

# Executive Research Association Compelling Communication

Jude Faultless

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# What are your communication challenges?

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- Build a relationship with your audience
- Persuade and convince, build your brand and extend your reach by talking relevantly to your audience
- Write effectively to get the response you want

What does communication mean to you?



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# The litmus test:

Can you stop  
your audience  
from scrolling?



What really makes the difference?



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# How to be relevant

Communication is  
not  
about what we say or do.

Communication is  
about what the other  
person hears and does.

Good communication focuses on the other person and relies on our relationship building skills.

# How to be relevant

## Who are you?

Your audience is seeking to build trust. Inconsistency kills trust.

Do you have a brand? (For your business or for you as an individual?)

Do you offer a consistent experience. If I research you, will your LI profile sound like the person I'm talking to?

How are you different from competitors and others who offer your service?

What marks you out?

What's your story?



# How to be relevant

## Who are they?

Identify their pain point and work from there:

Who are they?

Where are they?

How do they describe their problem – what language do they use?

How will they research a solution?

Who will they talk to?

What's their budget?

How long will it take them to make a decision?

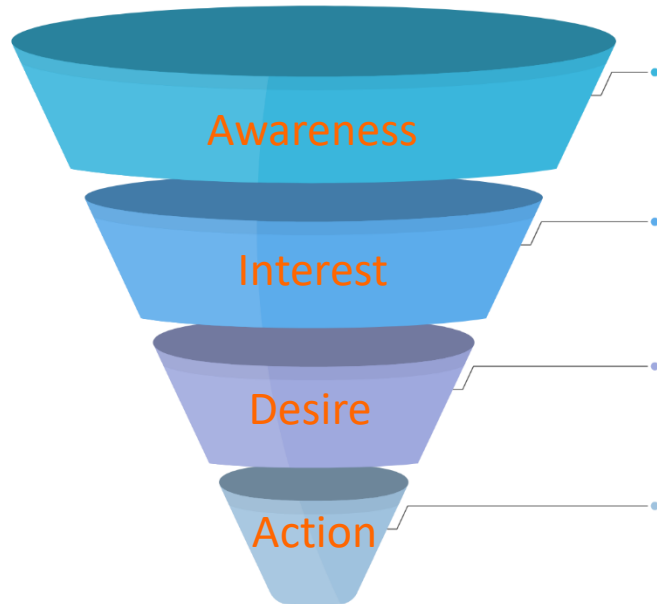
# How to be relevant

You can't offer a solution to an audience that doesn't understand their problem.

Your goal is to help your audience get so clear on their problem that when they are ready to make their decision, they choose us.

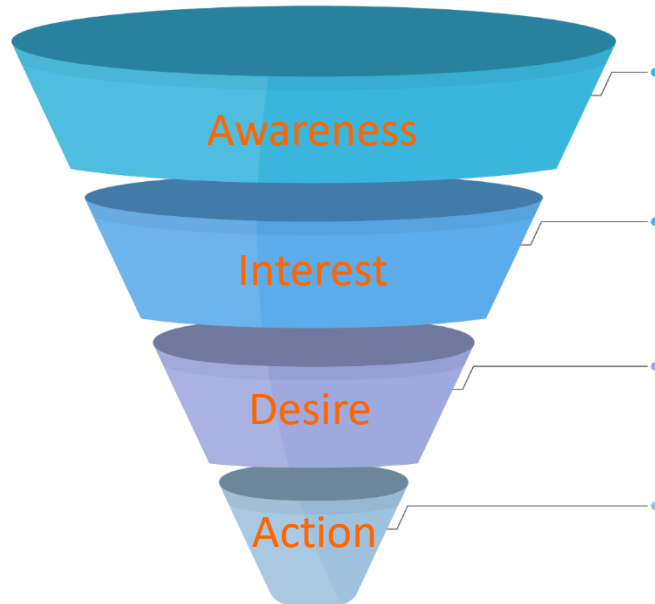
So how do we do that?

