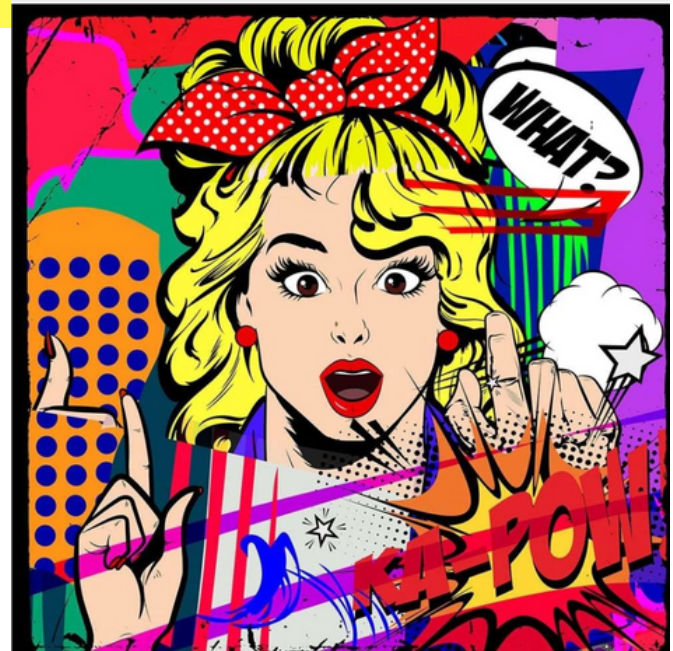


from
Vivien

5 Phonosemantic Strategic Storytelling techniques every copywriter needs to know



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STRATEGIC WRITING

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Tired of the usual generic
copywriting tips -

Phonosemantics - any word can
create a specific psychological
impression on the reader

Here are 5 Phonosemantic Strategic
Writing techniques every copywriter
needs to know

REPETITION & ALLITERATION

Repetition makes your words sink into the audience's mind and makes them memorable. Think of your favourite song – you know the one with the catchy chorus. Alliteration works in a similar way. Think Coca Cola, PayPal, KitKat,

'Cause the players gonna play, play, play, play, play
And the haters gonna hate, hate, hate, hate, hate
Baby, I'm just gonna shake, shake, shake, shake, shake
I shake it off, I shake it off (hoo-hoo-hoo)
Heartbreakers gonna break, break, break, break, break
And the fakers gonna fake, fake, fake, fake, fake
Baby, I'm just gonna shake, shake, shake, shake, shake
I shake it off, I shake it off (hoo-hoo-hoo)

TAYLOR SWIFT SHAKE IT OFF

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SENSORY WORDS

Sensory words are more powerful and memorable than ordinary words because they make your reader see, hear, smell, taste, or feel your words.

VISUAL

Gigantic
Teeny-tiny
Bulky
Glitter
Sparkling
Shimmering
Shiny
Glowing
Crooked
Hazy
Shadowy
Gloomy
Drab
Murky
Dull
Knotty
Vibrant

AUDITORY

Buzz
Hubbub
Humming
Faint
Deafening
Squeaky
Earsplitting
Serene
To sizzle
To hiss
To shriek
Snappy
Boom!
Roaring
Thundering
Crunchy

TASTE/SMELL

Bland
Rotten
Fragrant
Stale
Juicy
Stinky
Goopy
Bitter
Yummy
Lip-smackingly
Pungent
Zesty
Sweet
Spice

TOUCH

Fluffy
Gritty
Rough
Smooth
Slimy
Sticky
Creepy
Crisp
Hairy
Chilled
To stifle
Woolly
Crisp

MOTION

Soaring
To resonate
To breeze through
Staggering
Blown away
Paralyzed
Eye-popping
Gobsmacked
Shocking
To grab
Jaw-droppingly good
Turbulent
Choppy
Swirling
To wriggle

BUCKET BRIGADES

A bucket brigade is a succession of phrases that connects one concept to another and can make your writing more conversational.



"Let me explain" "Keep reading to find out" "Do you want to know how it works?"

SOUNDBITES

Soundbites are short yet powerful, poetic phrases that make their core messages more punchy.



And so, my fellow Americans: ask not what your country can do for you - ask what you can do for your country. My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man.

— *John F. Kennedy* —

AZ QUOTES

PARAGRAPH RHYTHM

Whether you're writing short or long-form content your writing needs to sound smooth, with each line flowing. Switch between short and long sentences to make your words sing.

This sentence has five words. Here are five more words.

Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

-Gary Provost

Hi there

95% of marketing is about clear, compelling communication.

Strategic writing creates the perfect communication storm that pulls your clients in with your written content and keeps you top of your customers' mind, so when your clients are ready to buy -- they'll buy from you.

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