

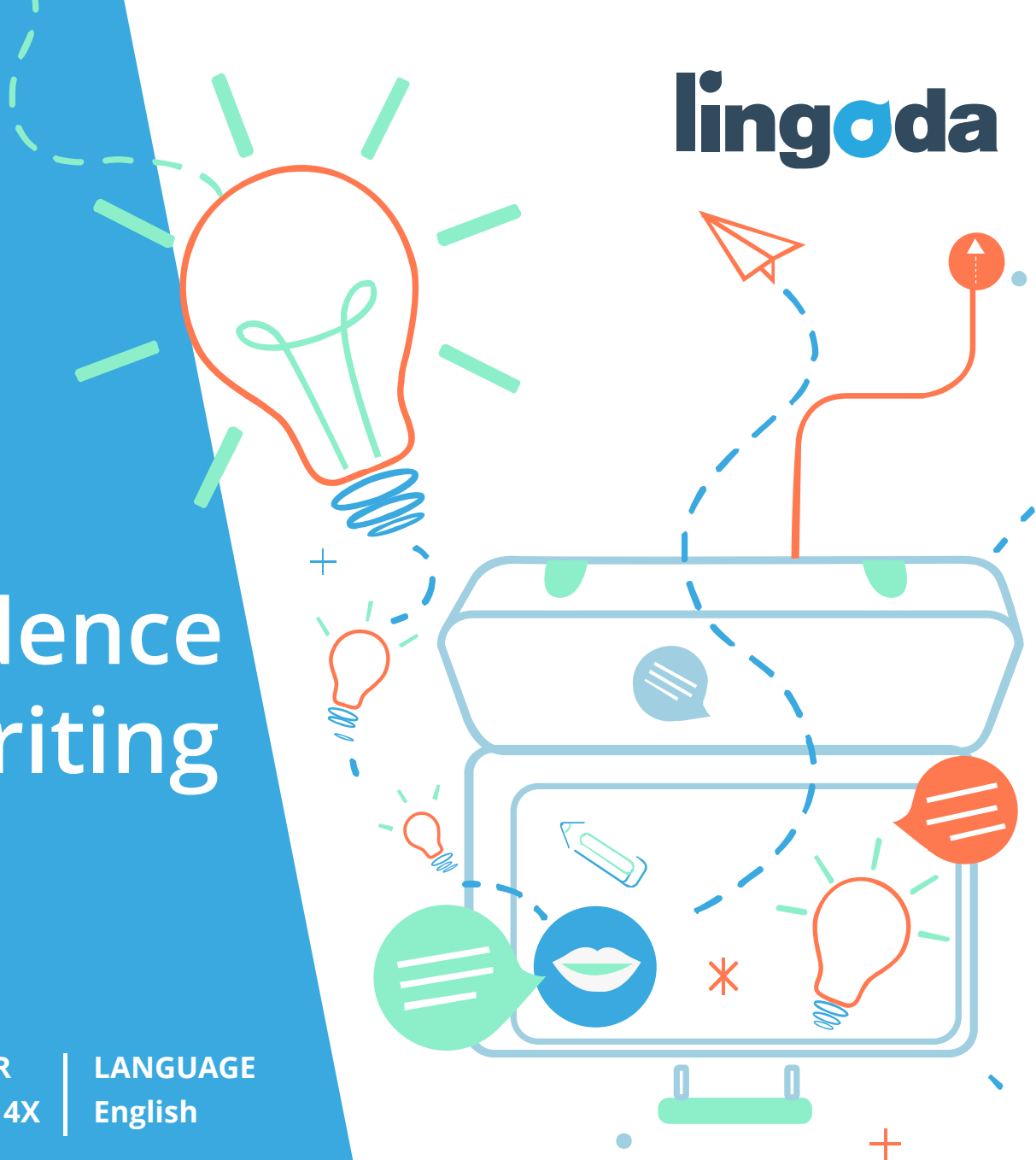
Sales correspondence and copywriting

COMMUNICATION

LEVEL
Upper-intermediate

NUMBER
EN_BE_3214X

LANGUAGE
English






Goals

- Can understand key phrases and techniques for writing sales-related communications
- Can use the imperative and write a short sample of sales copy in English





Good **sales copy** is **persuasive** without being pushy and **sells** a product to the company's ideal **customer**.



