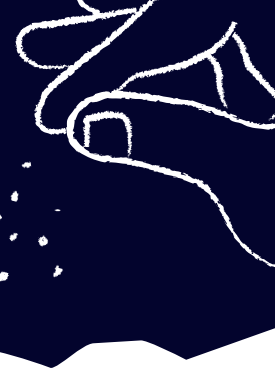


12 ways to *spice up* your digital writing

Want to keep your content compelling – and your readers riveted?

With these spicy tips, you'll be writing more enticing blog posts, landing pages and eDMs in no time!



1 Start strong

Hook your readers from the get-go with an attention-grabbing headline and opening sentence.

Before...

We're nearly at the end of another year.

After...

What's that I hear? Oh... it's the sound of another year about to tick over.

2 Vary sentence length

A series of short or long sentences is monotonous. Instead, give your writing rhythm and life by mixing up your sentence length.

Before...

She wrote a content strategy in the morning, she finished the proposal before lunch and thanks to the help of her colleague, she completed her projects in time.

After...

She wrote a content strategy in the morning. She finished the proposal before lunch. And – with the help of her colleague – she completed all her projects in time.

3 Use 'you' language

Words like 'you' or 'your' place your reader centre stage – making them feel like you're communicating with them, and only them.

Before...

Business owners need to develop a content strategy to build their brand identity and trust among customers.

After...

As a business owner, you need to develop a content strategy to build your brand identity and trust among customers.

4 Sprinkle en dashes

En dashes are a quick and powerful way to add suspense – and mark sharp turns in thought.

Before...

Why start tomorrow when you can start today?

After...

Why start tomorrow – when you can start today?

5 Appeal to the senses

Go beyond what your eyes see and use words that readers can taste, touch, smell. This creates a holistic and **immersive** experience.

Before...

Enjoy the sights of French patisseries as you walk along Paris' charming streets.

After...

Delight in the aromas of freshly baked croissants as you stroll to the church bells ringing along Paris' charming streets.

6 Avoid buzzwords

Using the same words that everybody else is using makes your writing tired. So crack open a thesaurus and shake up your writing. Careful: make sure your word choice still makes sense.

Before...

Cutting-edge

Thought leader

Unique

After...

Advanced, leading

Authority, expert

Distinct, rare

7 Keep it punchy

Some words add fluff to your writing – killing its impact. So try to avoid adverbs and words that add little to your sentence.

Before...

There is a possibility that we could attend the 2022 Conference if you have the opportunity to promptly complete and submit the paperwork.

After...

If you submit the paperwork swiftly, we could attend the 2022 Conference.

8 Add alliteration

Alliteration is a series of words that start with the same sound. It's a powerful way to engage, entice and engross your readers.

Before...

Large, understated and magnificent. What more could you want?

After...

Spacious, subtle and sublime. What more could you want?

9 Include rhetorical questions

Need writing that's personal and punchy? Use rhetorical questions. It creates a sense of dialogue and breaks up long sentences or confusing ideas.

Before...

With such busy, tiring lifestyles, we all need a bit of help balancing our jobs, rest and play.

After...

Struggling to balance work, rest and play? You're not alone.

10 Break (some) writing rules

Prepositions at the start of sentences? Sentence fragments? These writing no-nos are actually an effective way to emphasise your point. And add spice to your writing.

Before...

New jobs are exciting, yet daunting.

After...

New jobs. They're exciting, yet daunting.

11 Use 'good' repetition

Repetition can draw more attention to your overall message and form long-term memory links – which results in. Careful: Repetition can become bad when it makes the copy redundant and full of fluff.

Before...

Our 100% pure fruit smoothies have no added sugar, concentrates or funny business.

After...

Our 100% pure fruit smoothies. No added sugar. No concentrates. No funny business.

12 Rhyme to make your copy shine

Rhyming makes content memorable. It helps your important points stand out. And it creates a pleasant connection with your readers.

Before...

Rhyme to make your copy sparkle.

After...

Rhyme to make your copy shine.

Ready to create digital content that grabs attention?

We can help you add spice. [Learn more at...](#)

