Top 10
Tips for writing engaging copy

1. **Know who your reader is**
   Make your email about them, not you. When they open your email, they're thinking 'what's in it for me?' Think about who you're aiming the event at, what motivates this audience and how your event will help them

2. **Know what you want to say**
   Use the guidelines and templates to get a grip on your email's structure and the information you need to include – and make sure it's concise

3. **Use the second person singular: 'you'**
   Talking to readers directly engages them and makes them feel involved with your text

4. **Focus on benefits**
   Clearly stressing the benefits – ie something your reader perceives as valuable worthwhile - attending your events will engage more members.

5. **Remember KFC**
   What do you want your reader to know, feel and commit to after reading? Well, they should know the event's details and where to find more information, feel interested and intrigued, and be able to take the next step (to find more information, register or contact you) easily

6. **Get attention with a headline**
   Keep it short and direct

7. **Use short sentences**
   Long sentences can be harder to follow. You may not get your information across in the most effective way

8. **Use the active voice**
   Using verbs, imperatives, positive and powerful words appeals to casual readers – they make things clearer. For instance: hurry, remember, register, free, now, quick, best, safe, measure, solve, strengthen, improve...

9. **Include calls to action**
   These will push the reader to stay engaged with your event. Make them simple, concise and clear, a command – 'get in touch at...', 'register now...'

10. **Be brief**
    Make sure key points are covered in your email and put further information on Near You. Think about how the reader will read your text and engage them

Adapted from Andy Maslen, *Write to sell: the ultimate guide to great copywriting*, Marshall Cavendish, 2009.