

GOOD MARKETING SHOULDN'T SOUND LIKE MARKETING



YOU'RE NOT WRITING FOR YOU.

There's a lot of bad B2B marketing copy out there.

Like, *a lot*.

This is a compilation of (pretentious) observations, lessons I've learned from other writing experts, and some gunslinger opinions on how to make B2B copy actually good.

Everything (and I mean everything) in this guide boils down to one simple thought:

Put Yourself in Your Reader's Shoes



IT'S NOTHING WITHOUT CLARITY

A major sin writers commit in B2B is thinking from the perspective of a writer:

"Are the words good?"

Instead, the most important part about writing really good copy is thinking from the perspective of the reader:

"Are the words clear?"

And when it comes to writing clearly, let's jump right into the worst part about bad B2B writing.



BUZZWORDS

Buzzwords in B2B marketing are like cigarettes.

Everyone knows they're bad for you. Writers. Designers. Account Managers. Even clients. *Everyone*.

Writers will chuckle about them: "Yeah, I know..." Even though they are harmful to the health of your writing, people still use them.

**Stop Saying
"Innovative Solutions"**



HOW YOU THINK YOU LOOK USING BUZZWORDS



HOW YOU LOOK TO YOUR READER



A photograph of a group of men in dark suits and sunglasses, all looking upwards and to the right. The man in the foreground is the most prominent, with a white shirt and a dark tie. The background is blurred, showing more of the same group.

ACTUALLY, THIS IS HOW YOU LOOK

*You blend in because you
sound like everyone else.*



WHY DO PEOPLE USE BUZZWORDS?

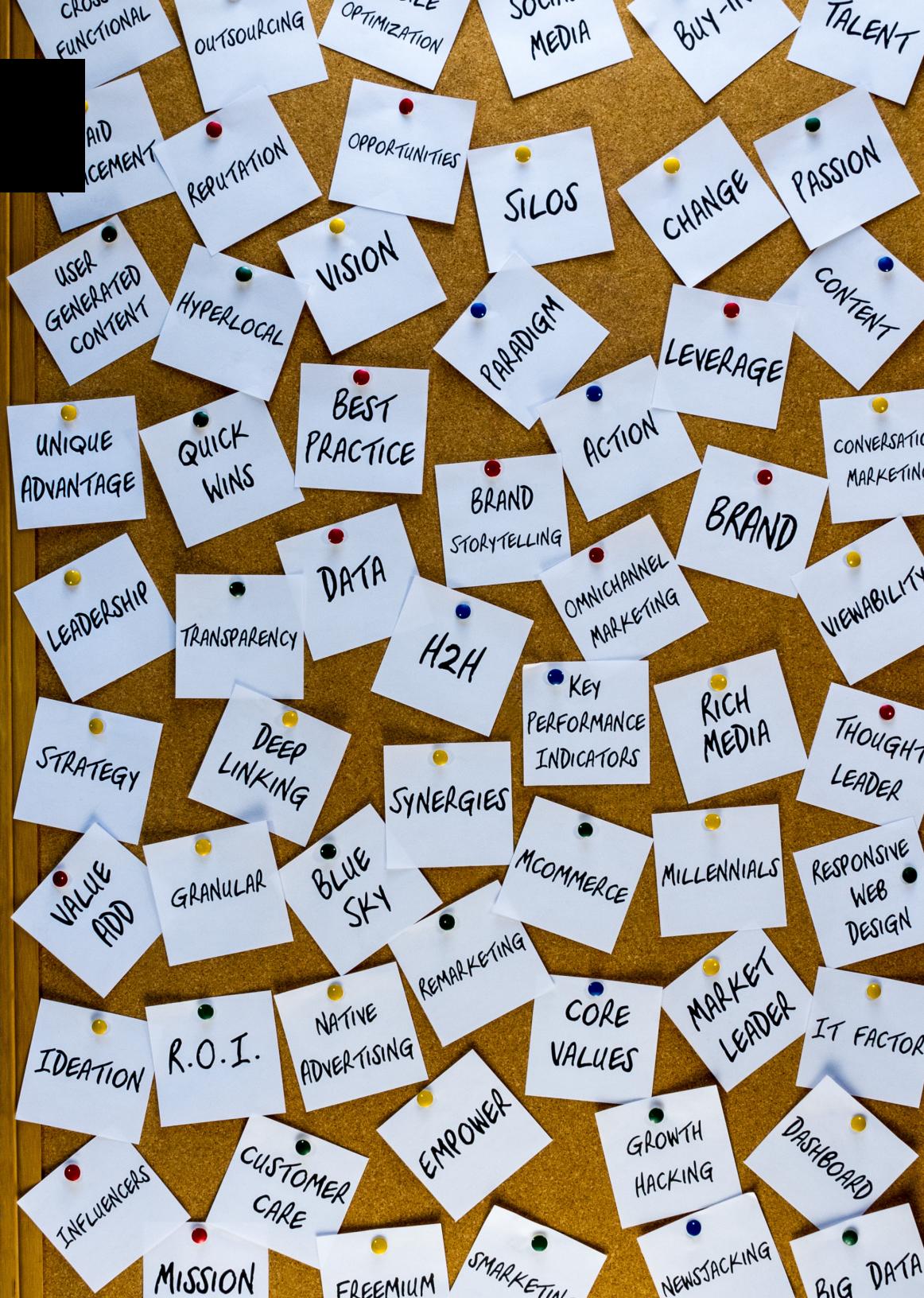
People think the words sound fancy and smart.

