



# THE **10 Proofing “Read Throughs” that Make All the Difference to Conversions**

For business owners, marketers, content creators, and  
copywriters who want to grow their influence

by  
Steve Plummer

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## Meet Symmetry Marketing and Publishing Founder Steve Plummer - Marketing Strategist, Marketing Coach, Sales Language Expert, Speaker

Steve is a master in the art of marketing strategy and sales language. He has consulted to and written promotions for just about every type of business from start-ups to major national speaker tours and even the corporate world where an ASX listed top 200 company retained his services for more than 18 months.



**He has devised strategy and written copy that has produced sales in the 10s of millions of dollars.**

A former high school Head of Faculty and Deputy Principal, Steve is widely regarded as a gifted and intuitive teacher who loves nothing more than mentoring others – from the stage, in small groups, or live online - to bring out their brilliance and genius. He also regularly runs training courses teaching the principles of great marketing and the art of sales language.

### Recent clients include:



## The 10 Proofing “Read Throughs” that make all the difference to conversions

- ☐ **Read through #1:** Read it out loud all the way through. Note where you stumble. Go back and smooth out any pauses/breaks in flow that interrupt the buyer’s trance.
- ☐ **Read Through #2:** Give your copy a “That-ectomy” (“that” is the most useless word in copy) – get rid of it where you can.
- ☐ **Read through #3:** Sniff out adverbs (words that describe a verb, often end in ly – remove the adverb and strengthen the verb) and pronouns (replace with a more emotive descriptor).
- ☐ **Read through #4:** Word attack... Find the big words and change them to smaller words (eg clutch to grab), and weak words to stronger ones (eg upset to livid).
- ☐ **Read through #5:** Same word same sentence causes the reader to trip or stop while their brain works out if a mistake been made; so re-work until there are no double ups of major words in a sentence. This is big for flow.
- ☐ **Read through #6:** Create shorter paragraphs (3 to 5 sentences max), smaller sentences. Add the odd 1-word sentence.
- ☐ **Read through #7:** Add connectors and cliffhangers. The next one, #8, is vital... (that’s an example by the way!).
- ☐ **Read through #8:** Do a spelling and grammar check that’s built into the software and/or whatever app you use (eg Grammarly, Hemingway).
- ☐ **Read through #9:** Make sure your FK score is <8.5, and Readability >60.
- ☐ **Read through #10:** Add cosmetics to highlight key words/phrases/subheads.



## So what's next?

Can I add great value to your business? Is there "symmetry" to us working together? Right now, neither of us knows for sure so here's the easy first step to finding out...

### Complimentary, No Obligation 30-Minute **Marketing Calibration Call** with Steve Plummer

*We'll discuss in confidence where you are "at" right now, where you'd like to be and the possibilities of what that might look like moving forward and more!*

**Go to:**

<https://calendly.com/symmetrymarketing/30min>

## What recent clients say...

*"He's caused us quite a problem because we now have a resourcing challenge in that the numbers we were chasing have arrived and we need the staff to meet demand. We would not be where we are today without him and I'm more than happy to recommend Steve to any business that needs marketing strategy and targeted sales copy, so long as your business is NOT in competition with us!"*  
**Mark Dacey, General Manager ESAM Consulting, Brisbane**



*"His work has had a profound positive impact on our business and demonstrated that his methodology works. Case in point, a 600% ROI to date, not inclusive of future opportunities in the pipeline, that derives from key Marketing Initiatives and project implementations. His insight, creative mind and instinctive ability to connect through the power of words is uncanny."*  
**Daniel Desteno, National Manager Healthcare, Adelaide**



*"With Steve on-board you will create, plan and move mountains in ways and by means previously unimagined. Your staff and teams become empowered, motivated and energised with new tools, approaches and psychologies to take on new markets, optimise existing customer bases, launch new products and services, solve the insoluble and resolve that intractable blockage that you have been losing sleep over for way too long."*  
**- Martin Kenrick - Director, Raw Power, Sydney**

