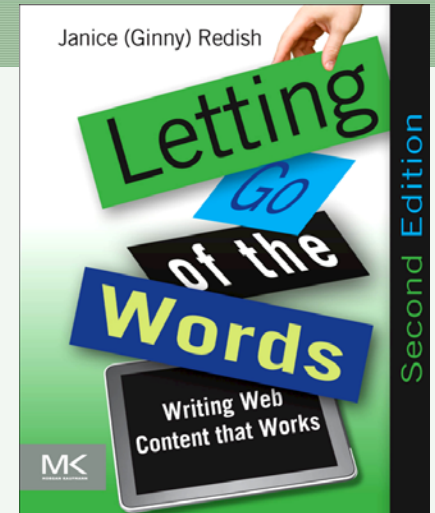


Letting Go of the Words – Writing Great Copy

Janice (Ginny) Redish
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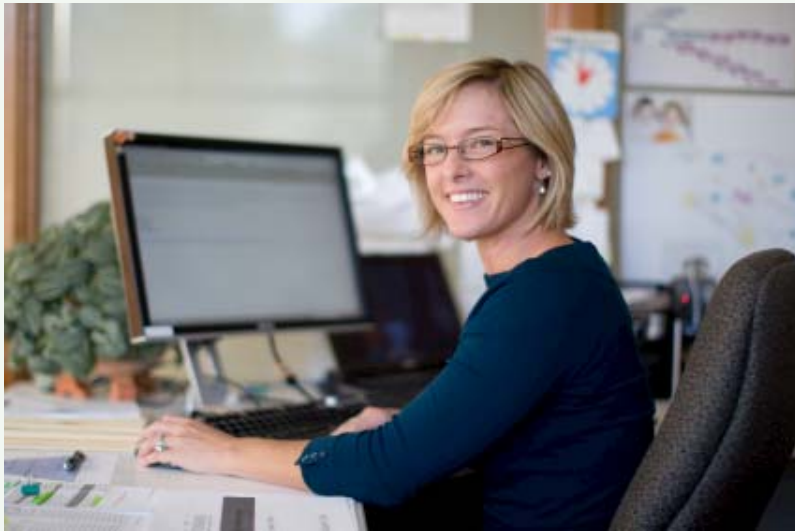


London
March 2013

Content Strategy

Content Strategy

Content Strategy = Governance, resources



© iStockphoto

and, especially, =
cross-group collaboration



© iStockphoto

Content Strategy = Messages and more

Messages

Media

Tones

Styles

Right content
in the right amount
to the right person
at the right time
in the right medium

Content is everything you say in all the ways you touch people

- text
- illustrations
- charts
- graphs
- tables
- forms
- videos
- podcasts
- blogs
- emails
- social media
- paper mailings
- and more



© iStockphoto

Why focus on content?

Useful, usable navigation and search are critical.

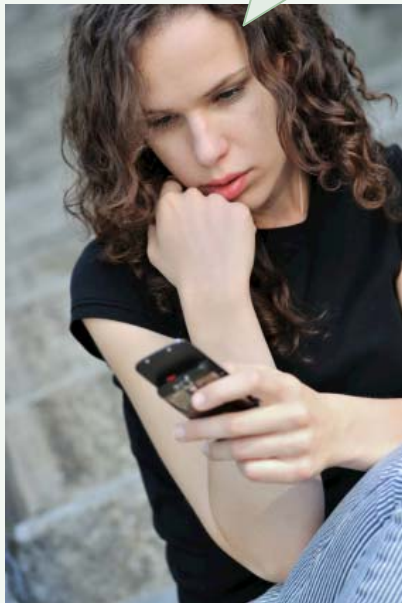
Good, clear design is critical.

Technology that works is critical.

