

LittleRedFrench

**WRITE WEBSITE
COPY
THAT'S OOZING
WITH YOU**

Pack power, punch and
personality into your
words with this web copy
toolkit

www.littleredfrench.com



HEY THERE!

I'm Sophie from littleredfrench.com - I'm a copywriter with a whole treasure chest full of magic tips and tricks for writing web copy that's oozing with you, and I'm here to share them!

And if you're asking: why exactly d'ya need copy that oozes with 'you-ness'?

Well I'll tell you...

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"Building a beautiful website but not focusing on the copy you write, is like, having the most gorgeous dress, hairstyle and make-up for a first date, but not actually doing any talking.

Carefully crafted copy completes the package, which makes you attractive to a potential client (oh, or potential second date!)"

- Sophie French, littleredfrench.com



You've changed.

But don't worry, we all have.

The way we 'market stuff' and the way we 'consume stuff' has changed.

In fact, a whole new age is emerging that's transforming the way we do business altogether.

As consumers (which we all are) we've now become super switched on to when people are trying to sell to us, and we don't like it.

What does turn us on though, and has us wanting to part with our money quite happily, is when we feel like we have a connection with a person/brand, when we feel like we know them and when we feel like they 'get' us. (Yep, it's all about feelings and emotions - we're getting soft in our old but new age.)

It's no longer about what our business can do, but how we make people feel. (And what evokes feelings better than carefully crafted words?)

Let's kick off with the facts:

#1. You're hilarious, charming and passionate about what you do.

#2. When you're kicking back with the girls, you're bursting with wit.

#3. But when it comes to writing for your business, you feel you're as dry as a sand-soaked bone plucked straight from the Sahara desert.

I get it. And you're not alone. It's where most of my clients get stuck and why they hold back for so long on sharing what they know.

You want your people to see that your shining personality is pretty god damn dazzling, but you feel blinded by the need to show professionalism - which you've been led to believe throughout your entire school life means using big words, long sentences and a formal style.

Here's the thing: we're not writing essays for our English teachers anymore (hurray!)

In fact, you can be witty, charming, fun and professional all at once, by following some really simple steps...

The Steps

#1: Write like you speak

#2: Share a story

#3: Keep it simple, sista!

We're diving deep into how to follow these key tips in the most powerful way, as well as some turbo-charged mini tips that will instantly pump your copy full of passion, humour and connection.



STEP #1: WRITE LIKE YOU SPEAK



Your language and the way you communicate is a HUGE indicator of who you are as a person. Whether you're a hustlin' G, a sweet witty kitten, a straight-talking woman on a mission or a mixture of all three, the way you say things expresses your personality - and THAT'S when people connect with what you have to say.

Writing like you speak also means being conversational, which instantly puts your potential clients at ease and makes you seem as friendly and approachable as you are.

Basically, just because it's business doesn't mean you have to pop on your 'formal' hat - just be yourself.

Step #1: Write like you speak

If you don't see yourself as a 'natural' writer, it can be difficult to put down exactly what you want to say into words. But I'll bet you can talk about you and your business pretty confidently - so it really is simply a case of translating your talk into your copy.



How?

When you're sitting down to write your copy, talk aloud about what you want to say, and imagine you're just chatting to a friend about it over a cup of tea (or even better, actually chat to your friend about it over a cup of tea) and **record it**.

Get familiar with the language you use when you're speaking and then practise writing in that way.

You'll probably find the way you speak is quite different to the way you feel like you **should** write - but that's cos' we've been conditioned to be all formal and proper when it comes to writing, especially in business. But sound the alarm cos' the shackles are off - here's your permission to write like you speak.

Step #1: Write like you speak



Example

Instead of:

Over three consecutive weeks, I will be gathering a collection of entrepreneurs to discuss the importance of health and wellbeing in our daily lives and in running our businesses.

To book your place, click here.

Try this:

Over the next few weeks, I'll be hanging out with a bunch of awesome biz owners, and we'll be chatting about how staying healthy and looking after ourselves is crazy important to thriving in our work.

Wanna join us? Click here.



The second message instantly feels more relaxed, conversational and interesting too, because personality has been injected simply by me writing the way I'd speak and letting my casual language loose. (I know where I'm gonna be clickin'!)

simple

SUPER TIP

USE CONTRACTIONS

For an instant conversational tone, use contractions in all of your copy (no, not the stomach crunching pregnancy type contractions), these...

You will - You'll

You are - You're

She is - She's

They will - They'll

It is a fabulous copy tip - It's a fabulous copy tip

It's a super simple change to make, yet massively ups your casual chatty tone.



STEP #2: SHARE A STORY



So as I love the theme of sipping on a hot mug of tea and gossiping with your bestie - imagine you're doing that (or, actually do that, again) and that you're delving into all the juice of the bachelorette party you're just back from. You're in full flow, describing the scene of the glowing sun that got hold of your butt cheeks when you fell asleep and scolded them so much you couldn't sit down for the entire trip.

'I can picture it now!' she squeals through the laughter, with tears dripping down her cheeks.

That's exactly the reaction you wanted, isn't it. It's why you didn't tell her on your latest whatsapp catch up and instead saved it for this very moment. That's the power of telling a story you see - an emotional reaction.

