

A faint, dark blue background image of a person's hands and arms writing on a notepad with a pen. The person is wearing a dark shirt and a watch on their left wrist. The notepad has some lines on it.

[Checklist]

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# **7 Retail Copywriting Tips To Attract Customers**

Keegan A.M. Lewis | Copywriter

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To be effective at attracting customers, you need a plan of action. This checklist offers you actionable tips to apply in your retail copywriting.

You can use this checklist as a guide, develop your own personal book of best practices for writing your next ad, copy piece, sales letter, or any other type of written communication for your business.

All the best,

*Keegan A.M. Lewis*

- ☐ **Show the Benefits of Your Products:** It's often easier to think of features, but remember that features don't sell. Benefits do. Appeal to the buyer's emotions through value, empathy, and personal benefit. Make an offer that's so compelling, your customers have to take action.
- ☐ **Be Clear:** Whether you're writing a tagline, headline, or body copy, clarity is essential to connect emotionally with customers. To ensure clarity in your promotional materials, you must write information that's concise and easy to understand.
- ☐ **Use a Friendly and Conversational Tone:** People are more likely to trust the things they read if they feel the messenger is relatable, friendly, and casual (in other words, human). So keep your tone like that.
- ☐ **Use Active Verbs:** Active verbs don't just make your writing more powerful — they also make it instantly more interesting and easier to grasp. Customers feel compelled to act decisively when you use dynamic words in your copy.
- ☐ **Talk About the Product in Use:** Whether you're selling smartphones, fitness trackers, or watches, it's important to equip your copy with a sense of utility. Your customers don't want to just hear about the product's specs. Bring the product to life by describing how users actually interact with it.
- ☐ **Use Examples with Proof:** Believing in your own product is one thing, but for customers to buy into your vision — to pay for what you're selling — they need real examples and proof of your product's greatness in their own lives.
- ☐ **Do Not Forget to Say What You Want Customers To Do:** It's imperative to lead the customer to the action you want them to take. Make it easy for customers to act by clearly stating what they should do next.

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# Need help creating copy that drives conversion?

Keegan A.M. Lewis, Copywriter, helps businesses grow their revenue through the power of effective writing. Whether your goal is to increase eCommerce sales or double down on your online and in print marketing efforts, Keegan offers professional copywriting services that reel in customers and keeps them coming back for more.

**Schedule a Free Consultation Today!**

**Attract**

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