

Source: How to write ads, Reports, Blog Posts and Scripts That SELL.

Headlines:

How to make your writing easy to read.

Improve your writing with these simple tricks.

Improve the performance of your writing with these simple tricks.

The easiest and quickest way to add some flare to your writing.

Outline:

Subject: Most writing is boring, it drags on for too long. Doesn't hook the reader and it is hard to read. Reason being it's normally clumped closely together like a pack of penguins but this time your brain doesn't like looking at it. Your Brain takes one look at a messy paragraph and immediately thinks "nah"

Problem: Most writing put out by companies whether it be on ads, blog posts, scripts. They all have a common theme of being boring. Stale, a pain to read. Usually because you have to force yourself to read them.

Agitate: Most of this boils down to the layout of the ad and the sort of layout they're going with. Most blog posts and the writing on ads looks either chaotic or all the writing is clumped together like penguins huddling for warmth. Yet this time your brain hates looking at it. If we look at it from a psychological standpoint, your brain is hardwired to use as little power as possible. It's a natural survival instinct engraved into our brains, it also means when you come across an ad or article that's got all of its sentences smooshed together your brain's first instinct is "damn that looks hard to read, we should definitely not read that"

Solve: So how do we solve this? We keep it simple, light hearted. As if you're talking to a friend at a bar, make it easy to digest. Don't get caught up in feeling like you won't be understood. Because when you do this you bloat everything you write. Before you know it you're several paragraphs deep with over five hundred words that all say nothing.

Close: If you'd like us to take a look at your ads and blog posts for a free analysis please feel free to get in touch with me on my email at: Baileywiles@wilesresults.co.uk Or visit my website and fill out the free marketing analysis form there. [HOME](#) |

Hook the reader by using these writing tactics

Most writing suffers from a common problem.

Whether it's an ad, blog post or a script.

The problem being most people's writing is boorrrring and more stale than a piece of bread left out overnight.

A lot of this comes down to the writing being bloated, filled with unnecessary fluff and beats around the bush while using lifeless language.

Paragraphs clumped closely together like a pack of penguins but this time your brain doesn't like looking at it.

Instead it throws up its barriers as if to say "nah we ain't reading this"

So the reader has to force themselves to read it if they haven't clicked off already.

Obviously this isn't good, we need to fix that.

Stop writing like you're a robot

Most writing tends to suffer when the person writing it gets caught up in thinking that people won't understand them.

Or they'll come across as rude or dumb if they structure things in a certain way.

So they end up cramping in all this extra stuff that adds nothing.

It sounds like an alien who made a robot who's now attempting to make first contact with a human.

It's weird, puts people off immediately.

So how do we get around this?

The bar test

A little trick I've learned that really helps me get around these problems.

Keep it extremely simple, to the point, no unnecessary filler.

While also not coming across like an alien.

This is called *The bar test*.

It's very simple, as you're doing your writing you'll be pretending that you're talking to a friend at the bar.

This way when you come across as an actual human being, it's almost as if you're speaking with the person who'll be reading your stuff.

This is a surefire way to connect with your audience, so they'll actually enjoy consuming your stuff.

While doing this sprinkle some active language in to really get the imagination of the reader going.

Combining these two things will ensure you'll hook your reader and leave them wanting more.

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Talk soon,

Bailey.

