

# How To Skyrocket Sales With A Stronger Writing Arsenal

**Setup:** Wanted to become a better marketer. I had been posting countless ads, with consistently horrible response rates. I decided to take a business class.

**Conflict:** Followed every lesson to a T. Did everything my professor suggested. Posted even more ads, still no leads.

**Resolution:** My friend looked over my work, told me it read like an autistic info dump.

**Solution:** It was wordy. Too many abstract terms that the audience wouldn't understand. All bunched together in one big paragraph.

**Close =** Language, sentence structure, punctuation, paragraph length; these are all assets for your writing arsenal.