Preview and warm-up

- In this lesson you are going to learn how to **write persuasive sales copy**.



Good **sales copy** helps sell a product.



Discuss

What is **sales copy**?
Where does it usually appear?





Sales copy

Read the first part of the text on how to write good sales copy.

Sales copy is a **persuasive** form of writing which tries to convince the reader to take a certain course of action, such as buying a product, joining an organisation or following a social media page. Good sales copy can make the difference between the success and failure of a business. It is written for e-mails, brochures and websites.

When writing sales copy the first thing you should do is to **familiarise yourself** with the product. This means getting to know the features, where the product sits in the market and what makes it better than its competitors.





Sales copy

In addition to this, you also need to define your audience. Decide who the product is most suitable for and **tailor** the sales copy to those clients.

Sales copy is all about **readability**, so you should keep it as simple and **easy to digest** as possible. **Short sentences**, even those which might not be seen as technically grammatically correct, are often used in sales copy. **Imperatives** are also a feature and are used as **calls to action**.

Meanwhile, clear **headings** and the use of bold and coloured fonts are useful ways to make your writing readable.





Do you know these words and phrases from the text?

persuasive

to familiarise
yourself with
something

to tailor
something to
someone

readability

easy to digest

call to action



The imperative

- The **imperative** is used for **calls to action** or, to put it bluntly, to tell someone what to do. It is often used in **sales copy** to **persuade** readers to do something.
- **Imperatives** are formed using the **base form** of a verb – the form of the verb found in the dictionary, like *be* or *go* – and are used without a subject.
- Below are some examples of imperatives.

Visit our store to talk to an expert.

Check our website for details.

Join our mailing list to find out more.

Don't miss out – order online.

Buy now before they're gone.





Imperatives

How would you fill in the gaps in these imperative statements?

1. _____ harder!
2. _____ late.
3. _____ the boss as soon as you can.
4. _____ the project by Friday.
5. _____ an excellent sales copy.





Sales copy

Read the rest of the text on how to write good sales copy.

You should use a **catchy** and memorable heading to draw attention to your sales copy. **Rhetorical questions** draw readers in, and list-style headings, e.g. *5 reasons you need a barking dog*, are also popular and allow the writer to break down the sales copy easily. The heading and the first paragraph should focus on the biggest selling feature of your product; focus on the benefits your product can bring to people and how it will change their lives.





Sales copy

It is a good idea to give the reader some technical details. Specific figures **enhance** the description of the product; you can demonstrate the manufacturing process or the specifications. You can also tell a story. A fascinating story helps **paint a picture** of the product for your audience and ensures that what you are selling is **memorable**. You can tell your own story or that of a client that your product has helped.

At the bottom of your sales copy there should be some **calls to action**. Call us. Shop online. Compare products. Make your reader want to take the action you want them to take.





Vocabulary

What do these words and phrases mean?



catchy

rhetorical
question

to enhance

to paint a picture



Rhetorical questions

Which question below could be rhetorical?
Do you think it would make a good headline in sales copy?
Explain your answer.



How many people came to the meeting yesterday?

Have you ever wondered how to stop wasps from stinging?

Where do you work at the moment?



Sales copy

Read through the sales copy for a company which sells face masks.

Fed up with tired, dull skin? [FaceUp Masks](#) to the rescue!

Is your skin grey and dull after the winter chill? Dried out from the central heating? Our 30-day face mask regimen will ensure that you and your skin are ready for spring.

What's so special about [FaceUp Masks](#)?

[FaceUp Masks](#) are specially formulated to be used once a day for 30 days to rescue your skin after the winter. But that's not all. Each mask has a slightly different formula from day 1 to day 30. With extracts of aloe vera and argan oil, you're sure to finish the month with glowing skin.

Is it for me?

Do you have skin? Do you want to survive the British winter? Then yes, [FaceUp Masks](#) are for you. There are formulations for dry skin, oily skin and sensitive skin, meaning every woman can find the right mask for her.



Sales copy

Has it been tested?

