum. Perspective from others can offer a new angle or a new inspiration or can spot the typo before you do - its gold.
25. SPAG - check every message for spelling, punctuation and grammar. Your copy needs to be flawless to build the trust you need to stay trading. Never get complacent with what you write and who you write for. It is a privilege.

Are you looking for a marketing or copywriting consultation?
Get in touch with Jacqui at The Write Reasons Ltd, today.