# How to be relevant



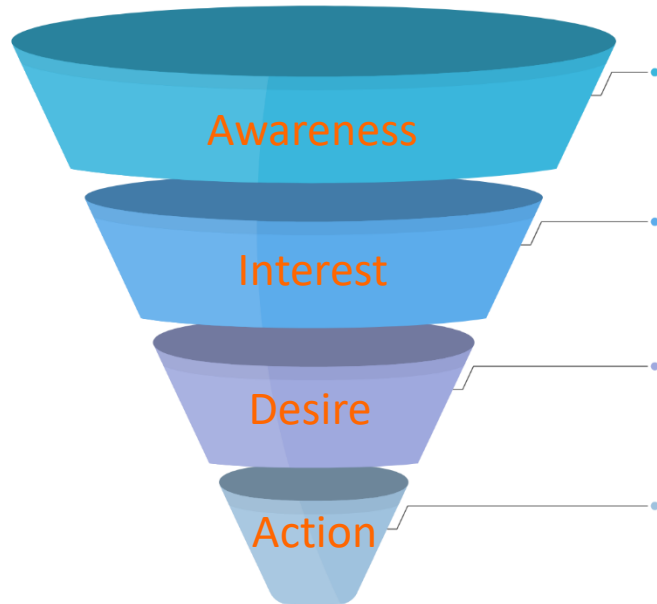
Sales Funnel

# How to be relevant



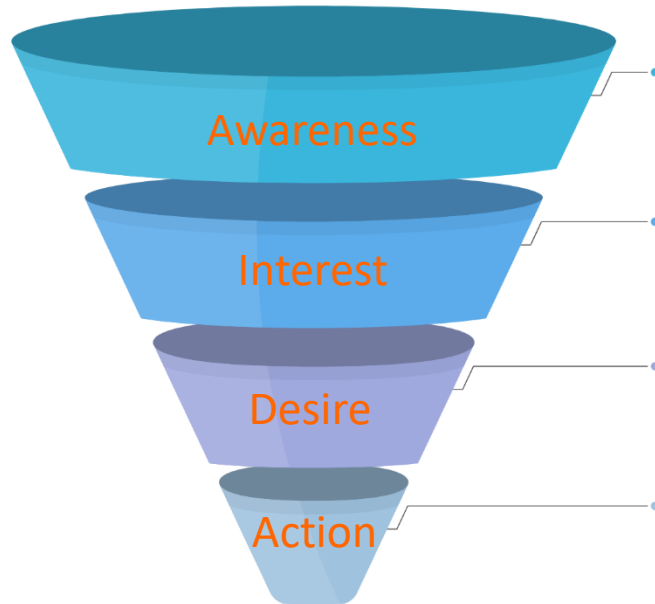
~~Sales Funnel~~  
Decision Funnel

# How to be relevant



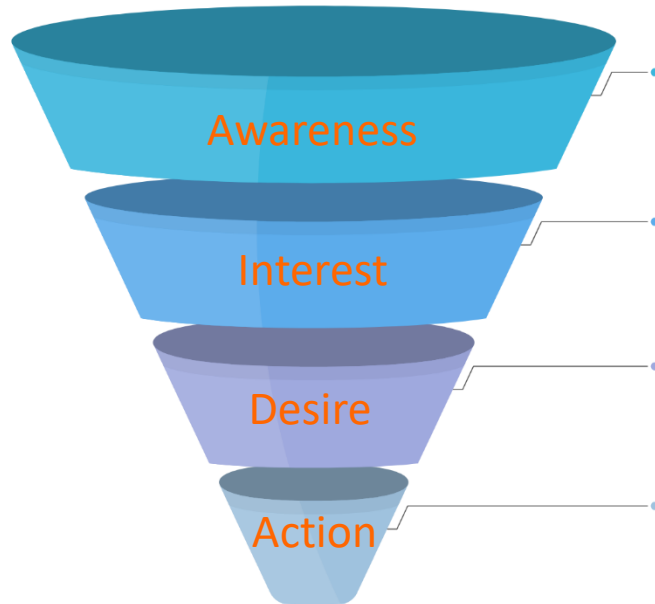
When we start fixing a problem, we research basic information. How can you **INFORM**?

# How to be relevant



Once we have our info, we think about our own particular circumstances – our considerations. Can you **EDUCATE** them on what to consider?

