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Hook em' upfrontUse a lot of bulletsFirst, pleaseFirst words count These are 4 quick ways to try to increase the chances of someone reading your web copy. but keep reading! According to web usability guru Jakob Nielson, people don't pour over their copy, but skimming it for keywords. The first paragraph of the article is most likely to read, as well as the beginning of a few words of a sentence. In fact, the average person only reads 20% of what you write! I hope I at least made you read this paragraph. You also need to break your copy with infographics, photos and visuals, including videos. As we know from YouTube, the video works. [youtube tJYj3VGivOE] In the B2B world, we have an even bigger challenge because our content instinctively lacks the appeal of a consumer copy. That doesn't mean it can't be convenient and attractive. B2B inbound marketing company HubSpot (hubspot.com) is a master at this, effortlessly combining blog posts with video and lead generation tools, all together in easy reading. Here are 7 tips for focusing positive attention on your content while retaining readers and ... Read. Avoid jargon and acronyms. No HSAA, AMB, BEH, DSP, DMP ... . However specialized a field you try to promote, delete within terms and acronyms. Never underestimate the ability of business buzz words and jargon to alienate and annoy. Avoid excessive promotion. Perhaps the best way to gain interest and sell yourself is to strive for information and engagement, not self-request. Be your own. People relate and respect authenticity and if you use your own voice, you can expect a greater response. Use the right keywords. Keywords are relevant words or phrases that rank highly in search engine results. While you'd like to use keywords throughout your message, it's important that they look natural. Respond to your clients' needs in both a conversational and accessible way. Ask a few of your clients in advance if you'd be interested in reading the content you plan to share. If they are interested in the idea, topic or style of writing, chances are that others will do it. It is important to remember that digital content for B2B space does not have to be boring. In fact, by focusing on making your relevant, useful, interesting, easily searchable and simple, you'll be on your way to getting an audience. Wendy Marx, B2B PR and Marketing Expert, Marx Communications They say you created an Excel workbook that you need to distribute, but you can't discover the formulas you used in that workbook. We'll show you a simple trick that lets you copy a worksheet to another workbook and quickly remove formulas, so they only show results. 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A new Excel workbook is created, and the copied worksheet is poured into the workbook, along with the name of the worksheet tab. You can save this workbook with a different name to preserve the original workbook. Select all cells on the worksheet that you just copied to this workbook by pressing Ctrl+A or by clicking square in the upper-left corner of the cells, between column letters and row numbers. Make sure the Home tab is active. Under Clipboard, click the down arrow on the Paste button, and then click the Values button under Paste Values in the drop-down menu, as shown in the picture shown so far. The worksheet now contains only the results from the formulas in the source worksheet, not the formula itself. Follow this procedure for each worksheet in the source workbook from which you want to remove formulas. After you create a new workbook, keep it open, and you can select that workbook from the Reservation drop-down lists in the To move or copy dialog box. Flaming paths are hard work. Following them is easy. Whether you're a researcher, two machetes in hand, hacking your way through the most queasy maquis, a developer launching a breakthrough app into a crowded app store or a consumer electronics giant, packing existing technologies in a way that finally makes them exciting and accessible to the mainstream, it can cost a fortune and take a tremendous amount of time and effort to bring the winning product to market. And relatively little to copy. This is simply the reality of the modern market. Whether you're a boot-strapping indie dev who managed to produce a hit game just to see a giant gaming house replicate it almost exactly, or a mega corporation announcing a market change - even creating a market - mobile devices just to see a range of products designed as they're designed to take over that market - or at least try it - that's how the world works. Samsung is almost annoying Apple products from power plugs to icons, on the desktop, and massive manufacturing partners and retail competitors are now fighting in court solely to determine how many, if any, of that copying were legal. And Apple has copied its share of ideas and implementations over the years. Indeed, innovation stands on the shoulders of what went before, great artists stealing inspiration from great artists who came before, all of which is a remix. While it might be for an indie dev who watches replicated versions of their hard work hit the app store - in some cases over and over again - and it might be for Apple watching its nifty interface ideas get promiscuously given free, it doesn't change anything. Even in the case of hits, innovators enjoy only a narrow lag between launch and replication to truly buck the profits of their creations. If something's good, if something works, if something works, it'll be copied, cloned, it'll be demolished. Is it really any coincidence that the company whose products copied Apple's the most was also the most successful in the platform's own space? The only way to fight copyists and keep copying at bay is to take those success windows and build on them, and do it in a way that's not that easy to copy. That's why Apple doesn't just sell phones and tablets. They sell iTunes and iCloud. They sell AirPlay and Siri. They sell an experience that becomes something that just works together. They sell something that, once you buy, buying into even more provides even greater value than the sum of the parts. You can own another company's iPad and phone or media box or computer. But owning an iPad and iPhone and Apple TV and Mac brings you far more value. Your apps look the same and work the same on all your devices. Music, movies, and TV shows are shown on all devices. Your personal information, browser tabs, and reading positions are synchronized in everything you own. You can download a