7 Deadly Copywriting Sins

1. Don't tell readers what's in it for them

- Hide your offer, your point, your benefits. You don't need to make it relevant to your readers. They'll read–and care!–no matter what.

2. Focus on yourself

- Talk about yourself ad nauseam. And write everything from your own perspective.
  - No: Your pet is a member of your family. You want the best care, whether for check-ups, shots, minor procedures or complex medical needs. Care with compassion and love.
  - Yes: At Healthy Pets Idaho City, we are committed to veterinary excellence. Our caring staff and vets provide professional, full-service care for your pets.

3. Write weak copy

- Don't infuse personality in your writing. Whenever possible, write in the passive voice.
  - No: When's the last time you cleaned your junk drawer? File cabinet? Email box? You know, the tasks that niggle at you until you buckle under and tackle them.
    If you've got a ton on your plate and don't know where to start, your answer might be, "Um … yesterday?"
  - Yes: You may have been procrastinating when you have had a deadline. It may have become an issue if you were unable to decide where to begin.

4. Don't make your writing vivid

- Don't use enthusiasm or specifics.
  - No: "Nancy founded Natural Dog five years ago after she looked at the ingredient on her dog's food. She now employees 15 people! Nancy loves being Mom to five children, two dogs, three cats, and two guinea pigs."
  - Yes: "Nancy is a successful mompreneur."

5.   Stress features, not benefits

- People only want to know what the features are. They don't want to know how your service will improve their life or remove the hassle from their day-to-day.

6.   Don't worry about clarity

- It's better to be witty and clever. People will want to read fun things even if they don't know what you're talking about.
  This is common in headlines and calls-to-action (like button copy).

  - No: Check out movie times

  - Yes: Let's go to the movies!

7.   Ignore spelling, punctuation, and grammar

- Everything's more casual in the 21st century. Don't worry about being perfect. Who's going to notice? Or care?