

# Top 10 Checklist for writing FANTASTIC copy



## Introduction

People like to categorise themselves... they consider themselves to either be good at copywriting, or not. At Flying Geese we do not believe this to be true. We believe that people can develop the skills they need to improve their copywriting skills.

This top ten checklist, aims to help people build on their copywriting, to really get the reader to imagine that they have already committed to engaging with you.

Good novels are so compelling, because the author is able to get the reader to transport themselves away from where they are, into the story, where they are able to imagine environments, happenings and feelings of actually being there, in the story.

When we develop copy for our organisations and our events, if we use the same tactics that authors use, we have greater potential to really captivate our readers, and compel them into engaging with us

## Step by step guide

1. Before you write your copy, imagine yourself there, actually at the event
2. Jot down the your answers according to the checklist resource below
3. Build sentences around those answers and weave them into your copy to see your copy come alive.

## Guidance.....

Ask yourself the following:

1. What will my audiences Feel when they are with us?
2. What will they Do? What actions will they take?
3. What will they notice or see?
4. Might they taste something interesting? Don't forget that you can taste excitement
5. What questions might they ask? What answers are they hoping you might be able to give them?
6. What can they hear?
7. What can they touch, or what is their environment like?
8. What will they imagine, how will their creativity be sparked will they develop empathy?
9. What do they care about? Why and how does this event matter to them?
10. What might they smell when they are with you? Don't forget that you can smell success.

|   |                  |
|---|------------------|
| F | Feel             |
| A | Action           |
| N | Notice           |
| T | Taste            |
| A | Ask              |
| S | Sound            |
| T | Touch            |
| I | Imagine          |
| C | Caring (Matters) |
| S | Smelling         |

## Flying Geese ....

Flying Geese is an arts and heritage consultancy with a difference.

We offer serious strategic, audience focused consultancy that's always clear, realistic and can be implemented on a day-to-day basis by your team.

Our expertise covers marketing, fundraising, data and organisational development. When we help you become vision-led, that vision is always connected to the real-world situation on the ground where you are based.

Explore the difference we can make for you.

Email: [Beckie.smith@flyinggeese.co.uk](mailto:Beckie.smith@flyinggeese.co.uk) for a free 30 minute conversation about what's happening at your organisation.



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