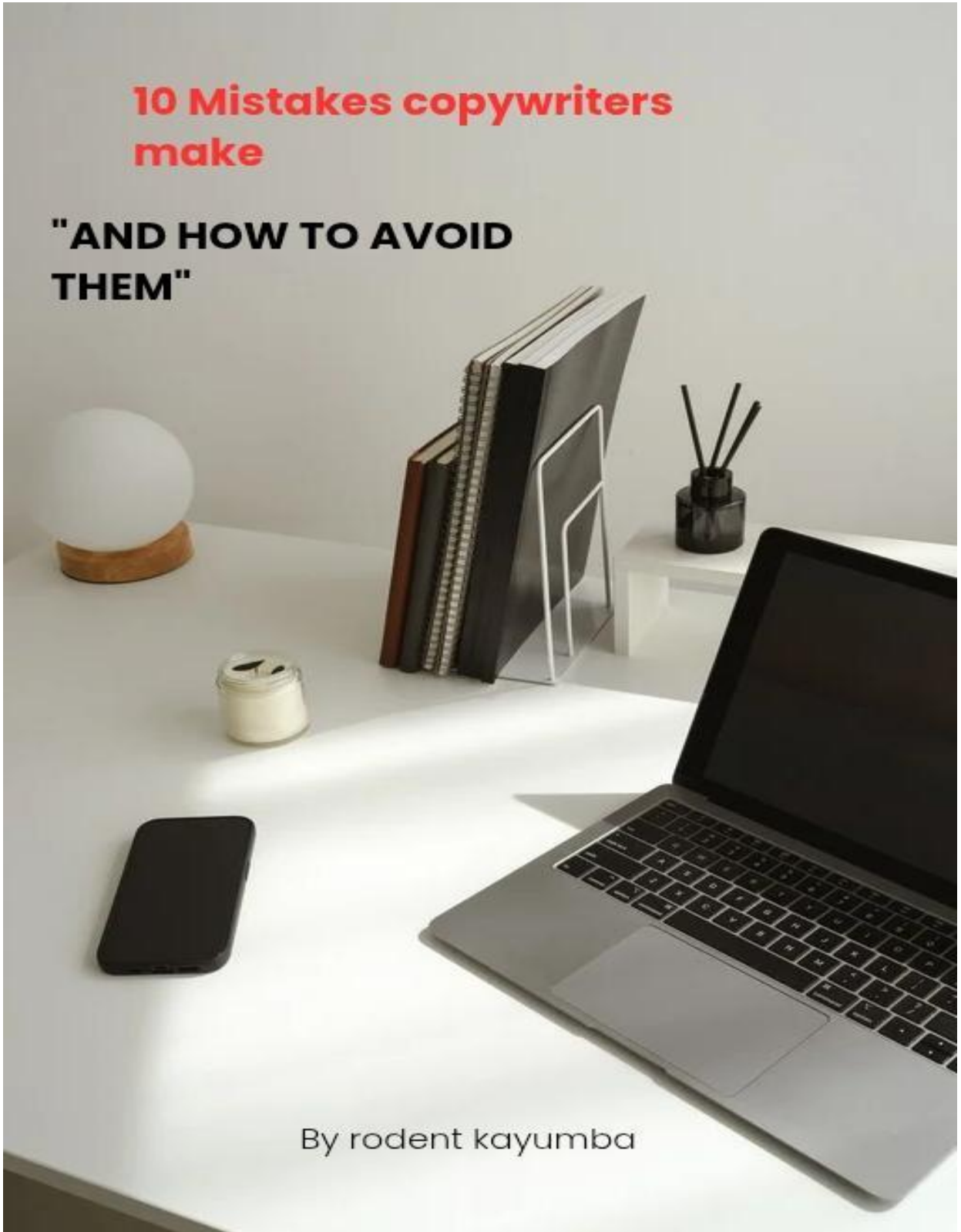


10 Mistakes copywriters make

"AND HOW TO AVOID THEM"



By rodent kayumba

10 Mistakes Copywriters Make (And How to Avoid Them)

Introduction

Copywriting is a powerful skill that can turn words into influence, sales, and impact. Yet, even skilled copywriters often sabotage their success with avoidable mistakes. These errors reduce conversions, waste marketing budgets, and erode credibility with clients and audiences.

Whether you're a freelance copywriter, content marketer, business owner writing your own copy, or an aspiring copywriting professional, knowing these common pitfalls will save you from costly failures and set you up to write copy that sells.

In this article, we'll explore the 10 most common mistakes copywriters make – why they happen, their impact, and actionable tips to avoid them.

