



# 5 TIPS FOR WRITING HEART-CENTRED COPY FOR YOUR BUSINESS



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Whether it's fiction or non-fiction, poetry or an instruction manual, all writing has a job to do.

This job is particularly important in a heart-centred business, when you need your writing to resonate with the reader and lead your potential clients or customers to action.

In this short guide, I give you five important things to think about when writing heart-centred copy.

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## Get absolutely clear on who it is you're speaking to

- Who is the ideal person you would like to work with or sell your products to?
- What are the problems they face and how can your service or product help them?
- Be confident about what you can do to resolve their issue and the value that you can bring to them. Let your passion speak for itself.

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## Match your language to that of your ideal client or customer

- What things do they typically say about the issue that they're facing?
- Don't use technical terms or particularly long words unless the writing is aimed at other professionals in your field.

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## **Allow your personality and your passion to shine through**

- Use clear, readable sentences, with a mix of sentence lengths so that the writing flows well.
- Speak directly to the reader, using the words 'you' and 'your' and refer to you and your business using the first person ('I' and 'we').
- Don't be afraid to use contractions and to start sentences with 'But', 'And' or 'Because' (no, it's not bad grammar!).
- Use humour if it's appropriate for your audience.

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## **Make sure your writing looks professional and is error-free**

- If you allocate the budget to engage a proofreader or an editor, it will be worth it.
- If not, ask a friend or member of your team to look the piece over for any mistakes in spelling or grammar or awkward line breaks before you put it out into the world.

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## **Consistency is key**

- The visual look of the writing should be consistent - using the same font and type size for headings and body text, for example - and the text should be easy to follow.
- The spelling and hyphenation should also be consistent. Consult a dictionary and keep a running list of 'house style' points that you refer to when doing any writing for your business.

# About the Author

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Hi, I'm Amanda J Harman, aka the naked editor. I'm an experienced editor, proofreader and editorial project manager with a first-class honours degree in Zoology and nearly 30 years' experience in science and natural history publishing.

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I set up my first business, Life Lines Editorial Services, in 1999 and was joined by my husband Mike to develop the business into a partnership in 2010. At Life Lines we specialise in managing book projects and providing editorial services to publishers.

However, in recent years I've been feeling a calling to work with those amazing individuals who have a strong vision for the future and are doing all they can to change their little corner of the world. Hence my passion project, the naked editor, was born.

My mission is to empower as many heart-led entrepreneurs as possible to start or grow a successful online business, organisation or community project. I aim to do this by building their confidence in how they show up in the world through the written content in their social media posts, blogs, website copy, newsletters, online courses and e-books.

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**Do you need any help with your written content?**

**For free tips and support, and information about how to work with me on a 1:1 basis, come and join my FREE Facebook group, #WritingWithHeart:**

**<https://tinyurl.com/yc2c4zsk>**

With love from

*-the naked editor*