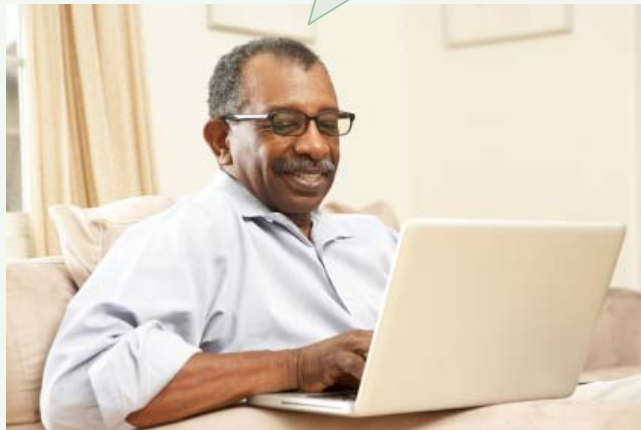
But they all support the content that people come for.



Content = Conversation



© iStockphoto



© iStockphoto



© iStockphoto

Online, your site visitor / app user starts the conversation

You start the conversation



He starts the conversation



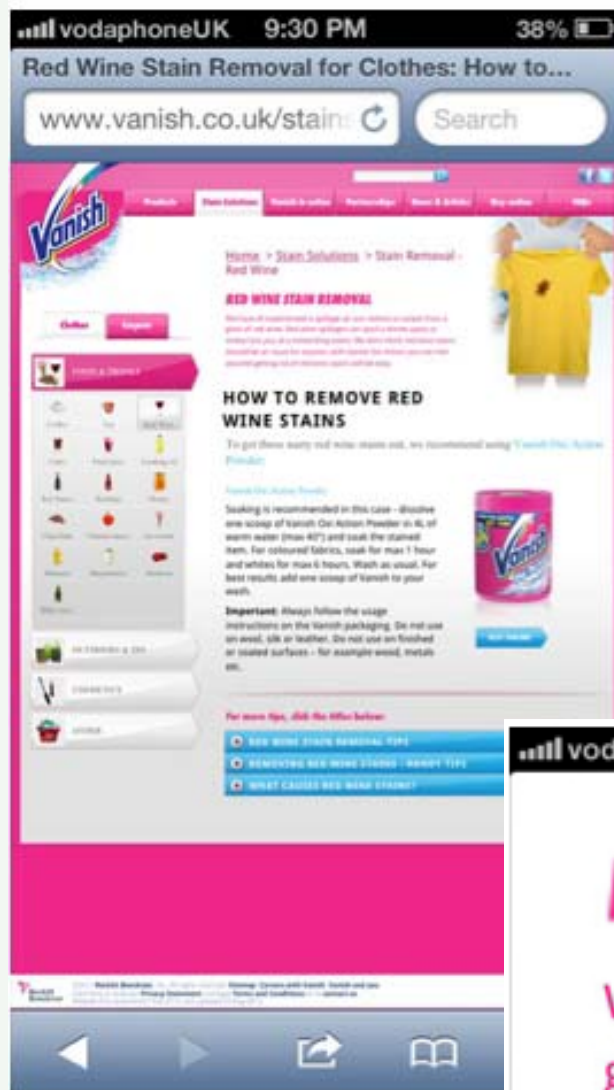
Flickr cc photo by Bradleyolin

Thanks to Caroline Jarrett
for finding the example for me.



Jenna enjoying red wine at a friend's house.

Next moment after this picture – Oops!



RED WINE STAIN REMOVAL

We have all experienced a spillage on our clothes or car glass of red wine. Red wine spillages can spoil a dinner and embarrass you at a networking event. We don't think red wine stains should be an issue for anyone; with Vanish Oxi Action you can be assured getting rid of red wine stains will be easy.

HOW TO REMOVE RED WINE STAINS

To get those nasty red wine stains out, we recommend using [Vanish Oxi Action Powder](#):

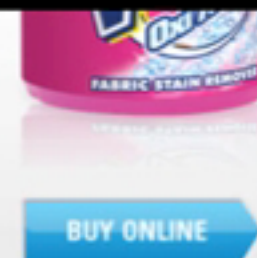
Vanish Oxi Action Powder

Soaking is recommended in this case - dissolve one scoop of Vanish Oxi Action Powder in 4L of warm water (max 40°) and soak the stained item. For coloured fabrics, soak for max 1 hour



best results add one scoop of Vanish to your wash.

