

## TIP FOR GENERATING EFFECTIVE WEB CONTENT

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### 1. Write customer focused content that appeals to your audience.

Remember that your Web site should be focused on your audience first and appeal specifically to a niche interest. When writing your Web copy, you need to dialogue in an appropriate tone and format for the right audience.

Some of the most interesting content will have more appeal if it speaks to your audience in terms like: **you can, you might, you will, yours, your** and **you're** INSTEAD of **we, ours, we're, we will, we can**, etc. This is extremely important when working on sales related copy.

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**Try reading the Bad Example copy below.... OUT LOUD.  
Then try reading the Better Example copy below OUT LOUD.**

You can see the impact of simple changes to how your copy reads with a focus on the reader instead of a focus on yourself.

**Bad Example:** (8 self focused words in red)

Please read **our** mission statement. **Our** team as prepared 8 benefits which all **our** customers enjoy. **We** are proud to have served over 15,000 companies and stand behind **our** iron clad guarantee. **We** have the key to financial freedom and **our** customers are important to **us**.

**Better Example:** (Compare to how it reads with a "Customer focus" copy in blue)

**You** can possess the key to **your own** financial freedom and enjoy all 8 benefits, which are built into a solid future guarantee. **You'll** enjoy quick response and have all **your** questions answered promptly. **Your** concerns are most important to us.