



**BROKER BITESIZE:
START WRITING MORE
ENGAGING COPY TODAY**

SOME SIMPLE WAYS TO MAKE YOUR COPY MORE ENGAGING

Do you want to make your writing more engaging for your customers? Then we're here to help.

Here are three questions you can ask yourself when you're writing to help you make the best copy choices. Each question comes with some top tips that you can start using right away.

1 WHO IS YOUR AUDIENCE?



A good place to start is with your audience. What do you know about them?

This could include:

- Age
- Location
- Profession/job title
- Expertise level
- Family
- Income
- Interests and hobbies

It's really important to make sure that your copy is right for the people reading it. Use language they are going to understand, and avoid technical terminology or jargon for readers who are not experts in your chosen topic.

Top tips:

- > Use **short words** that everyone understands. It's tempting to try to use formal language to sound serious, but your readers will be grateful if they can easily understand what you're saying.
- > **Write out acronyms** in the first instance – for example, you might say "Motor Insurance Database (MID)" in the first reference, then use MID after that.
- > **Explain anything technical** unless you're sure your reader will definitely understand it. Consider using diagrams or examples to help.

2 HOW DO YOU CREATE COMPELLING CONTENT?



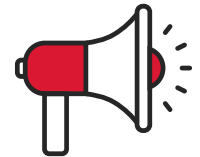
Depending on where your copy will appear affects how your reader will engage with your content.

For example, in a digital channel, such as in an email, on your website or on social media, we know that readers are more likely to skim read your content. The majority of digital readers scan new pages they come across, as opposed to reading word-for-word.

Top tips:

- › **Break up text.** Use subheadings, paragraphs and bullet-point lists to break any large blocks of text. Remember to make any subheadings specific and informative.
- › **Highlight key words** or phrases in your copy, so that if someone is glancing over it, the key point really stands out. But remember to use this sparingly: if you bold too much, then it loses its impact.
- › Put the most important things at the **top left** of your page. Readers will typically spend more time looking in this area of a screen than anywhere else.

3 WHY SHOULD YOUR READER CARE ABOUT WHAT YOU'VE GOT TO SAY?



It's tempting to start with what you and your business want to say – and of course this is important. But equally important is this: why should your reader care? Make sure you put the thing that the reader will care about most at the front.

For example: you could say “We have launched a new claims process” – to your business this is very important. But why should your reader care? Instead, you could try “Your claims are now processed twice as fast with our new claims process”. Here, the reader knows exactly what's in it for them.

Top tips:

- › Talk about “**you**” more than you talk about “we”. This centres your reader in your copy. For example “We've got a new product” could be “Flexible insurance that suits you”.
- › Make sure you have the **most important thing** to your reader (rather than your business) **at the top** of your article or email.
- › Use the **active voice** where you can. When you make it clear who is doing an action in a sentence – this means you are using the active voice. E.g. “We will call you back within 24 hours” – it's clear they can expect a phone call. However, the opposite is the passive voice, which may be “The team will get in touch”. The active voice is more precise, it's shorter, clearer and more engaging.
- › Make sure it's very clear what you want your reader to do after reading your content. This might be a click through to your website, complete a form, or to call you – this is your **call to action**.



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