Important: Always follow the usage instructions on the Vanish packaging. Do not use on wool, silk or leather. Do not use on finished or coated surfaces – for example wood, metals etc.



BUY ONLINE

For more tips, click the titles below:

[+ RED WINE STAIN REMOVAL TIPS](#)

Removing Red Wine Stains

Vanish Oxi Action Powder removes wine stains easily.

Important: Follow the package directions.

Do **not** use on wool, silk, or leather.

Do **not** use on wood, metals, or other finished or coated surfaces.



Instructions

1. Dissolve 1 scoop of Vanish Oxi Action Powder in 4 litres of warm water. (warm = max. 40°)
2. Soak the stained item.
 - Colored item – soak max. 1 hour
 - White item – soak max. 6 hours
3. Wash as usual, adding 1 scoop of Vanish to the wash.

Content = Conversation = Letting go of the words



- Big screen / mid screen / small screen
- Content everywhere
- One person, many devices
- Some people only mobile, only tablet
- All types of conversations are happening on all types of devices

Content = Conversation helps you

- plan
- organize
- write
- evaluate



Flickr cc photo by Polandeze

Content = Conversation helps you

- **plan**
- organize
- write
- evaluate



Plan at every level



- Why? (Purposes)
- Who? (Personas)
- What? (Conversations)

A very brief creative brief
for every piece of copy

Why? Purposes

- Aligned with business goals and content strategy
- Measurable
- Specific
- Focused on your customers

£ → ££

€€ → €



self service

✉ SIGN UP!

Be the first to know about
2013 registration dates and all
things Confab.

Focus on what you want people to do because you wrote this copy

We want



to sell lots of shoes



people to buy the shoes we sell



to tell people how to get their driving licence



people to get their driving licence successfully
without frustration and without calling with questions

Make an Appointment



To make an appointment with a provider based at **Harborview Medical Center**, call 206.520.5000 or toll-free 1.877.520.5000, 7 a.m. to 8:00 p.m. weekdays and Saturdays, and 9:00 a.m. to 5:30 p.m. on Sundays.

To make an appointment with a provider based at **UW Medical Center** or at any of our seven **UW Medicine Neighborhood Clinics**, call toll-free 1.877.520.5000, 7 a.m. to 8:00 p.m. weekdays and Saturdays, and 9:00 a.m. to 5:30 p.m. on Sundays.

We can schedule an outpatient appointment for you with physicians, nurse practitioners, and physician assistants at Harborview Medical Center, UW Medical Center, including its clinics at Roosevelt and the Eastside Specialty Center, as well as our Seattle-area UW Medicine Neighborhood Clinics in Belltown, Factoria, Federal Way, Issaquah, Kent/Des Moines, Shoreline and Woodinville.

The UW Medicine Neighborhood Clinics are often able to offer same-day or short-notice appointments. Appointments can be made by calling the **UW Medicine Neighborhood Clinic** where you would like to be seen.

Who? Personas

- Who they are
- Adjectives and phrases to describe
 - Abilities
 - Aptitudes
 - Attitudes



© iStockphoto



© iStockphoto

Even assumptive personas can help you focus on the people your copy is for.

What? Conversations



Make an Appointment

with a doctor, nurse practitioner, or physician assistant

Need to be seen today?

Call the [UW Medicine Neighborhood Clinic](#) where you would like to be seen.

Need an appointment for another day?

Call us.

Monday - Saturday	7 a.m. to 8 p.m.
Sunday	9 a.m. to 5:30 p.m.

206-520-5000 or
toll-free 1-877-520-5000

for appointments at

[Harborview Medical Center](#)

[UW Medical Center](#) (including Roosevelt Clinic and Eastside Specialty Center)

[UW Medicine Neighborhood Clinics](#) (Belltown, Factoria, Federal Way, Issaquah, Kent/DesMoines, Shoreline, Woodinville)



Make an Appointment



The Contact Center is here to help!

Call 1.877.520.5000 toll free or 206.520.5000 in the Seattle area!