Of course! After extensively testing them in the lab with dermatologists and scientists, we handed the masks over to some British winter survivors. Claire, 34, who followed the regimen for 30 days said:
*I noticed a difference on day 1, and by day 15 my skin was glowing and beautifully moisturised. By the time day 30 came around, my friends were all asking me if I'd had a cheeky nip and tuck! Nope, just **FaceUp Masks**.*

So, how do I get hold of them?

Go online to secure your **FaceUp Masks** or pop into a high street store where our skin experts will recommend what's best for you.

What are you waiting for? Get glowing skin now!

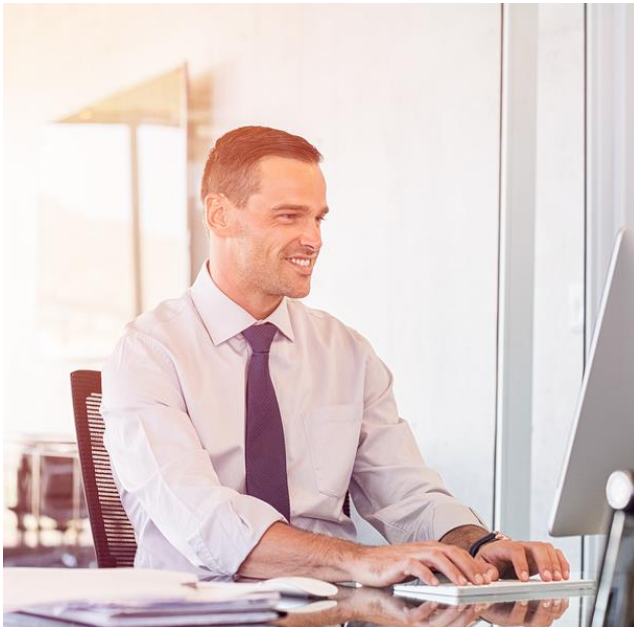


Is this sales copy clear and easy to read?



Speaking

Answer these questions about the sales copy for FaceUp Masks.



1

Who is the customer for FaceUp Masks? Is the sales copy tailored to them?

2

Does the sales copy follow the conventions set out in this lesson?

3

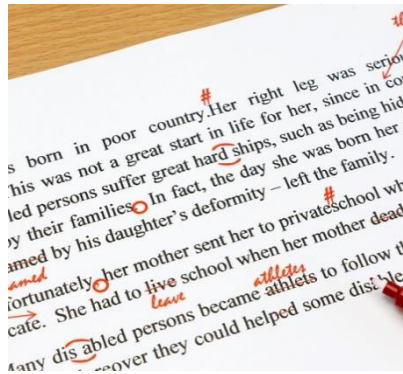
Is the testimonial helpful?

proofreading and editing

Proofreading and **editing sales copy** is of extreme importance.

Sales copy riddled with **spelling, punctuation** and **grammatical errors** will **not be effective** because the majority of people who read it will **not trust the company** that wrote it.

You must go through anything you write with a **fine-tooth comb** to pick out mistakes.



Go online to get **your** FaceUp Masks.

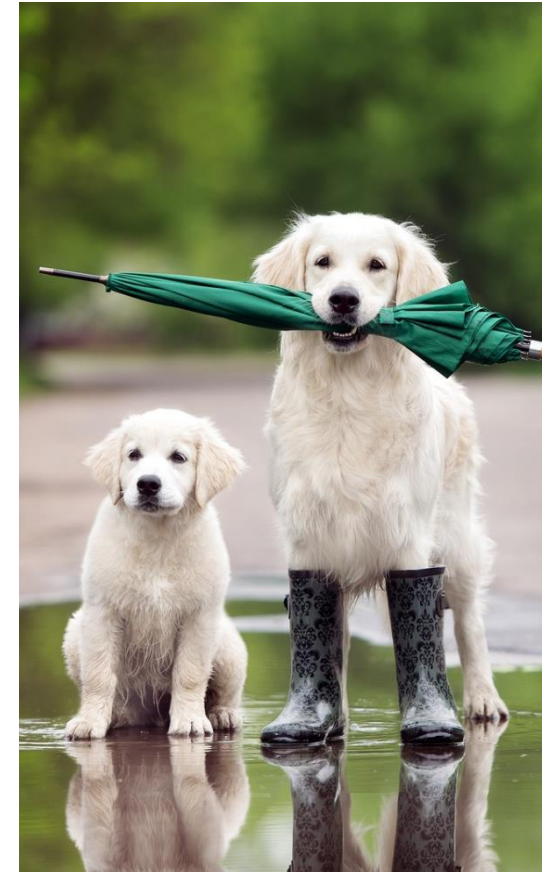


Sales copy

**Read through this example of sales copy.
Correct any spelling, punctuation or grammatical errors that you come across.**

We are selling dog umbrellas.

