




## 25 things to improve your copywriting

### Courses to complete

 [Behavioural Economics with Rory Sutherland from 42 Courses](#)


 [Storytelling for Marketers from IDM](#)

 [Master Fascinations, from Eddie Shleyner](#)

### Books to read

 [Made to Stick, by Chip and Dan Heath](#)


 [Contagious, by Jonah Berger](#)

 [They Ask, You Answer, by Marcus Sheridan](#)

### Ideas to try

 [Tips for editing](#)

 [Be smart with punctuation](#)

 [Writing hacks from 16 of the industry's best copywriters](#)

### Templates to download


 [Messaging framework](#)


 [Briefing questions](#)

 [The core structure of all copy](#)

### Phrases to adopt

 Imagine...

 Did you know...?

 By the way...

### People to follow

 [André Spiteri](#)

 [Claire McCabe](#)

 [Gareth Hancock](#)

 [Annie Thorpe](#)

 [Allyson McAlister](#)


 [Gemma Higgins](#)

 [Dee Primett](#)

 [Jonathan Wilcock](#)

 [Lauren McMenemy](#)

### And when you don't know where to start...

 Ask a question.