The UW Medicine Contact Center allows you one central place to take care of many of your needs. This allows your healthcare providers and their support staff to focus on you during your visit.

We provide service outside of regular clinic operation hours, so you can connect with us at your convenience, including on evenings and week-ends.

Hours:

Monday - Saturday: 7 a.m. to 8 p.m.

Sunday: 9 a.m. to 5:30 p.m.

We currently provide support for most outpatient clinics at:

- **University of Washington Medical Center**
- **Harborview Medical Center**
- **UW Neighborhood Clinics**

We can help you:

- Make, cancel, reschedule and confirm appointments.
- Update your insurance and personal information.
- Find directions, hours of operations, and fax numbers.
- Register for eCare online services.

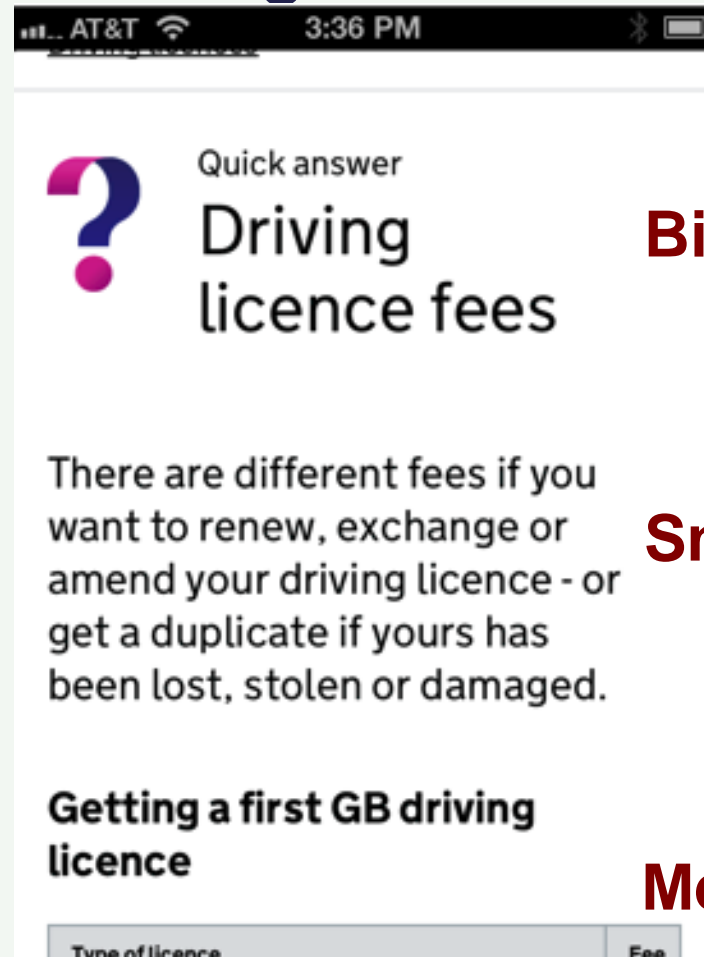
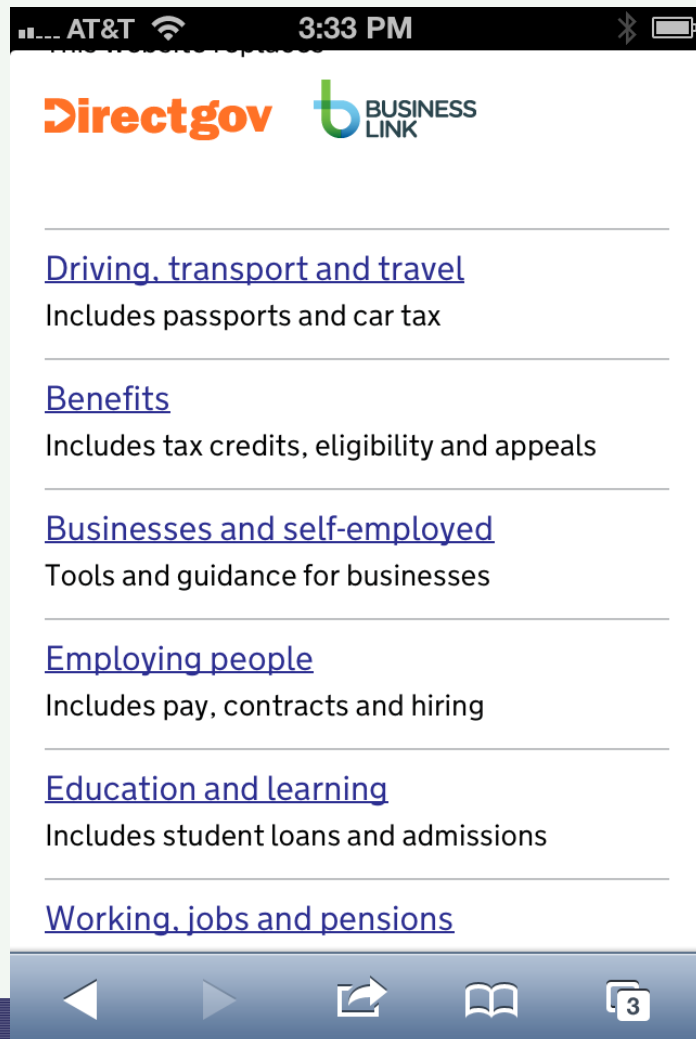
[http://www.uwmedicine.org/
Patient-Care/Our-Services/
Pages/Make-An-Appointment.aspx](http://www.uwmedicine.org/Patient-Care/Our-Services/Pages/Make-An-Appointment.aspx)

