

The 5 principles of voicing your wondrously BIG idea to change mindsets and change hearts

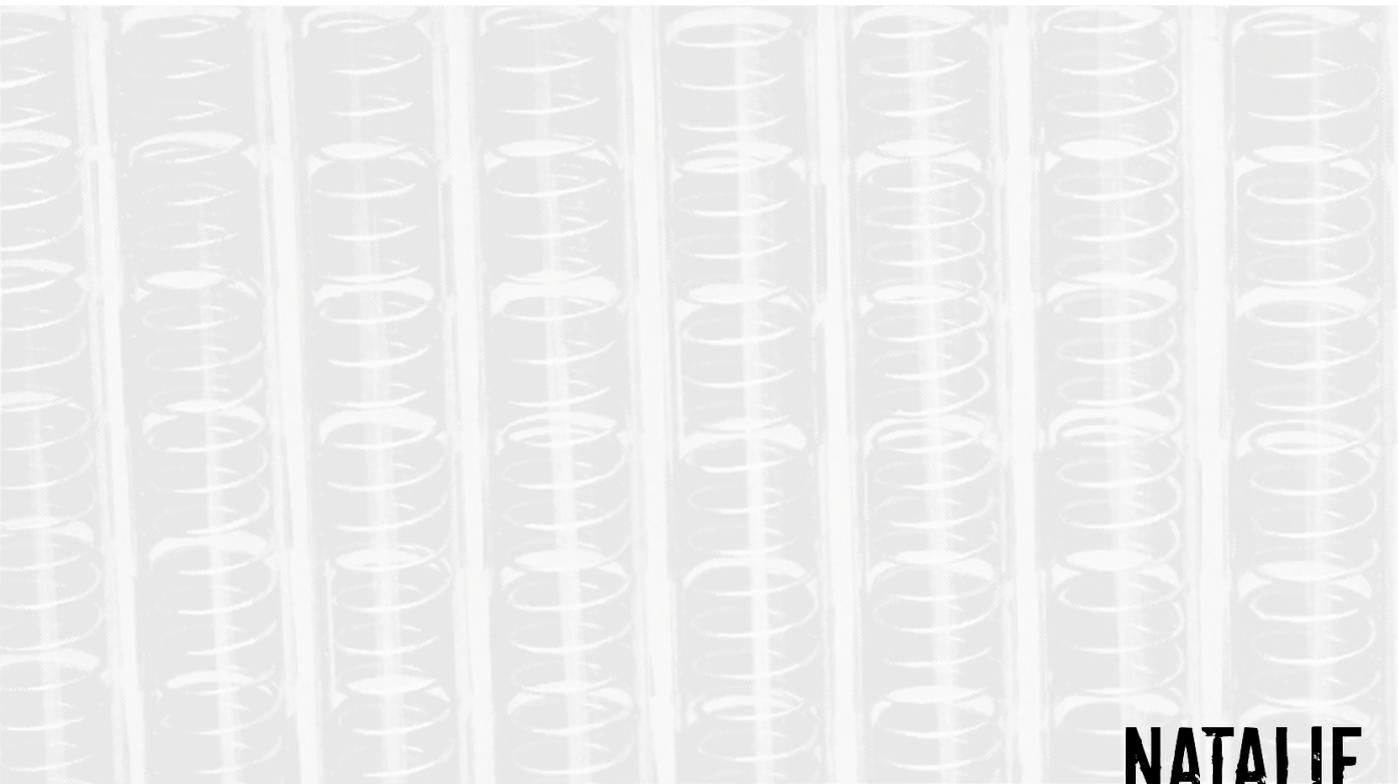
How to let people know what's coming next with technology & move them on from old ways of thinking



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Making human connections in a digital world (´▽`)ノ ~ ♡



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By the end of this guide, I want you to feel reassured

→ No more wondering if you're focused on the right things

→ No more trying to figure out how to get through to people

If you've made a breakthrough in technology. You have a fresh vision for the future. Or you want to reinvent old ideas. You can.

I'll show you how.

We'll tackle these 5 key challenges:

- * How to answer the 2 immediate questions that are on everybody's lips
- * What NOT to do if you want people to keep listening to what you have to say
- * Where to focus your thinking so that it's easy for people to embrace your ideas
- * Why name-dropping is so important (if it's done in the right way)
- * When it's absolutely vital to encourage laziness to avoid losing customers

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They laughed when I sat down...

You might recognise this as the intro to one of the most famous advertising headlines in history:

"They Laughed When I Sat Down at the Piano But When I Started to Play!"

It was written by advertising legend John Caples in 1925. It perfectly illustrates the desire we all have for recognition. When people scoff at our ideas or our ambition, it hurts. Proving them wrong? Well, that feels pretty good.

Because everybody's a nobody until they have a breakthrough.

And the thing is, people want to qualify you.

They like to box things in. Why? It's because people feel safer in groups. Your customer can make sense of things when there are many people all doing the same thing. It's what us copywriters call social proof. If you see someone else doing something, you feel okay to follow suit.

But then *you* come along with your big bold futuristic idea...

It doesn't fit neatly into a framework that your customer knows already. They wonder where you fit in.

They might even see you as an outsider. Since there's nothing for them to measure you up against.

So how do they know what you can do?

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You be sure to tell them.

There's all the usual stuff like your background and professional experience. But the real difference will be in your Why.

In his book, *Start With Why*, Simon Sinek describes it as the thing you use to “inspire everyone to take action”.

People want to feel satisfied that you're qualified, but mostly, they have to **feel** that you're unstoppable. That you'll succeed.

When Richard Branson was in his twenties, a lady called Jane Tewson visited his office. She wanted help to fund a charity project. Relaying the story on the Virgin blog, Branson doesn't mention her qualifications at all. There's nothing about her experience. Only the “special quality” she has. So he helped her.

