

Improve Your Writing, Skyrocket Your Sales

Once upon a time, I was running a small marketing business, offering my services to local companies. Things were steady, but I knew I could do better.

I had heard that good writing could make all the difference, so I decided to focus on improving the way I communicated with potential clients.

I started tweaking my emails, blog posts, and even social media captions. Almost immediately, I noticed more interest and engagement.

More people were responding, my website traffic shot up, and suddenly, I was booking more clients than ever before. I felt like I had unlocked some hidden superpower.

But I was about to learn a big lesson.

The Mistake of Playing It Safe

At first, I stuck to simple writing tips I had read online - keeping sentences short, avoiding jargon, breaking up paragraphs. And while that worked for a while, eventually the results began to plateau. My emails didn't hit as hard, my blog posts weren't as engaging, and leads slowed down.

I thought I had mastered it, but in reality, I was playing it too safe.

I realized I wasn't pushing myself to truly connect with my audience. I was writing, but I wasn't writing words that sell.

I blamed the market, the timing, even the algorithms. But then it hit me - it wasn't them, it was me. I had gotten too comfortable with basic writing skills and forgot to focus on the most important part: making every word count.

How to get people to stay reading

Imagine, you're looking in a newspaper. The lines are very close together and the first thing your brain thinks is: "That's taking too long to read, I'm going to do something else."

And your potential customer is gone.

That is not the intention. So to get people to read your stuff, you need to make it easy to get into.

Short paragraphs.

No jargon.

No unpronounceable long sentences.

Be mindful of how you structure your stuff.

Every piece of content you create needs to hook the reader and make them want to keep reading.

It doesn't matter if it's a video, audio, text, etc.

If you use this tip into your writing it'll already get a lot better, but don't worry, there's a lot more coming.

P.S. Want to know how to keep people from wanting to stop reading your content?

Get in touch [here](#), if we're a good match I'll take a look at your marketing, make a plan, and discuss it with you on a call.

If you don't want to work together that's fine too. No pressure.

Source:

Get More Sales By Improving Your Writing

Good writing is the best way to get attention, attract more clients, grow your business, show people you're a pro at what you do, and beat any and all competition.

Being a good writer borders on being a superpower.

There's just one problem.

Most writing is absolutely awful. It's boring. Stilted. Rambling. Sleep inducing.

And it doesn't matter where you live either because this is not a local thing. Every country and every language has the same issue!

Why? There are plenty of reasons. School has failed us. Writing isn't speaking. And most people have never picked up on the tricks you can use to breathe life into whatever you're writing.

But the 'why' doesn't really matter. What matters is the 'how'. Specifically...

How To Fix Bad Writing For Once And For All

In this series of articles I'm going to give you the tips and tricks I use to write articles, videoscripts, blog posts, tweets and much more. Best of all? We're doing this in a non-boring way.

I don't care about the subject of a sentence or an 'intransitive verb' or a 'demonstrative pronoun'. We're going to leave all that to the English teachers.

What we're going to talk about is how to write words that sell.

Let's get into it:

The Quickest Way To Get People To Read Your Stuff

The first step is always to seduce someone into reading whatever you wrote.

Consider that you could write the world's best article or make the most compelling argument... and it wouldn't matter if they clicked off before you got the point.

Imagine a newspaper. Lots of lines formatted very close together. Dense. You look at that page and your brain says: 'pffffff, are we going to have to wade through all that?'

Now look at the article you're reading right now.

Looks a lot more digestible compared to a newspaper, doesn't it.

That's because I make it easy for you to get into. Short paragraphs. Easy to understand sentences. No heavy jargon or endless run-on sentences.

Short Form Versus Long Form Content

So does that mean you should make everything easy? Chop it up like babyfood? Talk like you're speaking to a toddler on Adderal.

Nope.

But you do need to be mindful of how you format your stuff. Doesn't matter if it's video, audio, text.

Any type of content you make needs to hook the reader and keep them going.

That's just the start though. Much more is coming.

Talk soon,

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P.S. Want to know how I'd make sure your prospects would be glued to their screen, unable to stop consuming your content?

Get in touch with my agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then fill out this form: <link to form page>

Headlines:

- Improve your writing, Skyrocket Your Sales
- Ultimate skill for getting more sales
- Secret to skyrocket your sales