Content = Conversation helps you

- plan
- **organize**
- **write**
- evaluate



Cut to the essential message – and put it first



Bite

Snack

Meal

"Bite, snack, meal" from Leslie O'Flahavan,
www.ewriteonline.com.

Break up text with parallel, useful headings

AT&T 3:36 PM

Type of licence	Fee
First provisional - car, motorcycle, moped	£50
First full GB licence in exchange for a full European Community/European Economic Area or other designated foreign licence	£50

Replacing a driving licence

This will cost £20. You must replace your licence if it's been lost, stolen, defaced or destroyed.

Changing the name or address on your driving licence

There's no charge for this service. If you're a photocard licence holder and want to change your photo at the same time, your licence will be renewed, with a

Navigation icons: back, forward, search, book, 3

AT&T 3:36 PM

Renewing a driving licence

Photocard licences are only valid for up to 10 years, although you're normally entitled to drive until your 70th birthday. You must renew your photo every 10 years - you'll receive a reminder to do this before your current licence ends.

Reason for renewal	Fee
From age 70	Free
For medical reasons	Free
Bus or lorry drivers	Free
After disqualification	£65

Navigation icons: back, forward, search, book, 3

Hear the conversation as you design and write

I like that bag,
but I wonder...



© iStockphoto

www.ebags.com

The screenshot shows a product page for a Delsey Heliium Fusion Lite 2.0 21" C/O Exp. Suller Trolley. The page includes a main product image, a 'You May Also Be Interested In' section, a 'Reviews' section, a 'Most Helpful Review', a 'Share This Item' section, a 'Product Specifications' table, a 'Product Highlights' section, and an 'Estimated Delivery' section. The price is \$84.99, marked down from \$109.99. The page also features a 'What does it look like?' section with a small image of the bag, a 'Can I see inside it?' section with a small image of the bag's interior, a 'What does it cost?' section with a price tag, a 'What do others think of it?' section with a star rating, a 'When can I get it?' section with a delivery date, and a 'What else should I consider?' section with a small image of the bag.

Property	Value
Size	21" x 14" x 10"
Material	Everlast™ Polyester with Nylon Lining
Weight	10.5 lbs
Warranty	10-Year Limited Warranty

Talk to (and with) your customers

In the presentation, this slide had a visual with two versions of the lead-in to a form:

- a noun-based description, followed by a call to action
- a conversational phrase as if the site visitor were speaking

The conversational phrase generated many more leads and sales.

