



How to Write Better Copy part three transcript

Welcome to part three of How to Write Better Copy. In this part of the course, we are going to look at the importance of having a plan. Before you pick up your pen or put your fingers to the keyboard, there is a very simple four step process involved in putting together a plan, and it is called the Rome Strategy. Rome is an acronym that stands for Readers Objective Action and Impression. So let's look at each of those in turn, the readers, in other words, who is the audience for the piece that you are writing?

The client avatar that you created at the start of this course will be incredibly useful here. You might want to refine it for each piece that you write, just to check that it's, they are the same readers. You might also like to bear in mind if you are writing for a newspaper, for example, or a magazine their typical readership, if you ask for their media pack, then it will tell you the sorts of people that read their magazine or that newspaper so you can get a handle on, on who could potentially be reading your work. The next thing to look at is the objective. In other words, what is it that you are trying to do with this piece of writing? So it might be that you are looking to introduce a new product or remind people of a product you introduced recently. It might be to celebrate a success. It might be to launch a new service. It might be to give your markets some news, whatever it is before you start, be absolutely clear what that objective is and what you're trying to do with this piece of work.
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The next thing, and probably the most important thing when you start writing is to understand what it is that you want the reader to do once they have finished reading your piece. So it might be to call you, it might be to buy something. It might be to sign up for something. It might be to go and visit a website or to look at a different page on a website they're already on. It might be to do something, whether that's to get advice on their pension, pop from their financial advisor or book an appointment with their dentist, and so on and so on. What is it that you want them to do once they've read this piece of work? This is known as the call to action and having a call to action and not having a call to action is the difference between having a piece of writing that's got a purpose and having something that feels just a little bit aimless.

It's a wasted opportunity for you. And it's also confusing for your reader. As one person put it to me once, if a piece doesn't have a call to action, it's like getting to the end of the road and not knowing where to turn next. The other thing to bear in mind with your call to action is to make it really clear and compelling and don't need them in any doubt about what it is that you want them to do. And also make it easy for them. If you want them to call you, then make sure that your phone number is on the piece really clearly. If you want them to go to another page on your website, make sure that you've given them a hyperlink so that they can just click it and go there.

The fourth thing is the impression. What will the reader think of you? You might want them to think of you as knowledgeable or professional or friendly or helpful or clever or reliable or authoritative. Knowing



this helps you work out the sort of language that you want to use so you know, you know the impression that you want to leave in your reader's mind once they've finished reading the piece. So those are the four things that you need to think about and understand before you pick up your piece of paper to start work. So, in conclusion, plan before you pick up your pen, I'll see you in part four.