Mistake #1: Writing Without Research

Why it happens

Many copywriters jump straight into writing, eager to craft persuasive words. However, effective copy is 70% research and 30% writing.

The Impact


Without deep research into your audience's desires, fears, objections, and pain points, your copy will sound generic. It fails to resonate emotionally, which is the cornerstone of conversion.

How to avoid it

Research the audience: demographics, psychographics, motivations.

Study competitors: identify gaps you can fill.

Understand the product deeply: its features, benefits, and unique mechanisms.

 “Before you write a single word, know who you’re writing for, why they care, and how your offer solves their problem.”

Mistake #2: Focusing on Features Instead of Benefits

Why it happens

Features are easier to identify because they are factual. Benefits require empathy to translate those facts into emotional or practical gains for the reader.


The Impact

Readers don’t buy features; they buy what those features do for them. Failing to highlight benefits makes your copy unconvincing.

How to avoid it

For every feature, ask “So what?” until you reach the emotional or practical benefit.

Write both features and benefits, but ensure benefits are front and center.

 Example:

Feature: 24-hour battery life.

Benefit: Never worry about your device dying during an important meeting or long journey.

Mistake #3: Weak Headlines

Why it happens

Headlines are often rushed. Yet, they determine whether people will read your copy at all.

The impact

A weak headline leads to poor click-through rates and wasted content efforts.

How to avoid it

Use proven headline formulas (how-to, listicles, curiosity, benefits, or urgent headlines).

A/B test headlines to see which resonates with your audience.

💡 “On average, 8 out of 10 people will read your headline, but only 2 out of 10 will read the rest.” – David Ogilvy.

Mistake #4: Ignoring Calls-to-Action (CTA)

Why it happens

Some copywriters assume readers will know what to do next, or they fear being ‘pushy’.

The impact

Without a clear CTA, readers don’t take action, leading to low conversions.

How to avoid it

Include a clear, direct CTA in your copy: “Buy Now,” “Download Your Free Guide,” or “Book Your Consultation Today.”

Use action verbs that create urgency or excitement.

Mistake #5: Overusing Jargon

Why it happens

Writers sometimes use jargon to sound authoritative, especially in technical niches.

The impact

Using complex or technical language alienates readers who don’t understand it, reducing engagement and trust.

How to avoid it

Write as if explaining to a 12-year-old, unless your audience is highly technical.

Use simple, clear language while maintaining professionalism.

Mistake #6: Being Too Sales

Why it happens

In an attempt to persuade, writers overuse hype, clichés, or aggressive selling tactics.

The Impact

Readers feel manipulated rather than empowered, leading to distrust.

How to avoid it

Focus on helping, educating, and solving problems before pitching.

Build trust with proof, empathy, and genuine offers.

Mistake #7: Poor Editing and Proofreading

Why it happens

Writers become blind to their own errors, especially after long hours of writing.

The impact

Grammar errors and typos reduce credibility and professionalism.

How to avoid it

Edit in multiple rounds, focusing on structure first, then flow, then grammar.

Use editing tools like Grammarly or Hemingway App.

Read your copy aloud to catch awkward phrasing or errors.

Mistake #8: Writing for Everyone

Why it happens

Trying to appeal to everyone feels safer, but it dilutes messaging.

The impact

Generic copy doesn't resonate deeply with anyone, reducing conversions.

How to avoid it

Define a clear buyer persona for each campaign.

Write as if speaking to one person with a specific problem.

Mistake #9: Lacking Structure and Flow

Why it happens

Writers jump between points without a logical sequence or persuasive framework.

The impact

Disjointed copy confuses readers, causing them to abandon the page.

How to avoid it

Use proven copywriting frameworks like AIDA (Attention, Interest, Desire, Action), PAS (Problem, Agitate, Solution), or storytelling arcs.

Outline before writing to ensure logical progression.

Mistake #10: Not Testing and Optimising

Why it happens

Some copywriters assume their first draft is final.

The impact

They miss opportunities to improve conversions with small tweaks.

How to avoid it

Run A/B tests for headlines, CTAs, and offers.

Track metrics and refine based on data.

Conclusion

Avoiding these 10 mistakes will set you apart as a copywriter who delivers results, not just words. Remember:

- ✓ Research before writing
- ✓ Focus on benefits over features
- ✓ Craft strong headlines and CTAs
- ✓ Keep your language clear and simple
- ✓ Write for one specific audience
- ✓ Structure your copy for persuasion
- ✓ Edit ruthlessly and test continually