

# Copywriting Cheat Sheet by Vertical Response

## INTRODUCTION

All avenues of online communication require different text, voice, tone and length. This infographic <http://www.verticalresponse.com/blog/copywriting-cheat-sheet-how-to-write-for-email-social-media-and-web/> does a great job of outlining the different types of voice you should use and when.

[Vertical Response](#) did a great job on this, and you should visit their site, subscribe to their feed, and follow them on [Twitter](#) & [Facebook](#).

## EMAIL PROMO COPY

- ✓ Enticing
- ✓ Action Oriented
- ✓ Impactful
- ✓ Clear
- ✓ Concise
- ✓ High-Impact

Include:

- ✓ Call to action
- ✓ Compelling imagery

## EMAIL NEWSLETTER COPY

- ✓ Personable
- ✓ Informative
- ✓ Consistent
- ✓ Educational
- ✓ Non-Salesy
- ✓ Impactful

Include:

- ✓ Divided sections
- ✓ Short sentences
- ✓ Call to action

## BLOG COPY

- ✓ Story-based
- ✓ Have personality
- ✓ Engaging
- ✓ Opinionated

### Include:

- ✓ Sources
- ✓ Short sentences
- ✓ Links to other posts
- ✓ Keywords
- ✓ Questions

## FACEBOOK COPY

- ✓ Short
- ✓ Shareable
- ✓ Action oriented
- ✓ Conversational

### Include:

- ✓ Questions
- ✓ Ask for an action
- ✓ Images
- ✓ Links
- ✓ Videos

## TWITTERY COPY

- ✓ Less than 140 characters
- ✓ Friendly
- ✓ Personable

### Include:

- ✓ Links
- ✓ Hashtags
- ✓ @ Replies
- ✓ Retweets
- ✓ Questions

## INSTAGRAM COPY

- ✓ Short
- ✓ Contextual
- ✓ Use Hashtags
- ✓ Tag Location

## PINTEREST COPY

- ✓ Contextual
- ✓ Friendly
- ✓ Descriptive

Include:

- ✓ Headline
- ✓ Call to Action

## LINKEDIN COPY

- ✓ Personable
- ✓ Professional
- ✓ Concise

Include:

- ✓ Shareable information
- ✓ Questions
- ✓ Links

## WEBSITE COPY:

- ✓ Informative
- ✓ Action oriented for leads and customers
- ✓ Clear
- ✓ Consistent

Include:

- ✓ Important info above the fold
- ✓ Features, benefits, experiences
- ✓ Keywords
- ✓ Links
- ✓ Call to action