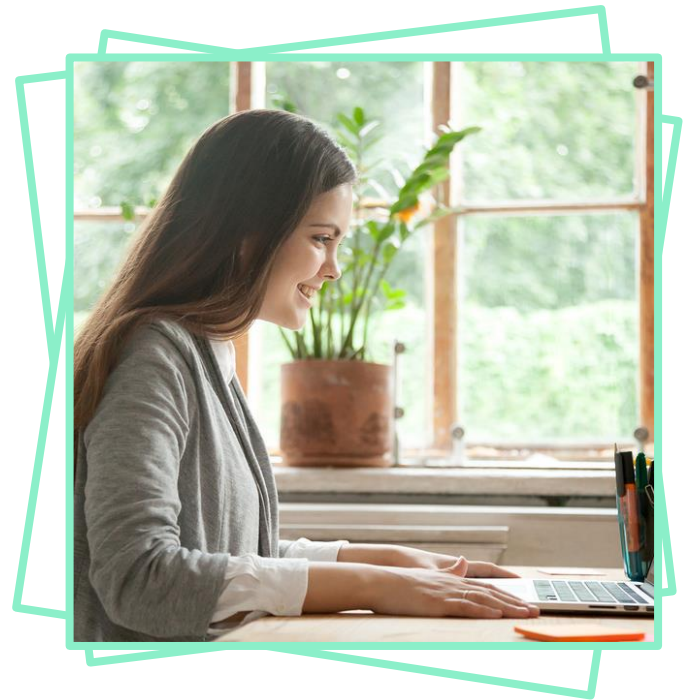
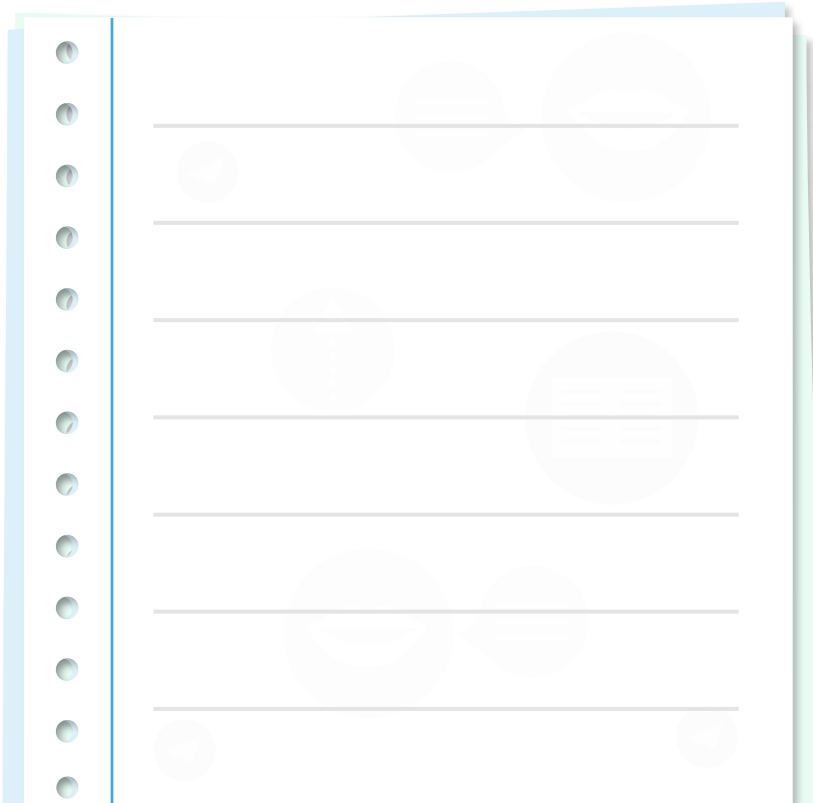
Do you have dog? Does it rain? Well, then you need a dog umbrella. Our furry friends hate the rain just as much humans do, so we should keep them dry. Our dog umbrellas are in lots of different colour so you can match them to your dog. They are smaller like human umbrellas and they can be fixed onto your dog's collar or on a harness on their back. They keep of 90% of the rain so your dog can come home dry and happy. You should go on our website to order one now.





