

BROAD MARKET *Insights*



**WORDS
HAVE
POWER**

Thought Leadership in Action for Life Insurance

The Art of Writing Compelling Messages for Non-Marketers



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If you work in sales or marketing, you're probably not a complete stranger to copywriting. The American Writers & Artists Institute defines copywriting as "the process of writing persuasive marketing and promotional materials that motivate people to take some form of action."¹ That action might be anything from clicking on a social media post to signing on the dotted line and buying a life insurance policy.

Every insurance agency's marketing and sales departments depend on strong, effective copy. Without it, these departments would depend completely on phone calls and face-to-face meetings. Even videos often require copywriting in the form of a script.

What Makes Good Life Insurance Copy?

Insurance copy comes in many forms, including:

- ❖ Emails
- ❖ Social media posts
- ❖ Video scripts
- ❖ Digital and print advertisements
- ❖ Brochures and flyers
- ❖ Newsletters
- ❖ Direct mail (postcards and letters)
- ❖ Sales call scripts

Each of these assets needs a compelling message to captivate the reader and inspire them to take the next step, whatever that might be. Effective copy keeps that next step in mind from the first word to the last. It has a strong message that resonates with the reader, and it guides them through a logical progression from "Here's a problem we know you have" to "Here's a solution."

¹ Source: What Is Copywriting?: AWAI's Essential Introduction to the Copywriting Industry. American Writers & Artists Institute. February 24, 2021. <https://www.awai.com/what-is-copywriting/>

If you're new to copywriting, all of this might sound like it's much easier said than done. Don't worry. Copywriting is a skill, but it's one that even someone without a strong foundation in sales or marketing can develop if they know the underlying strategies.

Here are five copywriting tips for creating short, compelling messages to help boost sales.

Tip #1: Write a Strong Title

You only get one chance to make a first impression, which for copywriters means a great title. People will likely only read the rest of your material if the title or headline inspires them, so don't be afraid to invest what may seem like a disproportionate amount of time writing this part.

Your goal is for as many people as possible to read the title and think, "I can't miss out on this." Hint at the critical value of the piece, but make sure they have to continue reading to get the crux of it.

Once you have your headline, consider passing it through something like [CoSchedule's Headline Analyzer](#).² This tool will tell you how clear, readable, engaging, and effective your title is.

Tip #2: Keep It Short and Sweet

Brevity is the soul of wit — and of good copy. Save the in-depth detail about your policies for when you consult one-on-one with a potential buyer. That's when you can present the proper information to answer their questions and it won't seem as dense.

For your copy, stick with the basics. Write what you want to express, then go back and cut out all of the words that don't bring you closer to your point. For example, the sentence:

"It's important to choose the right life insurance coverage to meet your family's needs."

... might become:

"Choose the right coverage for your family."

Tip #3: Focus on the Buyer

Great copy focuses on the buyer, not the seller. It doesn't say, "Here's how great our policies are," or "Here's why our customer service is better." It says, "Here's how YOU can benefit from the right policy."

² Source: CoSchedule Free Headline Analyzer. <https://coschedule.com/headline-analyzer>.
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Remember the definition of copywriting? It says copy should be persuasive and should motivate people. You rarely persuade or motivate by talking about yourself. Rather, talk about how taking a certain action would benefit the other person.

Copywriting guru Tamsin Henderson recommends the “traffic light test.” Take your copy and circle or highlight all of the customer-focused “you” language in green. Then highlight the “we” and “us” mentions in red. If your green markings exceed your red, you’re focusing on the buyer, and that’s good copy.³

Tip #4: Play to Their Emotions

Research shows that emotions weigh heavily in people’s decision-making processes, especially when the decision is personal.⁴ Few things are more personal than the need to care for one’s loved ones—a motivation that lies at the core of life insurance sales.

For insurance copy to be effective, it should tap into these emotions without manipulating the reader. Focusing on the reader’s needs will get you most of the way there. For that extra jolt of motivation, consider using what copywriters call “power words.”

Power words are emotionally charged words that make people want something, whether it’s tangible like financial security or just more information. Digital marketing resource OptinMonster publishes one popular list,⁵ which includes words like:

- ❖ Exclusive
- ❖ Quick
- ❖ Insider
- ❖ Thought-provoking
- ❖ Unlock
- ❖ Value

You can use these words throughout your copy, but they’re particularly effective in your call to action.

Tip #5: Write a Clear Call to Action

The call to action, or CTA, is the linchpin of your copy. The CTA is the part where you finally say what you want the reader to do. For example:

- ❖ "Click here to learn more."
- ❖ "Call today for your free consultation."
- ❖ "Enter your email address to receive our newsletter."



3 Source: Henderson, Tasmin. The traffic light test: how customer-focused is your copy? May 2, 2019. <https://www.tamsinhenderson.com/new-blog/how-customer-focused-is-your-copy>

4 Wray, Jadzis M. The Weight of Emotions on Decision-Making: A Comparative Analysis. Inquiries Journal. December 2020. <http://www.inquiriesjournal.com/articles/1798/the-weight-of-emotions-on-decision-making-a-comparative-analysis>

5 Fernandez, Mary. 700+ Power Words That Will Boost Your Conversations. Optinmonster. July 30, 2020. <https://optinmonster.com/700-power-words-that-will-boost-your-conversions/>

Notice that all of these CTAs include an active verb followed by a specific result that leaves the reader thinking, "If I do this, I'll get that." In the end, that promise is the crux of all good copy.

Final Thoughts

The better you become at writing copy, the more you can contribute to successfully marketing your business. Effective copywriting is all about persuading and motivating, so keep the focus on your reader at all times.

Keep your copy concise, cutting out all unnecessary words. Remember that your copy is a guide, leading people from problem to solution. That solution is available once they follow your CTA, so make that as clear and enticing as possible.

Becoming a stellar copywriter takes practice, but every improvement is valuable. Sometimes it only takes one tweak to your copy to win over a new policyholder!



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