



How to Write Better Copy part five transcript

Welcome to the fifth and final part of how to write better copy. In this fifth section, we are going to be looking at the importance of proofreading.

Let me give you an example. This is one used by a copy editing friend of mine quite a lot, and it always makes me smile. It's just a reason why proofreading is so important, partly because you might make an embarrassing mistake like this, but also because people like me really notice misplaced apostrophes and typos and, and the like. And, and what it does is that it raises doubts about the quality of your work in other areas as well. The thinking goes well, if you've missed that there or if you don't know that that apostrophe goes there, then what else don't you know? And, and can I really trust you with my business? I've got seven proofreading tips for you to help you minimize the errors in your work. The first is to proofread a couple of days after writing something if you possibly can. Because if you read something a couple of days after you write it, you'll read, you are more likely to read what it is that you've actually written rather than what it is that you think that you've written. The second option, which is particularly good if you're short of time or if you know that your grammar or spelling isn't as good as it could be, is to send it to a friend to proofread it.

Third tip is to print something out, to proofread it. It's also a lot harder to spot mistakes on screen, whereas if you print it out, you are much more likely to pick them up.

Fourth tip is to read it aloud or use Microsoft's read aloud facility.

The fifth tip is to use tech such as Grammarly.com. It's not always right but it will help you spot the big problems.

The sixth and the seventh points are kind of half of the same idea really. It's to, it is to proofread twice and proofread in different ways each time. So the first time you proofread something, proofread it at a high level to check that you're making your points well and you've covered everything that you want to cover, and the argument flows logically. The second proofread is the detail proofread. It's to spot the words you might have missed out or the extra and that you've added in somewhere or the, the apostrophe that you've missed or put in, in the wrong place. If you are looking for useful references to help you when you are writing and to help you with the proofreading elements of it the concise Oxford English dictionary is a great start. The Concise Oxford Letters is really great for spotting alternative words if you discovered that you've used the same word too many times and you want to find an alternative

If you are a little bit shaky on grammar. Lynn trusses each shoots and leaves is a really good basic primer for grammar. It's also really funny and really readable, so it doesn't feel like you're going back to school in any way. Troublesome Words by Bill Bryson is a great book for common misspellings. And also again, because it's Bill Bryson, it's, it's really entertaining. And then lastly, if you are looking for a basic

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copywriting book that can, you can refer to, my recommendation would be *Right to Sell* by Andy Maslin. So in conclusion, when you've written something, remember how important it is to proofread it.

This is the last video in the How to Write Better Copy Course. So I'd just like to spend a couple of moments recapping what it is that we've covered. In the first section, we looked at the importance of developing a client avatar so that you are talking to your audience as real people rather than faceless businesses. We then looked at the importance of using benefits and not features so that you are answering the question, what's in it for me? That's always in your reader's minds. We then looked at making a plan and how useful that is to help you give your writing real purpose.

In the fourth video, we looked at writing for the right medium and how your writing should differ very slightly depending on what it is that you are writing for. And then in this last section of the video, we looked at the finishing touches and we looked at proofreading. So that is it, that is the end of the course. I hope that you found it useful. And I hope you've enjoyed seeing the process of how copywriting works. If you'd like any feedback on any copy that you are writing or if you've got any comments or questions on anything that I've covered in these videos, then please get in touch. I'd love to hear from you and know how you're getting on. So that's it. Thanks again and goodbye.