

You really shouldn't be writing your own copy

No, I'm not questioning your ability to write. I'm suggesting that it may not make sense for you to handle your own writing projects. Why? Several reasons:

It's a waste of time. Well, maybe a waste of your time. Odds are your plate is pretty full, and writing your own copy may not be the most efficient way to empty it.

Copy is a different animal. The style of writing most of us learned in school falls flat when it comes to communicating with key stakeholders.

You're too close to things. You know the inside scoop and all of the baggage that goes with it. It's easier for an outsider to view you in the context of your marketplace and challenge internal assumptions.

You can be detached. When an outsider writes your copy, you can be more objective in editing. Plus, you can deflect internal criticisms.

You still get the credit. When the project succeeds, it's because of your solid direction and your ability to identify the right writer.



Meaningful is far more powerful than Powerful

Think that sending a more powerful message is the best way to get a rise out of your audience? It isn't. Power focuses on the message, while the most effective communication focuses on the audience.

What people call "powerful" is often a form of communication by intimidation – and typically offers little more than puffery that people see right through. So much so-called "powerful" language has actually become trite, meaningless, and just plain weak through overuse.

If you really want to connect with any audience, make your message meaningful. Don't stand on a mountain and shout powerful words at them; stand among them and discern what they see as important. Understand their concerns and desires. Then frame your message around that.

Write with your audience in mind, sharing factual, benefit-oriented messages that relate to their needs. You'll connect like never before, because meaningful is far more powerful than "powerful" will ever be.

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