Smart strategic copywriting ideas, insights and inspiration for founders, consultants and bold business owners

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How to improve everything you write (in just a few minutes)



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Here to help you make your WORDS WORK HARDER...



Hi, I'm Kyla, the founder of Copy Café.
I'm an experienced strategic copywriter, with over 20 years' expertise in business positioning and messaging work for clients ranging from local SMEs to global PLCs. And I'd love to be able to help *you*, too...

Need expert eyes and support to find your voice and stand out in your space?
I'll help you shake off the uncertainty and start writing copy that makes an impact, and makes you (and others) smile. I created Copy Café to provide an accessible strategic copywriting service for founders, consultants and other bold business owners like you and me. I'll help you find your voice, create stronger messaging and boost your confidence, while offering all the support and advice you *know* you need.

The way you write brings your business to life. (Or switches people off in seconds.)
With only 7 seconds to grab someone's attention, it's so important to feel comfortable about adding the personality and impact that will set you and your business apart.

Do *you* find it easy to explain what you do in a way that *really connects* with customers?

Using words and language well is an essential business skill. And it's often overlooked. But writing with clarity, personality and impact doesn't have to be difficult or daunting. Because little things can make a big difference. Sometimes, even tiny tweaks to the words you use can entirely change how you sound and feel to your ideal clients.

I'm all about giving you the ideas, insights and inspiration you need to better position your expertise and connect with the right people – in a way that works for *you*.



Explore ways to work with me and see what others say about their Copy Café client experience...

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Improve everything you write (in just a few minutes)

Follow this simple 4-step process to enhance the impact of anything you write within just a few short minutes – even if you've chosen to use AI to create your first draft...

Is bland positioning and messaging holding your business back? Studies show time and time again that the quality and impact of your copy and content has a significant effect on potential clients' perceptions of your capability and your credibility.

Could *you* be doing more in using personality-driven copy to boost *your* business?

Making the smart decision to find your voice, create stronger messaging and discover how to use your words to attract the right people for *you* will help you to:

> Make a better impression
> Forge stronger connections
> Encourage people to reach out
> Build trust in your business at every step

To stand out in your space and win the work you want, you need to get ahead of your competitors in your ideal clients' and potential referrers' eyes. You can make a great start with that by getting confident with your ability to write with clarity and impact.

Like what you're seeing so far?
Explore the benefits of working with me – visit copycafe.co.uk



Start writing with more clarity and impact straightaway! >>>

Step 1: Consider your readers

Want to improve everything you write, in *every* way? The golden rule is to remember to treat your reader's time as more valuable than your own.

Of course, we're *all* busy and time is always at a premium. But if you skimp on the input time and the essential upfront *thinking*, it invariably comes across in the output.

And if that's the case, why should your reader give you a few minutes of their day? Why should they choose to dedicate their precious time to something that you've not taken great care over in the first place? First impressions are ever-important.

Remember that what your reader thinks and feels about your business and its services is always more important than what you yourself think – no matter how wonderful you believe your offer to be.

What's more, you probably only have a couple of minutes (at most) to make sure your valued reader's perception of your business is as positive as possible. So don't waste any time – or words – in making sure your key messages come across loud and clear.

ACTION: Read through what you've written with a critical eye.

Put your 'review' head on and ask yourself at every step: 'Do I need this? And do *they*?'

Is there any message that muddies the waters or any information that you've included but your reader doesn't actually need at this stage in your communications?

If you've chosen to use AI to create your first draft, be sure to double-check everything – and do the next-level personality infusion work that makes it actually sound like *you*...

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Step 2: Make it sound like you

Human connection has never been more important. So make sure what you've written actually sounds like *you*.

People have always bought from people. They want to be able to connect with you on an emotional level, not just a rational one – to make any purchase decision from the heart as well as the head.

This means you need to be able to portray aspects of *who* you are and *how* you are in your writing. Because that's what nurtures the all-important 'Know, Like, Trust' factor.

And that starts with making sure your writing actually sounds like *you*.

This is particularly important, of course, if you've chosen to use an AI tool to create the first version of your piece of content for you. If that's the case, you'll definitely need to do the next-level work to infuse your own personality and style of writing into the output it's presented for you.

ACTION: Check that what you've written matches *your* particular style.

Whether you've drafted your content yourself or reached for the shortcut solution, an initial read-through will often identify aspects of it that don't quite fit your regular style. So keep a careful eye (and ear) out for those. I recommend also reading it out loud.

The aim is to write as you speak – albeit with a tone that's appropriate to your reader – while getting your message across in a way that works for you, for your business and for your ideal clients too.

It should sound and feel like *you*, with hints of your personality and approach wound into your copy in relevant ways and places. This will help ensure there's no disconnect with someone's in-person experience of you.

You want your writing to be building trust in you and your business at every step.

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Step 3: Cut the fluff

You can almost always create greater impact with your written communications by cutting a few words out.

Once you've made sure your writing sounds like *you*, you can remove the fluff too.

Now's the time to wield the knife (or the red pen, perhaps) and be strict about what you've written. If it's not needed, cut it out.

Aim to keep your piece of writing as clear, as concise and as compelling as possible. There are likely be a few unnecessary and 'filler' words that you can immediately lose.

Bear in mind though that while simple and straightforward is good, you also want the leeway to be able to convey a sense of your personality through your writing. Pare *everything* back and you risk coming across as brusque, uncaring and unapproachable.

ACTION: Edit your work to delete unnecessary words.

In this editing stage, you're looking for ways to 'write tighter'. One of the quickest wins here is to delete any adverbs and other words that come across either as too vague or overly enthusiastic.

Start by looking to spot and delete these words:

> really
> very
> quite
> just
> literally
> absolutely
> in order to
> such as

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Step 4: Plan proofreading time

Finally, you need to check your work again and take the time to proofread properly.

In our 'always-on, always doing *more*' world and with screen reviews as standard, it's become even easier to miss the little mistakes.

They could be outright errors or simple oversights. Either way, and however small, they'll make a massive difference to the first impression you leave on your readers.

Quality *matters*. And showing that you *care* arguably matters more than ever before.

Take the time to get it right and people will respect you for that extra attention to detail.

Start by checking that you've included at least one cornerstone message in your piece of writing and alluded to your overall positioning or reiterated your *raison d'être*.

And then run one final proofread (a 100% *human* one) too. This is an essential task: the other day, my spelling and grammar checking tool managed to inform me that all was fine with a particular piece of writing that contained two typos *and* a missed out word!

ACTION: Carefully read through your work again, once you've done your editing.

Okay, so now you need to switch back into 'review' mode. If you can, you may find it useful to leave this task for at least a couple of hours – ideally even overnight – so the writing doesn't seem too familiar to you.

If your brain already 'knows' what it's going to read next, your eyes will scan more quickly and that increases the likelihood of you missing something. You want to be taking your time with this last stage; stay switched on and don't rush it.

Does everything still make sense? Have any typos or other errors crept in?

Is everything still sounding clear, concise and compelling? And like *you*?

Yes? Then it's time for a final proofread, deliberately reading every sentence slowly and stopping at all punctuation points to check they're used correctly.

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Start making your words work harder...

Once you get into the habit of reviewing, editing and checking your writing in this way, you'll find it soon becomes second nature and the process will get quicker each time.

It's an easy way to improve everything you write – in just a few minutes.

Like what you see?

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