They don't.

Everybody (including you) complains about reading buzzword- and jargon-riddled copy.

"I have NO idea what this is saying."

Write like you're a reader.



WHY DO PEOPLE USE BUZZWORDS?

People don't truly understand the product or service.

Remember high school?

It's the night before the big essay is due and you haven't done your research, so you load up your Word doc with as much fluff as possible.

People who truly understand a topic don't speak in vague platitudes and jargon.

They are clear and concise.

Do the Research



BE SPECIFIC AND SIMPLE

Simple is powerful.

Why are buzzwords so hazardous to your writing?

Because other than making your copy unclear, buzzword-riddled writing sounds like marketing.

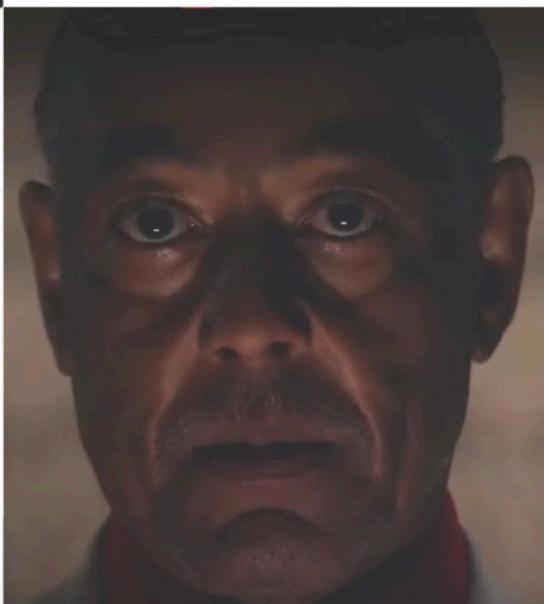
That turns off your reader.

Learn everything you can about what you're writing about. Find data points and proof statements. Then write really clear copy that speaks to the information your reader is looking for. Simple as that.

Writing
buzzword-y
jargon



Reading
buzzword-y
jargon



POSITIVE ATTRIBUTE OVERLOAD

"Look at all these beautiful words! Look at them!"

Bad copy will cram in flowery language as an over-the-top positive attribute bouquet.

In good writing, one word (maybe a couple) should dominate a sentence.

What's the point of the sentence?

That word is your red rose.

Simple language is used to make the impactful words impactful.

When every word tries to sound impressive, readers get desensitized to it because it sounds like marketing – and they don't know where they should be looking.



The task: Get people to notice the red flower.