Sales copy

**Aside from the errors, what else was wrong with the sales copy on the previous page?
Rewrite it here in a better style.**





Writing sales copy

**You are now going to write your own sales copy. You can choose what to write about from the products below or use your own idea.
Ensure you have your ideal client in mind while you are writing.**

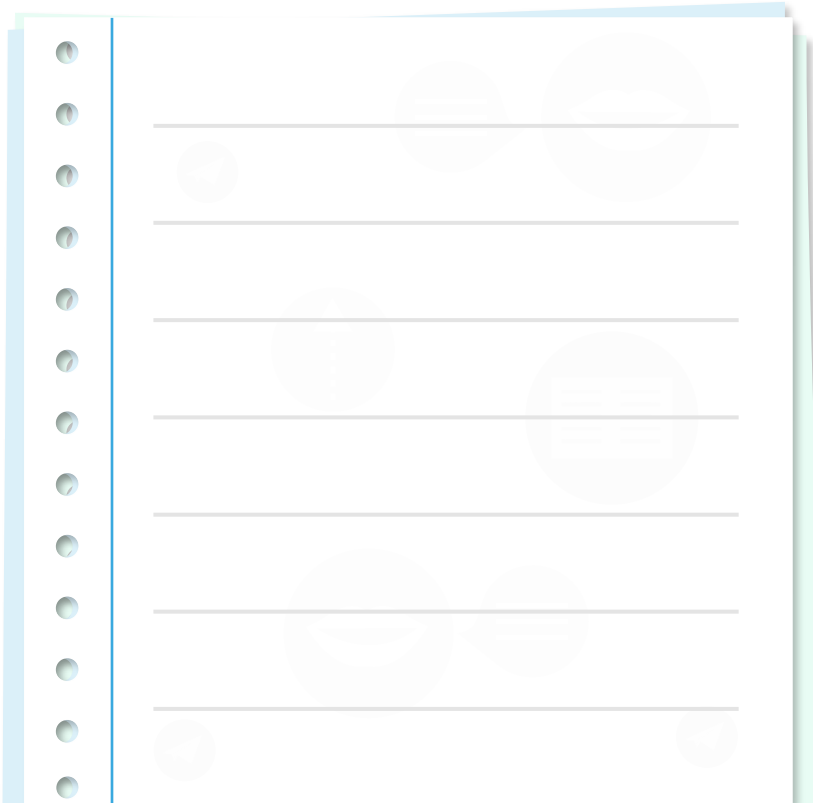




Writing sales copy

Write your sales copy here.

Ask your teacher or classmates to proofread what you have written when you are done.





About you

Do you think writing sales copy is a job you would enjoy?





Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again



Answer key

Exercise p. 14

Answer: Have you ever wondered how to stop wasps from stinging?

Exercise p. 19

We are selling dog umbrellas.

Do you have **a** dog? Does it rain? Well, then you need a dog **umbrella**. Our furry friends hate the rain just as much **as** humans do, so we should keep them dry. Our dog umbrellas are in lots of different colours so you can match them to your dog. They are smaller **than** human umbrellas and they can be fixed onto your dog's collar or **onto** a harness on their back. They **keep off** 90% of the rain so your dog can come home dry and happy. You should go on our website to order one now.

Exercise p. 20

Examples of possible stylistic changes:

Do you walk them while it's raining? (Does it rain?)

Our dog umbrellas come in lots of different colours... (Our dog umbrellas are in lots of different colours...)

Visit our website and order now! (You should go on our website to order one now.)





grammar

length

readability

headings

layout

audience

lingoda



Writing

**Now write another piece of sales copy.
You can use one of the ideas from the lesson or your own.**

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