

MEGAN ELIZABETH CLARK COPYWRITING

Checklist for Health and Fitness Copy That Sells

ALL THE MUST-HAVE COPY TIPS FOR
BEFORE, DURING, AND AFTER YOU
WRITE



Does your
writing check
all the boxes?

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BEFORE YOU START WRITING

Know your audience!

How well do you know your target audience? Can you describe them? Build a life story for this person you are writing for- don't just have a general "women in their 40s", give this person a name and a story. Does she have kids? What does she love to do? What is she worried about?

If you write for everyone, you write for no one. If it isn't clear who you are writing for, go back and add in more specifics such as details only your audience would know, language they would use, stories they can relate to, etc.

Your product or service won't sell if you can't speak the language of your target audience and if you can't be clear on exactly what you want them to do.

- **Ask yourself these questions:** Who am I writing this for? Who is my reader? Why are they reading this, what do they want to achieve? What are their beliefs? What are their pain points? How can I help them? What problems are you solving? What is it that I'm offering that will help them achieve their objective?
- **What is your offer?** Be very clear what the offer is for your reader and build your copy around it.
- **Know your Call to Action (CTA)-** what specific action do you want your reader to take? (i.e. click a link, sign up for your newsletter, etc.)

AS YOU ARE WRITING

Live in the present, be active, and tell a story

There are so many mistakes writers make in their copy that cost them the sale. Small details like formatting, unclear next steps, passive voice, and long sentences can distract, confuse, overwhelm, and discourage a reader from continuing on.

Your copy should draw in and intrigue your target audience right from the headline. From the first sentence onward your writing should encourage them to keep reading because they are hungry to know more and because it's easy to just keep on reading.

- **Use bullets and numbered lists to break up your text-** keep copy to about two to four sentences per paragraph.
- **Capture the reader's attention immediately-** like immediately and not in sentence four.
- **Limit your number of adverbs-** remove those that aren't necessary (and make sure your adjectives are providing detail/a story and aren't vague or unnecessary).
- **Use active voice as opposed to passive voice.**
- **Get to the point!** Make sure your writing is direct.
- **Put your Call to Action (CTA) at the end of your copy-** make sure it is super clear.
- **Are you backing up any claims and numbers with credible sources?** Modern-day readers are far more distrustful of what they read than in the past. Make sure you are answering their critical questions right away.

AFTER YOU WRITE

Speak to your audience and not at them

As the saying goes, it's the little things that matter. Little things like small errors in your writing that build distrust in your reader, run-on sentences that confuse your reader, and language like "they" and "them" that lead your reader to believe that you aren't speaking to them directly.

It's important to check your copy before you hit "publish" and ensure you have the reader in mind throughout the entirety of your writing.

- Proofread your copy-** don't just rely on the computer.
- Check for run-on sentences-** does it read smoothly?
- Check for your use of the third person-** Change "them" to "you". Speak directly to your target audience, not at them.
- Remove unnecessary industry-specific or complicated jargon-** could it be said in a simpler way?
- Ask yourself- Is your headline attention-grabbing or meh?** And does it accurately describe the copy you've written?

DON'T FORGET ABOUT SEO

Make it easy for your target audience to find you

It doesn't matter if you have the most flawless blog, product description, website copy, article, or home page in the world if no one clicks on your website to see it. SEO, or Search Engine Optimization, is like the invitation to the party you are hosting, without it you end up by yourself in your party hat feeling sad. When it comes to writing copy you are writing for two people: your target audience and Google. Check the box on these must-have SEO tips to ensure you are bringing your target audience to your website.

- **Check the length of your text.** The shorter your blog or article the more likely Google is to rate your website as "thin" and not relevant or valuable for readers.
- **Add outbound and internal links.** By linking to previous blog posts or articles you've posted (internal links) or outside sources (outbound) you are saying to Google: "Look how relevant and related I am to other content out there!"
- **Don't forget about the meta description!** Make sure the text is inviting and clearly describes what the reader will get when they click.
- **Make sure your content is easily understood by a 6th grader.** If your content is easy to read it keeps people on your page for longer, which increases your Google ratings.
- **Include key search terms or phrases.** Make it easier for your website to pop up first by including the phrases that people are searching for.

IN NEED OF A COPYWRITER TO CHECK ALL THE BOXES FOR YOU ON THIS CHECKLIST?

My name is Megan Clark and I am your health and fitness copywriter.

Visit meganelizabethclark.com, have a look around, and book time with me to talk through your goals to see if I am the right fit.



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