

## **Write for the Reader**

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One of the biggest challenges of most communications individuals is writing copy for any marketing materials. Whether it is for a news release, brochure, web site, advertising or posters, the same common denominators apply to writing effective copy.

The most important concept is for you, the writer, to become the reader. Most organizations like to think that their products or services are intuitive and customers understand the benefits associated with purchasing them. That's simply not true. List the key traits and characteristics you really want potential customers to comprehend and begin writing from there.

Another challenge is to be concise in your writing. You've just listed all the terrific attributes of your product or service, but to keep the readers' attention you must be succinct. Prioritize your key messages and customer-focused attributes and focus on them.

Don't plan to be all things to all people. Presumably you've developed this product or service to address a need for a distinct audience. Tout those benefits and leave the "extras" for the delete file.

Be the reader. Be concise. Address your audience. Taking these initial steps will help you in communicating more effectively to your customers.