

# WRITING FOR PURPOSE AND BUILDING YOUR VOICE



**Creating compelling copy**

**Writing for different platforms**

**Building authentic relationships  
with your audience**

# WHAT IS COPY?

Copy refers to written material.



## FIVE QUESTIONS TO ASK...

1. What do we stand for?
2. Who is this aimed at?
3. Does this convey our key messages?
4. Can I say this in fewer words?
5. Has it been read through again?



# WHAT DO WE STAND FOR?

How do you want your audience to feel,  
when they think of your brand?

What does your brand *care* about?



# DO YOU HAVE A COPY STYLE GUIDE?

- **Brand** – what is your mission?
- **Personality** – use adjectives.
- **Values** – what do you stand for?
- **Voice** – ‘we speak in a way that is...’



## WHO IS THIS AIMED AT?

*Do you know your audience?*

Create customer profiles. Give them names.

How old are they?

What do they do with their leisure time?

Where do they shop?

Where do they eat?

How much disposable income do they have?



DOES THIS CONVEY OUR KEY MESSAGES?

Don't write for the sake of  
writing.

Every piece must have a purpose.



## CAN I SAY THIS IN FEWER WORDS?

People are time poor. Read and edit down.

Figure out the places where it's okay to use different tones.

For example...

- blog posts are great for being creative.
- press releases require precision





HAS IT BEEN READ THROUGH AGAIN?

Go back to it with fresh eyes.

Give it to a colleague.

If you've hired a copywriter, make sure you double check that it meets the requirements of the brief.



# BLOG POSTS

Be consistent

Gives your audience more opportunities to  
get to know the people behind the  
business

Build authority



# SOCIAL MEDIA

Be engaging. Ask questions.

Be conversational.

Reply to your notifications.



# PRESS RELEASES

Is this newsworthy?

Be concise, not *too* descriptive.

Use adjectives sparingly.



## PRODUCT DESCRIPTIONS...

- Don't plagiarise
- Original is best



BRONZE

Black velvet chair

Measurements 91cm x 57cm x 52cm



SILVER

Black chair upholstered in velvet with  
foam cushion and quilted detail.



## GOLD

Relax after a long day in the cosiest corner of the house. The Alexandria black velvet chair will add the touch of luxury that every beautiful home deserves.

100% cotton velvet covers a deep padded cushion and sturdy frame. It is completed by four angled birchwood legs and quilted detail.





## SO, WHAT NEXT?

- **Review existing copy**
- **Spend time figuring out who your audience are**
- **Create brand guidelines and a copy style guide**
- **Hire a copywriter**



THANK YOU FOR COMING

