

## **Wordsmithing 101: Writing Effective Marketing Copy**

Article for Old Republic Home Protection featured in Realty Exec's "Round Up" e-newsletter

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### **Wordsmithing 101: Writing Effective Marketing Copy**

Everything you write with prospective clients in mind—from your website to your e-blasts to your real estate blog—is essentially an advertisement. In other words, if you're writing your own marketing materials (of any kind), that makes YOU a copywriter. And professional copywriters use proven techniques that engage their target markets.

***Want to close more deals?*** Use the following tips to create marketing copy that *works*.

#### **Ask yourself, "What's in it for Them?"**

Copywriters use the expression, "What's in it for me?" (WIIFM) to remind themselves to *always* consider an advertisement from their customer's perspective.

We begin this list of tips with a leading question—"Want to close more deals?" Of course you do! *That's* what's in it for you. YOU are our target audience, and you've taken time out of your busy day to read this article because we've addressed a fundamental desire.

When we *do* mention home warranties, we discuss how they make a difference in YOUR life (by potentially reducing after-sale disputes or helping you sell homes faster). Write your own marketing copy with your clients' WIIFM in mind.

Oh... and notice how we slipped in those selling points? You should do the same. And feel free to be a bit more subtle about it.

#### **Use the Pronoun "YOU"**

Have you noticed how many times the word "you" has been used in this article so far? The second-person pronoun feels comfortable and familiar. Even though you *know* we're not addressing you *directly*, it's psychologically powerful and highly effective.

#### **Use Familiar Language**

While some industries use stodgy, stoic language, real estate sales is *not* one of them. Your business is all about building relationships. Familiar yet professional language facilitates comfort and trust.

## **Stay on Message**

Effective marketing never deviates from its core message. “DOVE is one quarter moisturizer... it doesn’t dry your skin like soap.” “BMW is the ultimate driving machine—the pinnacle of German automotive engineering.” Sound familiar? These companies have been repeating the same message for decades, and even a serious case of amnesia couldn’t help us forget their unique selling points.

Is repetition exciting? Does it push the envelope? No. But it works brilliantly. Copywriting is a craft, not an art. You’ll have plenty of time to write the great American novel *after* you’ve made your fortune in real estate.

## **Never Forget the Call to Action**

As a sales professional, you know that nobody has ever closed a deal without asking for it. Tell people what you want them to do, and surprisingly, they’ll do it! Reiterate your message and include an unambiguous call to action. Or as we like to say...

“Adding a home warranty from Old Republic Home Protection can help you close more deals, reduce your odds of an after-sale dispute, and earn more referrals. Call your local Account Executive or visit [www.ORHP.com](http://www.ORHP.com) to learn more!”

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***One more shameless plug?** Old Republic Home Protection is an industry leader among home warranty providers, and we’re dedicated to your success. Create an Online Toolbox account at [www.ORHP.com](http://www.ORHP.com) to access powerful, customizable marketing materials—such as the “Between Friends” newsletter and “Homeowner’s Tip Guide”—to keep your name in front of prospective clients and build a thriving business.*