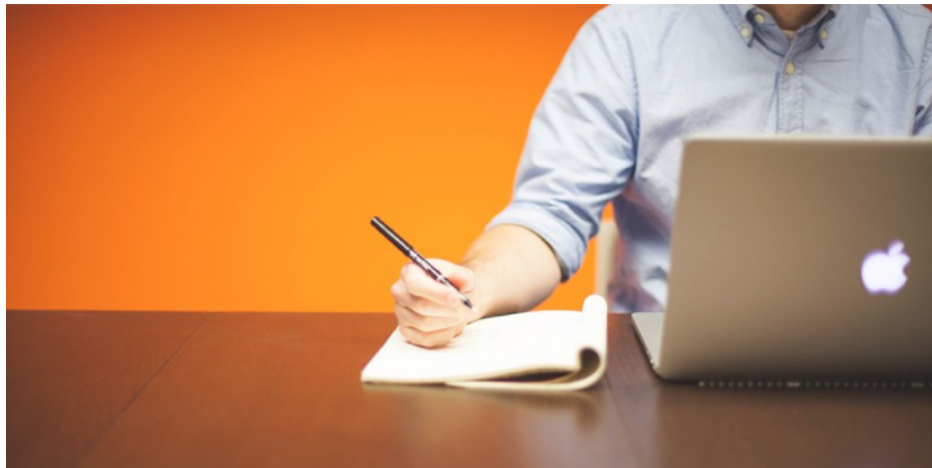


Effective HR Writing

How To Apply Direct Response Copywriting Techniques in HR Writing For Getting Your Most Wanted Response From Employees



Effective Human Resources writing is about relations built upon trust and credibility—with the power of words. On the other hand, efficient HR is only about building systems and processes.

And here's where conventional HR writing fails. Conventional HR writing is understandably tagged, 'techno-legal writing,' perhaps for being so 'un'-understandable. Mostly instructional ('efficiency' at work), and at best informational, conventional HR writing is no more effective in the 21st century.

We don't use typewriters anymore—we use computers ('efficiency' at work) We don't use manual systems anymore—we have state-of-the-art softwares ('efficiency' at work)

And the list goes on—emails, smart phones, webcams, teleconferences, teleseminars, webinars, etc., (more 'efficiency')

But what about effectiveness? Just as advanced shipbuilding technology coupled with lagging metallurgy doomed the Titanic, so too, efficiency-focused, state-of-the-art HR processes have been making great advances

while conventional HR writing remains entrenched in the 20th century, rendering it ineffective.



For Human Resources writing to be effective, the copy's got to be written from the recipient's perspective:

- Like moving from conventional to conversational
- From being merely instructional to informational
- It must be persuasive ... like when introducing a new policy
- And even promotional... like when launching a new scheme

As the interface between a business and its employees, HR is by default, in the best position to build trust in employees and to influence employers, with the power of words. The best tools (they're free) are the ones from marketing—copywriting techniques—for selling HR concepts, services, training programs, schemes, vacant positions, proposals, etc.



It makes sense because there's a lot of Marketing (persuasion) in HR and a lot of HR (Human Relations) in Marketing, the common thread being, psychology.

Here's just a sampling of copywriting techniques you can use to make Human Resources writing effective:

- Predisposition—Predispose your audience by circulating a series of relevant newspaper clippings that support your concept or proposal before you put it up officially.
- Engaging subject lines—see the heading of this article.
- Conversational copy—doesn't this article read like a letter?
- The Hook—if you've read this far, you've been taken in hook, line and sinker!
- Look & Feel—fonts, layout, bullets, lots of white space, ellipses...
- WIIFM—never forget that the reader is subconsciously asking, "What's in it for me?" Well, if that's you, put these techniques to work for you—they're effective and free.

Noël Gama is an AWAI-trained B2B/SEO Web Copywriter & CMI/MPU-Certified Content Marketing Strategist with 30 years' experience heading HR & Corporate Communications in India's largest spiral-weld steel pipe-manufacturing company. As the company's top 'scribe' as he's labelled, he fell into the role of content creator quite naturally and found himself being constantly tapped by top management in a consultative/advisory role on

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[Click here](#) for more information on his content marketing services.