He was right. Getting backing from Branson helped Tewson go on to create Comic Relief and Red Nose Day. She's since helped to raise billions of pounds for people in need.

People don't stop and listen for no reason.
They can see, feel, and smell your ambition.
They know that you're hungry.

So tell the person who's reading your web copy who you are and why you deserve their attention. Don't skip this step because their first two questions will be, who are you and why should I trust you?

It's your job to convince them. **Every word you say counts.**

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So many tech companies fall into **THIS** trap

- * There are **billions** of websites in the world
- * The most popular social media channels have **1 million+** users
- * The most used app stores have around **2 million** apps for you to consider downloading at any one time

Browsing. Scrolling. Getting distracted. We're all doing this continuously without even realising it. We're so engrossed in the online world we walk into traffic – I'm not exaggerating. The Pavement Light Company has developed traffic lights to stop people from walking into the road whilst using a smartphone. They're already used in some parts of Europe.



Image from the designers: [The Pavement Light Company](#)

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When someone lands on your website you're fighting against all of that to keep their attention. It takes work to stop them from clicking away. It's almost impossible when the words you use don't make sense to people. Especially the geeky techie stuff.

- * If your typical customer isn't a developer, don't insist on going into detail about the technical details.
- * If they don't use formal business language, why would you?
- * If you make your product sound complicated, stuffy, or fanciful, it's likely to turn a new customer away.

If you want people to listen to what you have to say, find out what they want and **need** to hear first. What language do *they* use?

Do this before you write your website or any part of your marketing message. That way, your message stands less chance of getting lost in the noise that we all battle to shut out online.

People stick around voluntarily if they like your tone.

More importantly, they stick around when they can easily recognise what you do and understand straight away how you can help them.

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Imagine!

We all know someone who does this.

You ask them a question and you get every tiny detail in their reply. Not just what they did or even why, but how they did it too. You ask what they had for breakfast and they could have just said “toast”. You don’t need to know that they ran out of milk, tripped over the cat, and couldn’t decide between jam or marmalade.

That level of detail bores people – you know this. You probably also know about the 7-second rule. That’s the amount of time you have to get someone’s attention online. New reports say it’s already dwindled down to 3 seconds, so be quick to focus on your long-term vision. Not the steps it takes to get there or the practicalities of what’s involved.

Compare these two descriptions of the same thing:

- * “I’m launching a product next year that will allow people to explore space travel”
- * “I’m launching a product that will one day take every person in America to the Moon”

Which one gives you tingles?

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The second one is easier to run with because just about anyone can visualise it happening. The first ends flat.

People must be able to picture what you do. Then it becomes more like a memory. Instead of only text, there's an image in their head that they can retrieve whenever they think of your big bold idea.

So use your words to show people what your vision leads to. Even if it's a redesigned world that exists w-a-y off into the future.

When you focus on the end result, people can go there in their minds. They don't honestly care how you'll get there.

They just know whether or not they want what you have to offer.

Like Stephen King says in his non-fiction book, *On Writing*, 'keep the back story back'. Nobody needs to know the tread depth of the tyres on Elon Musk's Roadster. They mostly just enjoy the live stream of a car floating around in space and hope that one day they can go too.

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Book for kids shows the grown-ups how it's done

Ever read *The Gruffalo*?

There's a mouse who tricks all of the animals in the woods. Instead of discounting him, they fear him, because the mouse has a Gruffalo.



Image from the official website: [The Gruffalo](#)

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The mouse is clever because it brings backup.

Mice are also agile.
They never stop growing.
And they climb high.

As a changemaker, you're all of those things too on a human level. You're a fast-thinker and determined to succeed.

There's no better way to endorse that by bringing backup. That is:

- * **The people who can endorse you for your skills**
- * **Or the ones who see your product for the brilliant invention that it is**
- * **Or the experts who know that your service is a gamechanger**

Your customer is more likely to pay attention to what someone else (not you) says about how good you are at what you do. It's proof that you're worth listening to. When you include the names of your supporters in your web copy, it shows that others already believe in your idea.

With that in mind, your potential new customer can feel more confident to follow their lead and sign up.

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"Man cannot discover new oceans unless he has the courage to lose sight of the shore." ~ Andre Gide

Be really clear.

When someone lands on your website, don't make them work at it to figure out what you do.

Let your reader be lazy.

Let them sit back and relax.

Heck. Let them **enjoy** discovering everything you have to offer!

If you've followed the four pieces of advice in this guide that I've given you so far, you've already:

- * Thought about how to show your reader that they can trust you
- * Identified any jargon or stuffy language you use that could put your reader off
- * Considered how to catapult your online visitor into the future and show them the outcome of your vision
- * Worked out who to bring as backup to show others that you do everything you say you will

Now, there's only one question to answer.

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What do you want your potential new customer to do next?

What will they get out of this visit to your corner of the Web?

Pick one thing. Then direct them to it.

Show them how to go straight there without stopping or getting distracted.

To do that, you need to be persuasive. And if you are, there'll be no barriers to them making it onto your mailing list.

No hovering around the buy button.

Or closing the browser without first making contact.

People can quickly and easily buy into your BIG idea, so long as you follow the 5 principles of voicing it that I've shown you here.

If you want to share these principles with a friend, go ahead and send them a copy, but please include this credit:

Written by Digital Innovation Copywriter, Natalie Smithson
She works with people who use technology to make the world a better or more imaginative place
<https://nataliesmithson.com>

And if you want help with the idea you're working on RIGHT NOW, I recommend you start with a Dig your heels in session. **You'll end up with a more persuasive message in just a few days.**

[This is how it works](#)

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