

# 6 steps to great copies



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Tonality is to cognition what colour is to the eye and smell is to the nose. The secret to creating effective and persuasive copy is to keep the writing simple, honest and engaging. Use **CACTUS** to sharpen your messaging and to win over your target audience.



Concise  
Accurate  
Complete  
Target  
Unique  
Specific

## Concise

Keep sentences short and to the point. Crisp writing should be easy to read and immediately understood. Use the active voice (e.g. The client paid the bill.) rather than a roundabout passive voice (e.g. The bill was paid by the client). Cut the words and phrases that add nothing but length to the write-up.

## Accurate

Clarity is key. Explain your ideas clearly and without ambiguity. Always be mindful of undertones – check if any of your sentences or phrases may seem overly instructive or insensitive to certain groups of people. Edit mercilessly to remove irrelevant and redundant points.

## Complete

Who, What, Why, When, Where and the 5Ws and 1H to guide the process of content creation. Anticipate any questions and uncertainties that readers may have. Address these concerns. Fact-check and proofread your work to ensure that the content created is both complete and correct.

## Target

Write with the target audience in mind. Establish a good rapport by using an appropriate style and language that appeals to them. As a good practice, avoid jargon and technical terms, unless the reader is expected to be familiar with them. If such terms are unavoidable, be sure to provide a simple explanation. Keep the copy relevant by focusing on the outcomes and takeaways.

## Unique

Identify any unique selling points to support your messaging. Articulate all the value propositions from the reader's point of view. Deliver your message in a way that appeals to the reader's interest, expectation and curiosity.

## Specific

Persuade the reader with relevant information and specific details. Use adjectives to make your meaning more precise. Write in present tense for impact. Be clear about what the writing aims to achieve, and end with an appropriate call to action.

### About Cactus Communications

Cactus Communications was founded in 2007 with the objective of providing our clients with clear messaging and concise contents to meet their corporate and marketing communication needs in a timely and responsible manner. We have successfully helped many MNCs and SMEs shape their brand perception, market their solutions and communicate to their target audience through an array of channels and media. Cactus Communications offers a suite of PR, corporate branding and integrated marketing communication services that include company announcements and product launches through traditional and non-traditional channels such as press releases, media relations, editorial contributions, advertisements, websites and social media. We provide content development, translation and copywriting services for clients in various industries ranging from healthcare and education, to retail and property development, as well as hospitality and tourism. For more information, visit **[cactuscomms.com](http://cactuscomms.com)**.

