3 simple steps to create words that win

The average person speaks over 15,000 words a day. But how much of what we hear (or read) do we remember? And are your words making an impact, or are they getting lost in all the 21st century noise? Here's how to create words that win:

1. Know your audience: who is my target market?

In my role as Knowledge Manager at the R&D centre of a global market research company, I provided project design and analytical support for over 30 countries around the world. Doing so made me realise the importance of knowing your target audience and having a solid understanding of their needs.

You can't talk to everyone. That's why you must define your target audience. Once you know to whom you are speaking, you won't waste your time (or money) on people who don't want to hear what you have to say.

2. Know your brand: how should I speak?

Have you ever noticed how your voice changes to 'fit' different people? Your voice is your brand. And it must connect with your target audience.

One of the topics I discussed in my 2010 research paper on building powerful brands[1] is the importance of knowing who you are. Once you know what you stand for, you can speak to your target audience in a language they will understand.

3. Know your message: what should I say?

It doesn't matter if you're writing or if you're speaking. It doesn't matter if you're communicating online or in the real world. You must be consistent.

One of the topics I discussed in my 2011 research paper on creating successful advertising[2] is the importance of having the same 'voice' across all media. Fail at this and your audience won't listen, even if what you're saying is what they need to hear.

Conclusion

How do you create words that win? Say the right thing to the right people at the right time and in the right way. It's not always easy, but it's always worthwhile.

---

[1] Brand Value Creation: Three pillars of success, World Advertising Research Centre, June 2010
[2] The Language of Brands: The essence of a successful ad, World Advertising Research Centre, April 2011

About

Eugene graduated from the University of Cape Town with distinctions in financial accounting and classical piano. He then spent over two-and-half years working in branding and communications at two of South Africa's top market research companies. Eugene also spent over three-and-a-half years at an eLearning start-up, all while building his business as an award-winning writer.

Services

Eugene has written about travel, leisure, food, drinks, marketing, media, television, film, music, theatre, art, books, business, personal development, and more for over 90 different websites, newspapers, and magazines across the globe. One of his top travel features won an annual Excellence in Journalism Award for 2017.

As a copywriter and journalist, he's published well over one thousand features to date, having interviewed the likes of Grammy-winning musicians, multinational CEOs, and other leaders in their respective fields. And as a marketing and creative consultant (named a top podcaster to listen to) he helps people and brands craft and share stories in the most impactful way, be it through words, images, video, or voice.

Contact

- Phone: +27 (0)84 847 0564
- Email: hello@eugeneyiga.com
- Website: www.eugeneyiga.com
- Twitter: www.twitter.com/eugeneyiga
- Facebook: www.facebook.com/eugeneyiga
- LinkedIn: www.linkedin.com/in/eugeneyiga