

## Copy

Copy is basically the words you use to sell your product or service. No matter what you do, you need to be able to sell your products or services. You also need to be able to sell your company as the best option for buying those products and services.

Using the right words to effectively communicate your message to your avatar (see Avatar worksheet) will make the difference between potential customers choosing you, or a competitor.

### Copy on my website?

Why do people want your product or service? .....

What are the main benefits to a user of your product or service? .....

.....

.....

What is the end result that users could achieve? .....

.....

How would this make them feel? .....

.....

Are you getting these results, benefits and feelings across in your copy? Yes  No

What changes could be made to your copy to sell your products or services in this way? .....

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Have you used plain English throughout your website? Yes  No

What are the key words and phrases that people would type in to search for what your company offer?

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Are these key words and phrases in your copy? Yes  No