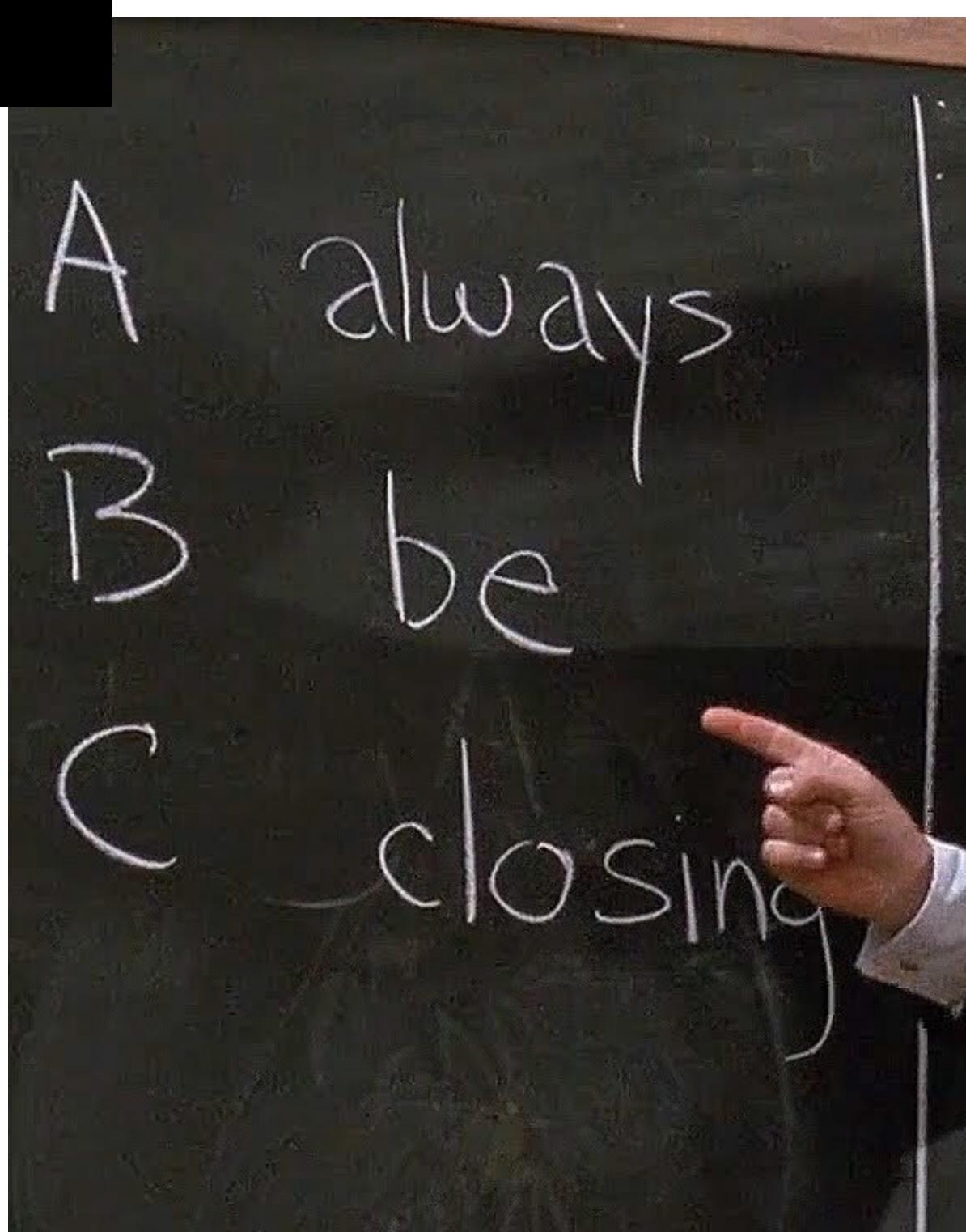
SELL! SELL! SELL!

I want the good leads!

Some writers make the mistake of loading their copy with super salesy language because they must “win the reader over.”

The end result?

You talk about our great product, how badly you need it, we are really great, really! I know this is a blog and it's the first time you've even seen anything from this brand, but reach out to us now so we can SELL TO YOU! *(gurgling gasp)*



DON'T WRITE FOR YOU, WRITE FOR YOUR READER

Always remember: write like you are the reader.

Do you like reading hard-to-follow copy filled with jargon?

No? Then don't write that way.

Do you roll your eyes reading copy with non-stop positive attributes?

Yeah? Then don't write that way.

Do you enjoy being aggressively sold to? No? Then don't write that way.

If you want to stand out, here's what you do:

Be clear. Be focused. Be helpful.