network-sponsored app on your iPhone, have the same app that just appears on your iPad, and your family can be AirPlaying any Olympics event on your big-screen TV just minutes later. This is just one example of many that Apple absolutely nails. Functionality, user experience, and brand attachment are not trivial to copy. It is a product strategy that is almost incomprehensible to those who have a strategy to copy. Right now, Apple is spending millions of dollars on lawyers, battling Samsung across continents and unveiling prototypes of devices and product histories that they wouldn't otherwise discover, because they're outraged that Samsung copied the iPhone and iPad the way Samsung probably copies refrigerators and countless other products for decades. When Steve Jobs launched the iPhone he said Apple was five years ahead of the competition. Now, five years later, even the competition. New devices are no match for iOS's multi-touch user experience in consistency or quality or iTunes content in accessibility or availability. But they match and even beat Apple when it comes to individual features and functionality. Apple's reaction to Samsung is understandable on a very human level. Most of us probably wished we could do the same thing when we feel copied or robbed. Including those who felt copied by Apple. It's, really and truly. But in the end, it's a losing battle at best, and a distraction at worst. Tim Cook said Apple can't be a programmer for the world, but the alternative is much, much worse. No matter how Apple vs. Samsung plays out, or individually copying apps plays out, in a courtroom of innovation doesn't have to win. It is in the laboratories for product design, go to market strategies and retail shelves. Because copying never stops. And the only thing worse than copying is losing the ability to innovate and become a copycat. We can earn a commission on purchases using our connections. learn more. Sitting on a blank page where you have to put some words is a daunting task for many people. Even scarier is the fact that you pay money for advertising, so it has to work and you're actually not sure how to write exactly what you want to say. How do you that? I do a lot of training for people in this area and the first thing I say is that most people can't write a copy naturally. It's a learned skill so don't feel bad if you can't do it, because you're pretty normal. By following the simple steps below, you'll be well on your way to writing a good copy for any commercial or commercial. One thing I'd like to get myself into at this stage is that like a lot of people talk too much when they're nervous, a lot of people write too much when they're nervous about writing a copy. With confidence comes the ability to be happy with the white space. Cluttered commercials are often less effective (but not always), so as you develop your copy-writing skills try a few variations of your commercial. Take an interest in what other people write in their commercials and listen carefully to radio and television commercials to gage as they are written. At the end of the day, all the commercials need someone to write something. Step 1: Be very clear about what you are trying to achieve from your copyExpressing desired goal of what you want to say is a very good starting point for writing a copy. Whether you want people to pick up your phone to buy or make an inquiry, or want to let people know you've moved rooms or have a one-day sale, be very clear about your message to achieve the desired end result. Step 2: Make a list of important information This means making a simple list of information and messages you want to get potential customer. Look at the list, is it too long? Recall, good advertising will send one strong message, not five weaker messages. Step 3: Write a great, bold title If you have read any other section in this book, you know that I am a great believer in the use of great, courageous attention titles. I especially like headlines that are questions. It's a view shared by many leading advertising professionals, but few companies actually follow that path. You should think about it. Step 4: Write down all the other information to include This includes a few simple ones, but most of the information you'll need to include depends on where the ad or advertisement is placed. Obviously you will need contact information - address, phone number and possibly fax number, e-mail and website. You may need advice for foreign or interstate buyers. In addition, there may be legal requirements that you may need to increase, such as the terms and conditions of the sale. List all this to ensure they are included. Step 5: Answer the question in the heading If you ask a question in the title, answer it in the first sentence of the copy, and then lead to what, when, why and how. Step 6: What, when, why and howIt covers the details of your copy - what you want the customer to know in order to attract them. If you have huge sales, tell them what happens, when it happens, why it happens and how the customer can get a piece of it. The big question to answer here is the benefits for the customer. Why would they buy your product? Step 7: Opt for a writing styleDegrade whether you want your ad to be written in the first person with phrases such as 'I'm Dirty Harry and I own Dirty Harry's Chinese restaurant'; another person, 'We heard about the team at Dirty Harry's Chinese restaurant', or a third person, 'People who visit Dirty Harry's often compliment the chef'. You also need to decide whether you want the copy to be funny, serious, conversational or educational. Step 8: Keep sentences short and sharp, and words simpleAdvert copy really need to be kept to a minimum. Sentences must be short and words must be simple. Use descriptions, but do not try to be too floral otherwise people begin to get bored and lose interest. Step 9: Put it all together Now you should have the basis of your ad. Now it's time to put it all together, check the spelling, see it flow and make sense. You may have asked a question in the title and it was answered in the following copy. All details are filled in, the style is consistent and the spelling is correct. Now it's time to move things or change words that don't seem to work. Step 10: Close with a call to actionYo customer must get a reason to act now. Must. what to do next and they need to be persuaded. If you follow the steps above, you will be well on your way to having a good copy, which can be used in any situation, designed to get people to take action.

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