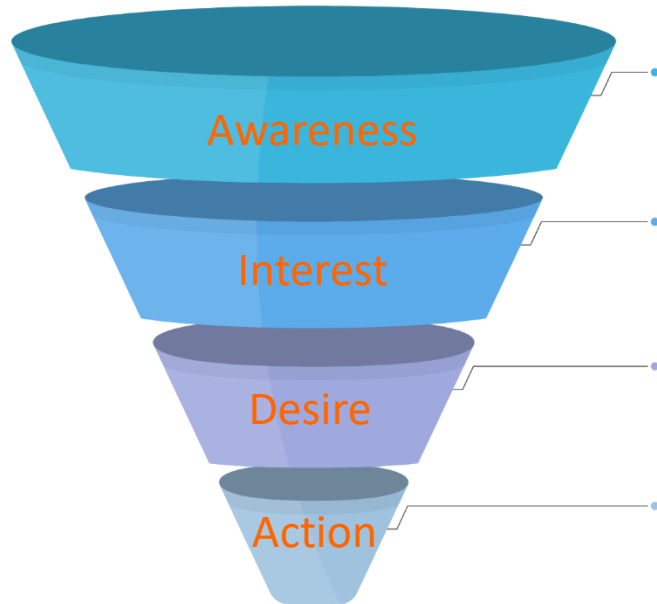
# How to be relevant



Why are you the best to meet their needs?  
Can you **INSPIRE** them?

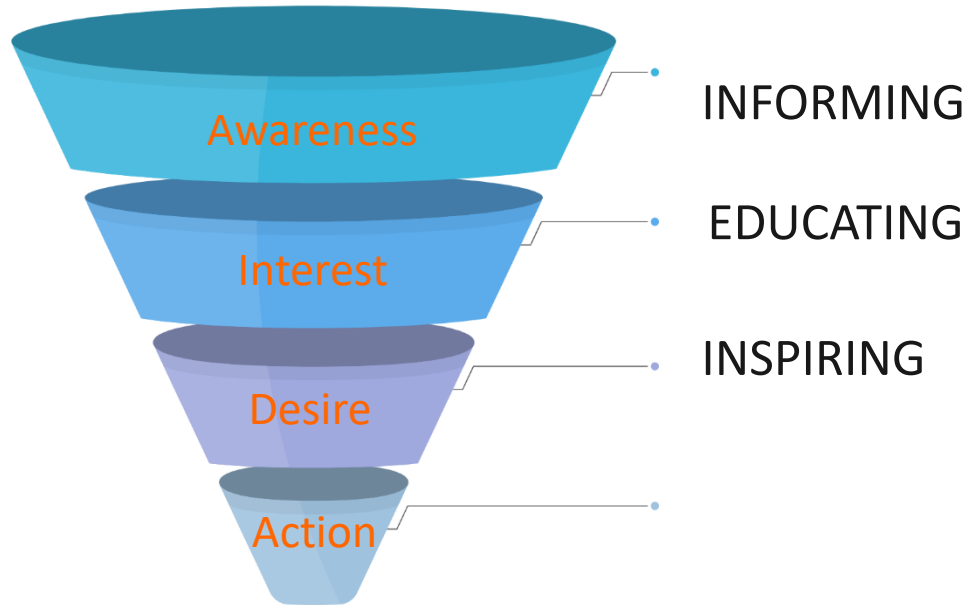


# How to be relevant

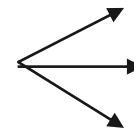


They're ready to make a decision. They can now **CHOOSE** you.

# How to be relevant

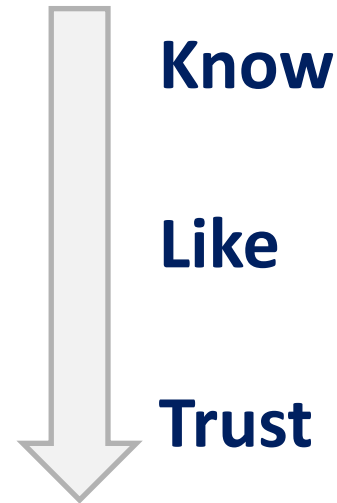
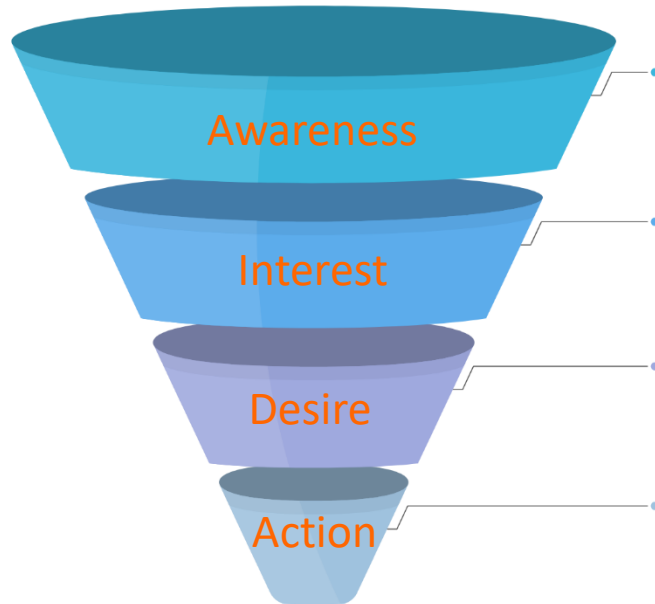


