

[Checklist]

4 Copywriting Mistakes That Will Destroy Your Small Business

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As a business owner, you'll want to avoid making any of these common copywriting mistakes that can hurt your company's image and reputation.

The good news is that you can prevent these slip-ups by learning about them and taking steps to stay on track.

Use this checklist to evaluate your own writing practices, and think about how you can improve in the future.

All the best,

Keegan A.M. Lewis

☐ **Mistake #1: No Clear Call to Action** — If your writing doesn't include an obvious, direct call to action, then you leave the reader indefinitely wondering what it is you'd like them to do. You can leave them hanging for only so long before they move on to the next thing. Avoid this deadly mistake, which could cost you a lot of new customers.

☐ **Mistake #2: Trying to Sound Too Perfect** — Why not convey authenticity more often in your copy and stop trying to sound so perfect? This never works — you'll sound staged and fake, even if that's not the case. The goal is to create a clear and resonant voice that people want to listen to. If you sound like "one of them," your customers will sense it, and trust will be hard to build.

☐ **Mistake #3: Mismatched Voice** — In your email signature, on your website, in your ads, and even in person, you have a voice. A voice that tells your customers everything they need to know about who you are and what you do. With mismatched voice, it's not just that your messaging doesn't match up with the image you want to convey, it also doesn't match your target market.

☐ **Mistake #4: Forgetting About the Sale** — Copywriting is all about selling. You won't see much success if your copy isn't pushing visitors to take action. Remember, you aren't just trying to get attention. You need to move your prospects through the sales funnel, which not only involves capturing their attention but also answering objections and leading them toward a purchase.

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Assess Your Copy Needs

Has your sales copy been grazing the bottom of the conversion funnel? Businesses of all sizes can make copywriting mistakes, but you can avoid them by taking advantage of a free copywriting.

Don't fall victim to copywriting mistakes that can ruin your business. Take advantage of my free copywriting consultation, where I will show you how to create compelling and converting sales copy that converts your audience into loyal customers.

Schedule your free copywriting consultation

Attract

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