

Don't forget to be good

Presented by Yossi Nachemi

Thanks for attending today. Here are the key points we covered:

What is “good writing”?

- “Good writing” helps your users (and your company) achieve their goals

You can use metrics to accomplish this. The two main types of metrics are:

- **Company-focused**
 - These are what your company uses to judge how it's doing.
 - **Writing-focused**
 - These are metrics that your team can use to judge if you're meeting your writing goals. For example: Readability can give you an understanding about your writing.
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How to be good

- The basics
 - Don't make silly mistakes. Check your spelling and grammar. Read your copy out loud to make sure it's easy to read.
 - Lock your copy
 - Make a final version so you know you're evaluating
 - Scoring your text
 - Align on writing metrics as a team that will give you insight into your copy
 - Evaluate copy from the perspective of both your users and your company.
 - Run an audit on your product's structure.
 - Knowing how people get to your copy can give you a great insight into how they react to it and why
 - A/B Testing - two types:
 - Motivation testing - what do people respond to? FOMO? Incentives?
 - Optimization - finding the right phrasing for the motivation
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Remembering to be good

- **Nothing profound - you need to remember to do it**
 - Some tips:
 - i. Calendar reminders
 - ii. Time it around performance reviews
 - iii. Before team meetings or product milestones

That's it! Thanks again!

Questions? Find me on [LinkedIn](#)