SOCIAL INTERACTION

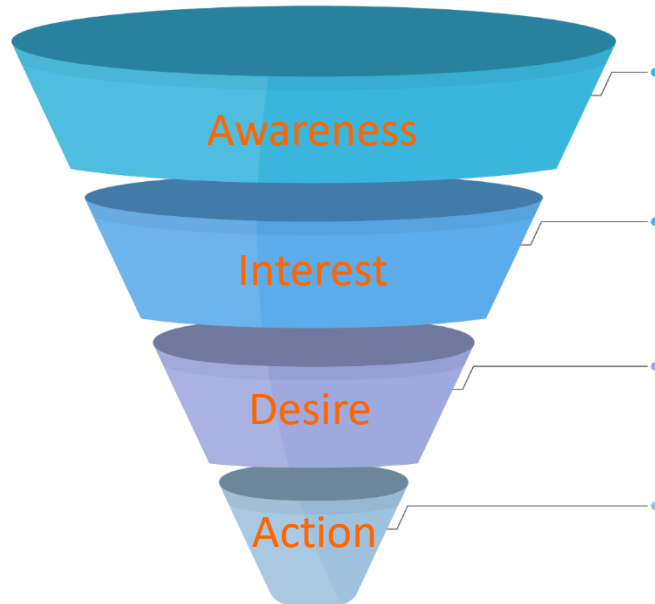


Build your brand  
Extend reach  
Establish your  
credentials

# How to be relevant



# How to be relevant



**Promotion:** Social posts, Website SEO, Guest blogging/ podcasts/ speaking, Networking...

**Consideration:** Blogs, Videos, Social posts, Newsletter/Email campaigns...

**Conversion:** Reviews, Case Studies, Photography, Awards, Referrals...

**Call To Action**

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**Compelling:** The hard part!

# What is good writing?

We are hard-wired to respond to stories. From nursery rhymes to anecdotes in the pub...

*You're telling your audience a story about themselves: It's the story of their lives when they have more influence, earn more money... drive a better car... are on top of their to-do lists... spend quality time with their kids...*

Story structures: Easy ways to turn your message into a compelling story.

# What is good writing?

Story structure: Before. After. Bridge.

*Getting on top of your communications strategy is a struggle.  
Imagine knowing it was all taken care of. That's what I do for you.  
URL*

# What is good writing?

Story structure: Problem. Escalate. Solve.

*Getting on top of your communications strategy is a struggle.  
Failure to do so could be losing you business. I take care of it all  
for you. URL*

# What is good writing?

Story structure: AIDA

Awareness. Interest. Desire. Action.

*Fresh off the press. Want to write copy that sells? Try these 35 easy tricks. Order my book today. URL.*

# What is good writing?

Story structure: Four 'U's: Useful, Urgent, Unique, Ultra specific.

*I'm sharing my simple tips to max the impact of your copy this Thursday. It's free! Love to see you there but places are limited so book now! URL*



# What is good writing?

**Alliteration:** Repeat consonants to create a catchy titles and sub-titles e.g. Copy, Content and Communication made easy.

**Facts :** Back up statements with facts. It improves trust and gives you credibility

**Opinions:** Give your opinion – it's not only helpful, it highlights your expertise and credibility.

**Repetition:** Location, location, location. A snappy way to underline your point.

**Examples:** Giving an example really helps comprehension and helps you explain things succinctly.

**Statistics:** Another kind of fact but one that establishes what you're saying in the wider world.

**Triples/Rule of three:** For some reason, three examples is the right number of examples. Two isn't enough. Four is too many. Three examples shows a trend.

# What is good writing?

## ACTIVE voice V PASSIVE voice

**The active voice has more energy and impact than the passive voice.**

*Follow-up personal training sessions were booked by more than half the attendees.*

*More than half the attendees booked follow-up personal training sessions.*

*I will deliver a status report every Thursday*

*A status report will be delivered by me every Thursday.*

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