
15 Common Writing Mistakes Even Good Writers Make!

Avoid these 15 common writing errors that sneak up on even the best writers, and can significantly lower readability and credibility.

www.writeagreatbio.com

Mistake #1: Overusing CAPITAL letters.

REASON: It slows readers down. Adults learn to recognize and read word by their shape.

USING ALL CAPITAL LETTERS MEANS EVERY WORD HAS THE SAME SHAPE AND MAKES READING MORE DIFFICULT.

Mistake #2: Forgetting to use numbers.

REASON: Numbers have a very powerful psychological effect, and readers like them:

- Seven times when it's okay to disagree with your boss
- Eleven ways to ask for a raise
- Three words that always get attention.

Note: Numbers are especially powerful in headlines and title. Note the title of this e-book.

Mistake #3: Using label headlines like “Meetings”, “Volunteers” or “Messages”.

REASON: Headlines can make or break a story. Spend time on them and

learn to make the most of their high readership value. Use interesting words and 'high tension' verbs, like:

- boosts
- grabs
- amazes
- astonishes

(If nothing else, make sure every headline has at least one spectacular verb!)

Mistake #4: Using too many big words.

REASON: When writing, 60-70% of your words should have 7 letters or fewer. Short words are the guts of the English language. Use them to make your writing more readable and more enjoyable.

Mistake #5: Forgetting this simple 'get started' boost...

When stumped for an angle on your story, quickly put it through the 5 W's: who, what, when, where and why.

REASON: Nine times out of 10, the "why" is the most interesting and important question, and point you to the heart of the story.

Mistake #6: Making headlines clever at the expense of making them informative.

You have 7 seconds (or less!) to catch a reader's attention with your headline. Therefore, never succumb to the urge to make your headline clever at the expense of making it informative.

Mistake #7: Underestimating the power of quotes.

Try a quote. Headlines in quotation marks have very high recall - up to 28% greater than other headlines.

Mistake #8: Using photos without people in them.

Photographs with people in them draw substantially higher attention than those without - by 20 to 40%.

Mistake #9: Forgetting to focus on multiple entry points.

Capture attention and sustain interest by giving your reader multiple points to 'enter' your copy. Examples of entry points are subheads, captions, diagrams, tables, bullet points, italic and bold text.

Capture attention and sustain interest by giving your reader multiple points to 'enter' your copy. Examples of entry points are:

- subheads
- captions
- diagrams
- tables
- bullet points
- *italic* and **bold** text.

Mistake #10: Using a photo without a caption.

Many people who skim read other copy will stop to read captions. Use this as an opportunity to entice them into reading your message.

Mistake #11: Forgetting the power of 'you' and 'your'.

Use the words 'you' and 'your' whenever possible, especially in headlines. Why? 'You' can only refer to one person - your reader.

Mistake #12: Underestimating the power of "free"

The power of 'free' can be amazing. Most of us love to get something for nothing and offering something free is without doubt a motivating factor in

how a customer perceives you and your company. For instance, this e-book was free. I'm hoping that you like it enough to come back and purchase my e-book on "How To Write A Great Bio", but if you don't, that's okay, too.

Offer something free if you can. It doesn't have to be costly, just make sure it has value to your particular audience.

Mistake #13: Failure to use "power" words

Some words are proven to motivate us to act, or feel. The list below has been around forever, which makes sense if you consider that we're human, and our basic needs and desires don't change significantly as we age. Therefore, use these words, and others like them as often, as you can in headlines, subheads and your P.S.

Free	Safe	Get	How	How to
Become	You	Your	Be	Save
Safe	Proven	Solve	New	Guaranteed

Mistake #14: Failure to include a P.S.

Believe it or not, the P.S. in any letter, or the P.P.S., or the P.P.P.S., gets very high readership, second only to the salutation, or "Dear John," part of the message. So don't waste a valuable opportunity to communicate a powerful

message to your readers by not including a P.S. Some examples:

P.S. Don't forget, if you act before November 30th, you will receive a FREE...

P.S. You can overcome embarrassing dandruff problems once and for all with...

P.S. Isn't it worth just \$39 to finally stop worrying about...

Mistake #15: Not including a guarantee

Regardless of the cost of your product or service, a guarantee is crucial to establishing trust with your reader and enhancing your chances of 'sealing the deal'. Here are a few examples of very powerful guarantees:

- If (our product) doesn't make you (stronger/happier/prettier) in 30 days, we'll give your money back - guaranteed!
- Return it for any reason, or for no reason at all!
- Try it for 30 days at our risk - not yours. Do not send money today!
- If (our product) does not (do as promised), we'll give you double your money back!
- To get your money back, just call our 800 number and we'll send an overnight courier to your door to pick up the product!

15 Common Writing Mistakes Even Good Writers Make!

Thank you for choosing this free e-book from writeagreatbio.com

www.writeagreatbio.com