Whether you're writing your about page, a blog post or an Instagram caption - crafting a story around it is the most powerful way to get a reaction from your readers. It taps into emotion, and us humans are allll about those.

Step #2: Share a story



Sharing a story through your copy makes it far more relatable, engaging and memorable. If you were dogsitting for my pet pooch for example, and I told you not to feed him any snacks, you might well forget and drop him a sneaky biscuit. But if I told you a story about his explosive diarrhoea that blasts the snack-giver whenever he eats anything other than dog food, likelihood is you'd remember it..

There are loadsa' ways to tell a story through your copy, I'm sharing two simple yet powerful tips:

- > Show don't tell
- > Uncover your 'why'

Step #2: Share a story



Show don't tell

Like any story, it's far more powerful when you show people what you're about/what you do/what you love/what you did this week, rather than telling them.

Using these following storytelling techniques can help to boost the juice of your copy, and instantly turn it into a story.

- * Use a 'she said' quote (no, not a 'that's what she said')
- * Inject some description
- * Add feelings

You'll find an example on the next page...

Step #2: Share a story



Example:

Let's say you're a life coach for example, and you write this as your intro for your latest blog post:

Here's some feedback I recently received from a reader of my email newsletter (It made me cry!):

'Your words completely resonated with everything I'm feeling right now. Thank you.'

By adding a quote, a description & a feeling, it could convert to a more powerful story, like this -->



'Your words completely resonated with everything I'm feeling right now. Thank you.'

That's what a reader of my latest email newsletter told me.

And you know what? I started to sob. Because these ten little words confirmed the very reason I was up late on a Saturday night putting my all into sharing what I've learnt. Cos' you see, no-one is alone in feeling what they're feeling right now, and to know I connected with someone and helped them to realise that, well THAT's why I do this.

Step #2: Share your story



Uncover your why

For everything you produce, every piece of webpage copy, every email you send out, everything you do in your business, ask yourself why you do it - and then share it.

Giving people a reason why when you're sharing any kind of content, makes it far more relatable, engaging and memorable. Every time you share something a little deeper about yourself, be it what you love or even things that drive you insane, you're giving potential clients further insight into who you are as a person and makes you appear more 'human'.

It's especially important to share this human aspect online as it builds trust with your audience, and helps them to realise you're just like them - if they discover your loves and hates are in common with theirs too, even better!

Step #2: Share your story



Using a wedding photographer, as an example, here are a couple of ways to uncover your why in your copy, for various content:

About Page: I love photographing beautiful brides on their wedding day... Cos' they're letting me in on the most intimate, joy-filled day of their lives, so I feel honoured and humbled to capture each gorgeous moment.

Blog Post: You know what? Being invited to capture a loving couple's cherished day is an honour. I feel humbled, and pretty warm and fuzzy inside, with every shot I take. I wanted to share a few of the most gorgeous moments I was lucky enough to snap at a wedding this weekend. Enjoy the love story...

Instagram Post: Spent the day feeling honoured to capture the special moments of this amazing couple's wedding day. I'm surrounded by so many smiles, and THIS, guys, is why I love what I do.

You needn't share your life story, as I know that for some people putting your life out there just isn't the way you want to play. And that's totally OK. But simply adding to your copy a dash of why you love the work you do adds personality, authenticity and emotional connection.

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SUPER TIP!

USE METAPHORS & SIMILES

Using fun similes and metaphors relative to your audience is a simple way to be descriptive and inject humour into your copy:

A simile is a figure of speech that compares one thing to another using the words 'as' or 'like'.

A metaphor is a figure of speech containing an implied comparison.

Examples:

Simile - Trying to write awesome copy might feel as tricky as explaining the concept of paddle board yoga to your Grandma, but using these simple tools will instantly fuel your words with personality.

Metaphor - If you follow these simple writing tricks, your copy will be hotter than THAT scene from The Notebook.

Step #3: KISS - Keep it simple, sista!



Our fast-paced quick info sharing digital world means there's no time to share anything lengthy on your website, so get to the nitty gritty pronto.



Step #3: KISS - Keep it simple, sista!



Tips to keep it snappy:

- > Write out what it is you want to say in the piece of copy you're writing (include everything - brain dump style.)
- > Set your key message and use that as a focus to keep referring back to. (You might find that while you're writing it stems off into another viewpoint - simply pop that aside and save that for another piece of content - win!)
- > Everything you write should have a purpose and add value to the reader.
- > Use short simple sentences - you'll sound clear and confident in what you're saying, and your audience will be clear and confident in what they're reading - double win!
- > Edit, edit, edit - get used to cutting down your content so it sticks to the point. When we start to write a piece of content, sometimes we don't get into what we really want to say until the third or fourth paragraph, that's why it's really useful to do your brain dump before beginning to structure your content and craft your language.

BONUS: COPY CHECKLIST



When you're editing your copy and content, it can be hard to remember everything you need to include or look for, so here's a nifty checklist to help you get more conversational, snappier and smarter with your website copy:



Have you written the way you speak? Read it aloud to yourself or a friend to check



Have you used contractions? (You'll, she'll, it's, we'll)



Have you delved into your 'why' behind the content you're writing?



Is your content providing one key message only?



Are your sentences short, simple and easy to read?

**here's to writing website copy
that's oozing with you!**



Want some extra free support? Email
your copy questions to:
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