



## Best Practice: Editorial/Copywriting

### Three Easy Ways to Engage Readers

#### 1. Write a Good Headline

The headline is your first chance to grab your readers' attention. Make it short, with enough information to spark interest in what the article has to say.

**Reader will skip:**

Widget Worldwide Implements New Program for Employees

**Reader will be drawn to:**

Cash Bonus Incentives Coming to Widget Worldwide

#### 2. Personalize the Story

Don't turn your newsletter into a lecture - or worse, a term paper. In telling a story, give the reader some detail that they can relate to personally.

**Reader will stop after:**

In 2005, Widget Worldwide implemented a new incentive program to reduce call center response times that has proven widely successful. A recent survey showed that customer satisfaction has improved by 27.5 percent since the new system began. As a result, we expect to see increased sales for the next quarter, mostly concentrated in repeat business from these satisfied customers.

**Reader will be curious after:**

Alice Operator grabs her phone before it finishes its first ring. "Widget Worldwide," she says cheerily, keeping a smile on her face as she notes the digital stopwatch on her desk. Her five-second response has been duly recorded in a department log, helping her call center team in the monthly Response Time Reward Program. The incentive program has led to a 27.5 percent increase in customer satisfaction. That may lead to bigger sales this quarter, with employees sharing in the profit.



### 3. End With a Bang

The last paragraph or sentence of an article should offer a final thought, summarize the gist of the article or call the reader to action.

**Reader will forget:**

The incentive program began in March. It will run indefinitely. Managers are keeping track of times and progress to see if it will continue to succeed.

**Reader will remember:**

This initial success has Widget Worldwide considering plans to make the Response Time Rewards program permanent. “If employees continue to respond positively to the program and we see our customer satisfaction levels rise as a result, we will keep the program going,” says President and CEO Don Bigshot.

**Want to Learn More?**

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