<https://whichtestwon.com/archives/19429>

with permission to show but not to distribute

Give your customers a voice

In the presentation, this slide had a visual with two versions of a call-to-action button.

One button used "my."
The other used "your."

"My" generated many more clicks.

<https://whichtestwon.com/archives/20134>
with permission to show but not to distribute

Let go of the words – but, sometimes, add words the conversation needs

Website Info Don't stress, you can change this at any time.

Your Site Title

Your Site Link

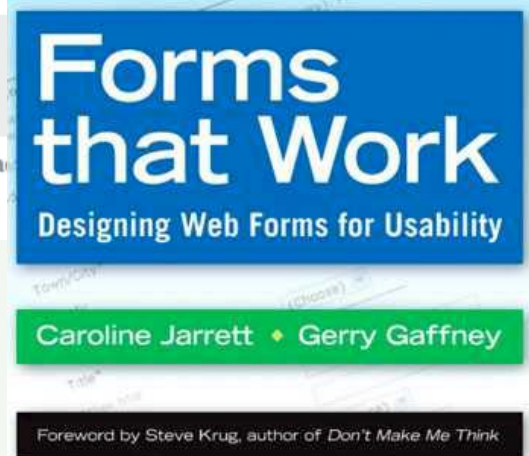
.virb.com

This will be your website address; it must be 3–55 characters long (only letters and numbers). If you already have a website, you can add it in the Site Admin.

www.virb.com

Example from Josh Porter

<http://bokardo.com>



Forms as relationship, conversation, appearance
Jarrett and Gaffney, *Forms that Work*,
Morgan Kaufmann / Elsevier, 2009

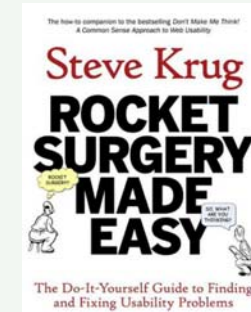
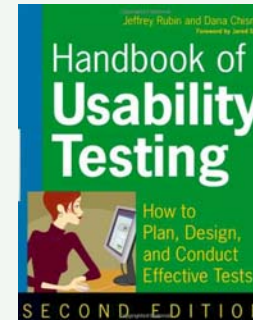
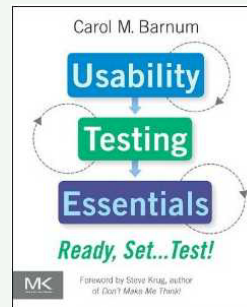
Content = Conversation helps you

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- organize
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- **evaluate**

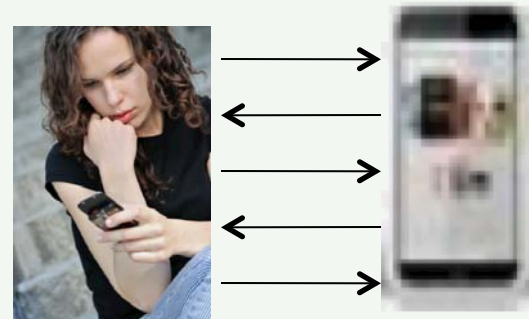


Walk your personas through their conversations

- Do usability testing!



- Even before that:
"channel" your personas
as they bring their conversations
to your content.



Thank you!

Ginny Redish

www.redish.net



Ginny Redish

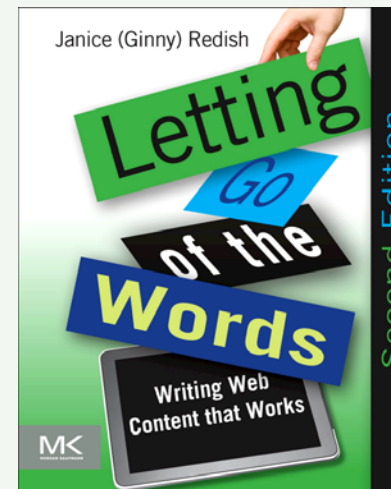


@GinnyRedish

More questions?

Write to me:

ginny@redish.net



Morgan Kaufmann / Elsevier
2nd edition, 2012