

Website Copy

Best Corporate Branding Agency UK - *Business Excellence Awards 2020*

BRANDABLE & Co.

We're on a mission to make business more human
because being human is good for business

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EXPRESS YOURSELF & GET YOUR WEBSITE TO START THE RIGHT CONVERSATION

If you're thinking about it, working on it, or in need of refreshing your website copy, this is for you. We've called in an expert who knows her stuff, our clients rate her, and she's kindly agreed to share some of her web copy wisdom with you. Sam Brown is a talented copywriter and founder of [Made Simple by Sam](#). Over to you Sam...

Whatever you are selling, products or services, you need to engage in a conversation with your potential customers. Relying purely on face-to-face interaction is simply not a sustainable business model and places like your website have to do the initial talking for you.

- What is your website saying on your behalf right now?
- Is it an effective member of the team, representing everything you stand for and conveying your personal tone and values?
- Or is it giving potential customers a diluted version of your message rather than amplifying what you would say if you had access to them in person?

People are often so concerned with 'getting it right' that they tend to overthink when it comes to writing copy about their business. Language becomes a bit stilted and the passion and human element is written out in favour of a more formal approach. There can be a sense that writing something and publishing it online means it has to strike a suitably 'official' note.

This is absolutely fine if your brand is defined by a very serious, formal voice but that isn't the case in most instances. It's time to relax a bit and remember that your website is there to replicate you having a conversation with your future customers.



SO HOW DO YOU ACHIEVE THIS?

THE FIRST THING TO FOCUS ON IS THE BACKGROUND WORK. YOU SHOULD HAVE IT ALL IN PLACE BY NOW FROM YOUR BRAND DEVELOPMENT BUT THERE'S NO POINT IN SITTING DOWN TO TRY AND WRITE YOUR WEBSITE COPY UNLESS YOU HAVE REALLY CLEAR ANSWERS TO THE FOLLOWING QUESTIONS:

- **WHAT DO YOU WANT YOUR WEBSITE TO ACHIEVE?**
 - Product sales?
 - Awareness raising?
 - Direct contact to develop the conversation on a one-to-one level?
- **WHAT ARE YOU OFFERING?**
 - This particularly applies to service providers – are you clear on exactly what you are providing and in what format?
 - Do you have well-defined, easy to understand packages in place?
- **WHO IS YOUR CUSTOMER?**
 - What is their problem?
 - How are you going to solve it?
- **ARE YOU THE FACE OF YOUR BUSINESS OR DOES IT SIT ALONGSIDE YOUR PERSONAL PROFILE?**
 - If your brand is built around your personality, how much of yourself are you willing to share?
 - If you're more in the background of your business' identity, is there a clear voice without the personal figurehead in place?
- **IF YOU WERE GIVEN 15 MINUTES ON THE TED STAGE, WHAT WOULD YOUR TALK BE TITLED?**
 - What is the one message that's more important to you than anything else?

“Perhaps the simplest way to capture your brand’s tone of voice in your website copy in the first instance is to get talking rather than writing”

SAM BROWN
MADE SIMPLE BY SAM

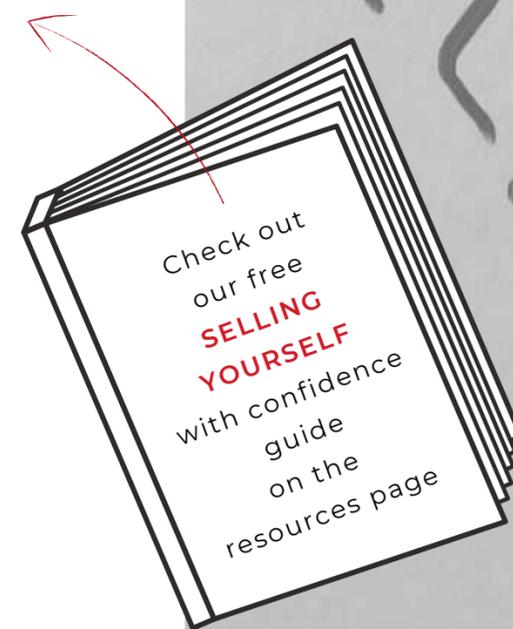
NOW YOU'RE READY TO GET WRITING, IT'S TIME TO PIN DOWN YOUR VOICE.

If your website is starting the conversation on your behalf the last thing you want is a sense of disconnect that leaves potential customers thrown the first time they actually talk to you in person. The experience needs to be the same for people however they are engaging with your business. Customers want to build a relationship with brands and for that to happen authentically, consistency is required.

Perhaps the simplest way to capture your brand's tone of voice in your website copy in the first instance is to get talking rather than writing. Record yourself working through your offering, your values and your background. If you feel uncomfortable talking to yourself, get someone else involved – their questions will no doubt open up interesting areas for you to think about.

Now listen back and start taking notes. What words or phrases have you used that really resonate and you feel truly capture your brand? These will become the bedrock of your website copy.

When you approach your business from the perspective that **selling is nothing more than a transfer of enthusiasm** it becomes clear that your passion and energy are what must shine through most on your website. Undeniably, you have to work harder to generate the same excitement for visitors to your website as you would during a face-to-face meeting. But using the language that lights you up when you're discussing your brand in person will do a lot of the work for you.





KEEP IT SIMPLE

ONCE YOU'VE LAID YOUR FOUNDATIONS WITH YOUR KEY MESSAGES AND PHRASES YOU CAN BUILD THE REST OF YOUR CONTENT AROUND THEM.

Keep it simple and regularly ask yourself what barriers you're putting in place for visitors to your site. Don't make your customers have to work to understand what you're offering and how. Remember that just because something seems obvious to you, it may not necessarily be clear to everyone else.

When everything's drafted and you think you're happy with it, add another step and read it out loud to yourself. Does it sound like you? Or do you feel like you're reading from a script someone else has written? Revisit all of the lines which trip you up or make you pause and smooth them out to match your natural voice.

This may all appear somewhat basic, but sounding like yourself in your written content **should** be simple. Opening up an authentic conversation through your website is one of the secrets to making your business more human.

MEET THE EXPERT: *Sam Brown*

 @made_simple_by_sam

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We'd like to say a big THANK YOU to Sam for sharing her copywriting wisdom with us. We first heard about Sam via a couple of clients, who were singing her praises. We get to know our clients well during the brand DNA process and having seen Sam's work enhance websites, newsletters and social feeds, we love how she is able to capture each individual's authentic tone of voice, and make their digital copy sound very human! If you're stuck in draft phase and struggling to write copy that really captures your voice it might be time to bring in an outside perspective.

Sam Brown is a copywriter who specialises in helping small businesses find their voices. With a background in communications and publishing she has spent more than a decade telling stories in one way or another.

Working through your messaging, values and customers together with Sam is a great place to start. She will then create your website copy or any other form of copy you may need for you, your brand or business. Maybe you'd like Sam to draft new copy or if you already have a website that needs a refresh, we'd recommend opting for her overhaul service. With this service, Sam will take what you have and bring it to life, injecting your voice and story into the copy to ensure your website is starting the right conversation with your customers before they even get to you.

In case you're wondering what it might cost to work with a copywriter, we asked the question for you and with prices starting at £400 for a three-page website, we think Sam is providing great value to individuals and small businesses.

You can connect with Sam via her website madesimplebysam.com or on social media

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Made Simple by *Sam*



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