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## **Make Your Emails More Readable**

Today, we're diving into the crucial topic of effective communication and how it can make all the difference in your marketing efforts.

"Write to the chimpanzee brain - simple and direct." This golden rule may sound odd, but it holds the key to unlocking success in your marketing campaigns. No matter what you're selling or how fantastic your product is, if your target audience doesn't understand your message, they won't buy. It all starts with clear and concise communication that resonates with your reader and makes it clear what you are selling them and why they should buy from you.



## Keep it simple

Another good rule we like to use is that your copy should be understandable to the average 12 year old. Using excessive vocabulary and unnecessarily complex sentences may cause confusion for some readers. You must assume that not every customer will have fantastic reading comprehension, and it's important to try and avoid limiting your customer base by creating copy that potential customers just don't understand. If someone can't understand your copy, or what it is your selling, they probably won't be inclined to purchase from you.

Until readers can understand what you are writing, you are just talking to yourself.

Knowing your audience is essential. Just because you and your industry team comprehend your content doesn't mean your customers will be able to, put yourself in their shoes and speak their language. You need to understand your target audience and write specifically to them, which will vary from brand to brand. Obviously, Rolls Royce may use a different writing style in their adverts compared to Hasbro toys, but

most businesses don't fall at such extreme ends of the business spectrum. It's important that you keep your consumer in mind, but aim at producing your copy in its simplest form to avoid alienating any potential customers.

## **“Spare me the details”**

This can also be applied to technical jargon and excessive details. Take the example of someone buying a shelf from Ikea. Most customers aren't going to be bothered about the exact type and origins of the material, the manufacturing process, and the number of screws and bolts that it contains. They will want to know if the product will provide a solution to their problem, in this case holding up their books. The same principle can be applied to most products. Technical details may sound impressive to a small number of industry professionals, but the majority of customers are only going to want to know how well this product can solve their issues and benefit them. Always lead with the benefits, and include small details later on or in a separate document.

## **Testing for readability**

A great way to assess the readability of your copy is to use the Flesch readability formula, which gives your written work a score on how easy it is to read. Back in the 1940s, Rudolph Flesch introduced a formula to assess the readability of your content.

This formula provides a score between 1 and 100, with higher scores indicating easier-to-read text. You can calculate this score manually, but most word processors and online tools can do it for you.

## **Dont over complicate things**

It is important to remember your ads will only get a fraction of people's attention. They won't spend time carefully studying it no matter how good your product or offer is, so make it simple and compelling. For optimal readability, aim for an average sentence length of 11 words. Lengthy and complex sentences can discourage readers, limiting your potential audience and therefore limiting potential customers.

A good way to improve the simplicity of your copy is to be as specific as possible.

Specificity draws the reader in and eliminates the need for them to decipher your message as it is simply presented to them. For instance, instead of saying "become financially successful," be specific and say "you will make up to £2500 each week.".

This makes it much clearer to the customer exactly what they will be receiving and saves them from having to speculate.

## **Four top tips**

Here are some tips on how to enhance the effectiveness of your communication:

- Tip 1: Use short and simple words. Around 70-80% of your words should be one-syllable words. This makes your copy more engaging to a broader audience and readable for all.
- Tip 2: Keep your sentences short. Each sentence should focus on one point with the next sentence building upon it, creating an exciting flow for your readers. Longer sentences can be overly complex and turn readers away.
- Tip 3: Employ the short, short paragraph trick. Occasionally, break the norm of a 4-5 sentence paragraph with a 1-2 sentence paragraph. Use this to ask rhetorical questions and then answer them in the following paragraph. This technique guides the reader's eye down the page and rhetorical questions are a great way to engage your audience.
- Tip 4: Add a personal touch. Use pronouns like 'you,' 'them,' 'I,' 'he,' 'she,' 'they,' etc. 'You' is a powerful word for copy; it creates warmth and establishes a personal connection.

## Summary

In summary, use short and easy-to-understand words and sentences. Engage your readers with questions and personalized pronouns like 'you.' Repetition can also work in your favor, reinforcing your message and making it more memorable.

Effective communication goes beyond just words; it's about resonating with your audience and inspiring them to take action. Whether you're writing an ad, crafting an email campaign, or creating website content, keep your target audience in mind and tailor your message to their needs and preferences. Embrace your inner "chimpanzee brain" and write with simplicity and clarity, simple enough for anyone to understand while still covering the details. This may take some time to master, but you'll be amazed at the impact it can have on your results.

Best of luck in applying these copywriting techniques to your work. Let us know how it goes through our social media pages!

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