

# Literary Techniques for Copywriters

Think like your audience. Which of these literary tools will catch their attention?

## FIGURATIVE LANGUAGE

**Simile and Metaphor:** Comparisons with or without the use of “like” or “as” -  
*The book, And Then Someone Noticed, is [like] a breath of fresh air.*

**Hyperbole:** Exaggerating for effect -  
*No one ever turned down a ChocoLatte Bar.*

**Personification:** Giving inanimate objects human characteristics or behavior -  
*Let the fragrance embrace you.*

**Symbolism:** Letting one thing stand for another -  
*Wall Street will sit up and listen.*

## PATTERN

**Rhythm:** Read your words aloud: does the rhythm suit your context?  
*Buy now. Pay later. Enjoy always.*  
*You'll bask in gentle sunsets on a beach of golden sand.*

**Rhyme:** Used subtly, rhyme can make your text memorable -  
*Set it and forget it.*

**Assonance:** Repeating vowel sounds in a series of words -  
*No more dimly lit interiors!*

**Alliteration:** Repeating initial consonant sounds -  
*King Corn came in close behind soybeans this week.*

**Asyndeton:** A list with no conjunctions -  
*Our band plays jazz, blues, rock.*

**Polysyndeton:** A list with conjunctions between all words -  
*Fed up with bills for fuel and permits and maintenance and parts?*



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## STRUCTURE

**Sentence length:** Vary sentence lengths to create your desired effect.

*Long sentences convey a slow-moving, relaxed, and sometimes elegant feeling.*

*Short sentences pack a punch.*

*Fragments, too.*

**The Rule of Three:** Use any technique three times to establish a pattern. (Then stop. What happens?)

*His memoir was edgy, enthralling, entertaining. Unfortunately, it was also a lie.*

*You'll love it. You'll crave it. You'll demand it. And it's in every dish we serve.*

**Narrative Arc:** Good storytelling starts with a problem, travels through intensifying conflict, and ultimately finds a resolution. Good copywriting will also create a trajectory: from your audience's pain point, up an escalating sense of need, to the climactic discovery that you are the solution they've been looking for.

*Worried about your aging parents eating right? What if you could get piping-hot, nutritionally balanced meals dependably delivered to their door? Don't let Mom and Dad go hungry again. Call Front Door Banquet today. We help everyone feel better.*

**Diction:** Word choice. Use the right words to convey the tone of your brand -

*"Here, guests can expect to find comfort in simplicity, a profound respect for individual ingredients, gracious hospitality, and a rich nod to history in every detail."*

[from <https://bellecourrestaurant.com/about/>]

*"We launched this joint in 2004 with a burger love hotter than our griddle and deeper than our fryer. Kinda sizzly like that too."*

[from <https://myburgerusa.com/>]