

Mike Capuzzi's

# 27 Essential Copy Cosmetic Enhancements Every Smart Copywriter and Marketer Should Use...

## Boldfacing:

Use to emphasize important words, phrases, dates, etc.; vary the weight of your typefaces to cause your reader's eyes to dilate.

**THIS IS REALLY BOLD**

## Borders:

Draw attention to important items such as headlines, testimonials and coupons (red border around a coupon grabs attention); consider adding to your guarantees to make them look even more valuable; use around light colored images to help set them apart.

## CAPITALIZATION:

Use to set off a single (or two or three) words which need extra emphasis; use sparingly since it often times means "shouting".

**FREE!**

## Captions:

Should always be used under a photo, illustration or graphic; consider putting in a big benefit or call-to-action since captions are one of the most often read copy cosmetic enhancements when placed next to an attention-grabbing graphic.



MAKE IMPORTANT PARTS OF YOUR COPY STAND OUT!

## Cartoons, Comics & Caricatures:

One of the least used, but most effective ways to grab attention and lighten up your copy; consider personalizing the caption for additional response boosts.

## Color:

Blues and softer colors relax us; reds and hotter colors energize us; use strong colors to grab attention and create urgency (I prefer red); be careful you don't use too many colors which will distract your reader; understand the concept of "reverse print" and be very careful when using it. The combination of Black and Red on White really standout!

## Columns:

50 - 70 character wide columns are easier to read than single, wide columns; look at your newspaper and classic direct-response advertisements to see how they use columns to "air out" the copy.

## Drop Caps:

Draws the reader's eye to the beginning of your letter; studies show this simple technique increases readership. Don't be afraid to change the color and font as well but be mindful of choosing an appropriate and readable font.

## Fonts & Typefaces:

Whole books have been written on this enhancement alone; simple rule for maximum readability, use serif fonts (e.g. Times Roman, Courier) for print marketing and sans-serif fonts (Arial, Verdana) for online marketing; consider handwriting fonts for added personality.

Serif Font	Sans-Serif Font	Handwritten Font
Times Roman	Arial	CopyDoodles Becky
Courier	Verdana	CopyDoodles Tom
Garamond	Helvetica	CopyDoodles Carly

## Highlighting:

Adds a touch of realism and color; use to highlight key copy and be careful not to overuse (when everything is emphasized, nothing is emphasized).

## Indenting:

Makes for easier reading and helps break up long copy.

## Italics:

Use to create emphasis on word or short phrases; creates urgency and intensity; use for book titles, article titles. Careful when using online in small fonts, as readability can be a problem.

## Line Justification:

Justified text is typically harder to read (where both the left and right margins line up) and should not be used in your sales letters (think flush left and ragged right); an exception to this rule is multi-column advertisements, newsletters, etc.

### Left Justified

Ficiaeperio. Et quiae comnime  
nimus quid mosam fugiaes sitas  
ea cum rersperum fuga. Nequi  
vitaerum aut quis etum et lam cor  
seque et di to moditia nesto coresti  
delliqu atestibea conecta estiori  
onsedig enderum.

### Full Justified

Ficiaeperio. Et quiae comnime  
nimus quid mosam fugiaes sitas  
ea cum rersperum fuga. Nequi  
vitaerum aut quis etum et lam cor  
seque et di to moditia nesto coresti  
delliqu atestibea conecta estiori  
onsedig enderum.

Notice the space between words has a greater variance than left justified. This can create unwanted rivers through your copy.

## Line Spacing:

Critical for maximum readability; proper line spacing is based on typeface, size and line length; wider sections of copy should have more spacing to enhance readability.

More valuable copy cosmetics tips on the other side!

and also visit...  
[www.MikeCapuzzi.com](http://www.MikeCapuzzi.com)

## Lists:

Include bullet, number and checklists; important technique to communicate priority and important and succinct benefits.

Bullets	Numbered	Checklist
• POINT A	1. POINT A	<input type="checkbox"/> POINT A
• POINT B	2. POINT B	<input type="checkbox"/> POINT B
• POINT C	3. POINT C	<input type="checkbox"/> POINT C

## Simulated Hand-drawn Doodles –

a.k.a. CopyDoodles®:

Help draw the reader's eyes to important areas of your copy; add variety and interest to the eye and brain; creates a more personal reading experience.

★ You're going to want to read this one!

## Personalization:

Critical copy cosmetic strategy that can yield big bumps in response; much more than simply inserting the reader's name in the salutation; consider personalizing your headline and response device (e.g. certificate or fax back form); always sign your letters by hand or add a graphic signature in blue for an added personal touch.

Yours truly,  
Mike Capuzzi

## Simulated Handwritten Margin Notes:

Adds a personal touch...

Add a unique, "me to you" look; help grab attention; studies have shown handwritten margin notes can increase response; use CopyDoodles® to add high-quality handwritten enhancements quickly and easily.

## SIMULATED RUBBER STAMPS

A favorite technique of mine, especially on envelopes and order forms; helps create a unique, one-off look; create your own "CopyStamps" as a member of the CopyDoodles Access Club.

## Photographs & Illustrations:

Another must-use enhancement; studies have shown that photos and illustrations are one of the most-often looked at part of a letter and help increase retention; people love looking at compelling photos so make sure you are using them; consider photos of products in use, close-ups, before and after, people, pets; always have a caption and study classic direct response ads for great examples on how to use photos.



Mike Capuzzi Presenting at the GKIC Superconference<sup>SM</sup>

Remember... Always use a caption. It will get read!

## Subheads:

Break up long copy and offers eye relief; critical for skimmers and makes long copy less imposing; should be written as "bread crumbs" to entice the reader to follow you along your copy; format is critical for maximum readability.

## Text Boxes:

Powerful way to draw the eye to important information; consider using for testimonials, offers, guarantees.

## Underscoring:

Allows you to emphasize key words or phrases; used to signify email and web addresses; should be used sparingly since overuse can decrease readability; always underscore with a continuous line.

## White Space:

Necessary for readability; too much and you lose valuable real estate; too little and it's difficult to read; add white space around headlines and images for maximum impact.

## Screen Tints:

Use to draw attention to specific areas of copy; gives the appearance of more than one color when doing one-color printing; use light backgrounds for maximum readability.

## Short words, Sentences, Paragraphs:

Short. Delivers. Punch. Short word, sentences and paragraph helps keep the reader reading and effectively breaks up long copy.

## Sidebars:

Helps hold together and differentiates blocks of copy; excellent for case studies, testimonials, or product highlights.

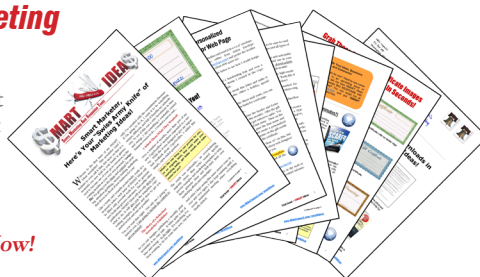
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"Mike Capuzzi can help you be much more thoughtful about the cosmetic enhancement of your ads, sales letters, web sites, etc. This is the area of specialization in which Mike has made himself a world-class expert."

Dan S. Kennedy - Author,  
The Ultimate Sales Letter  
[www.NoBSbooks.com](http://www.NoBSbooks.com)