

Copywriting Part I

The Art
of Writing
**ENGAGING
CONTENT**

A purple quill pen is positioned to the right of the text. It has a green shadow or reflection underneath it, suggesting it is resting on a surface. The quill is oriented vertically, with the nib pointing downwards.

Copywriting

Dates back many years

You've been subjected to it your entire life

Any purchase you make from an ad, email, commercial or billboard is due to copywriting

And this is what you learn to do to reach potential clients



Copywriting

It's about the relationship between you and your target audience

Think of it as person to person

Think of it like dating

You don't propose on the 1st date

You build the relationship **first**



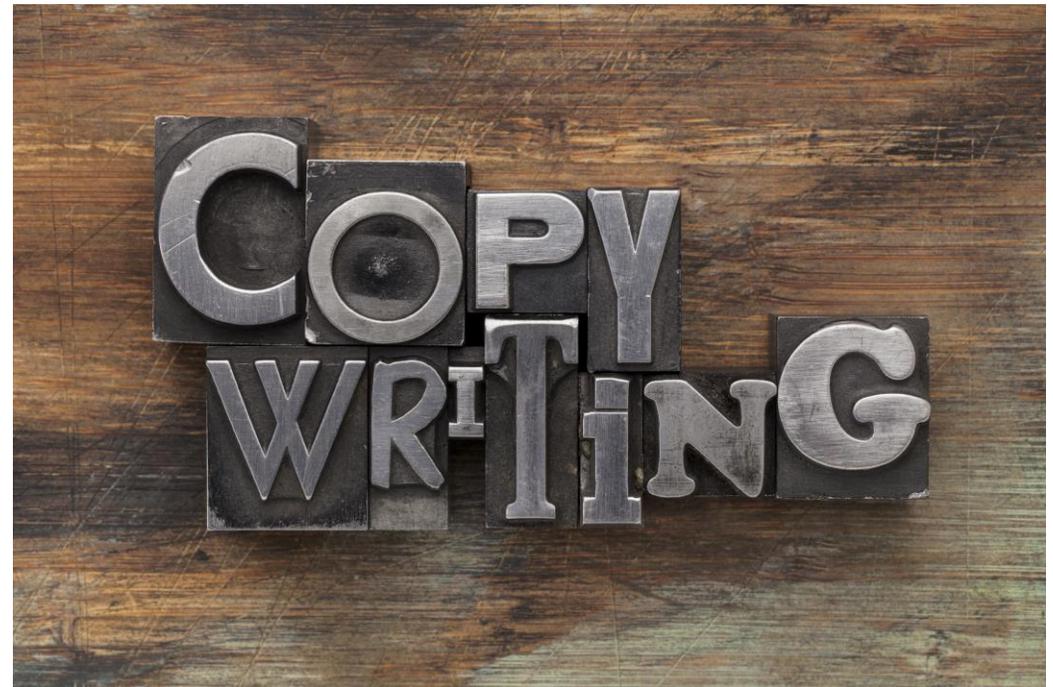
Blogs, sales pages and emails always
need to use the principles of
copywriting

Even if you're not selling anything

It's your way to reach people

And a chance for you to be the real
you

And a way to get your message out to
the world



Professional copywriting – the writer generally doesn't know the end user

Writing for your business is an advantage because you do know the client

When you write – it's you speaking

And it needs to sound like that

You want to relate to people like you do in real life



My Tips

Copywriting theory is proven, but it can seem “cookie cutter”

You need to use words that sound like you

You won't do this well unless you practice

When you get ideas for a turn of phrase, or a way to express something you think and feel, or a concept or a topic for an email – write it down and save it somewhere where you can find it

When you go to write it, write it in one shot first; then go back and edit

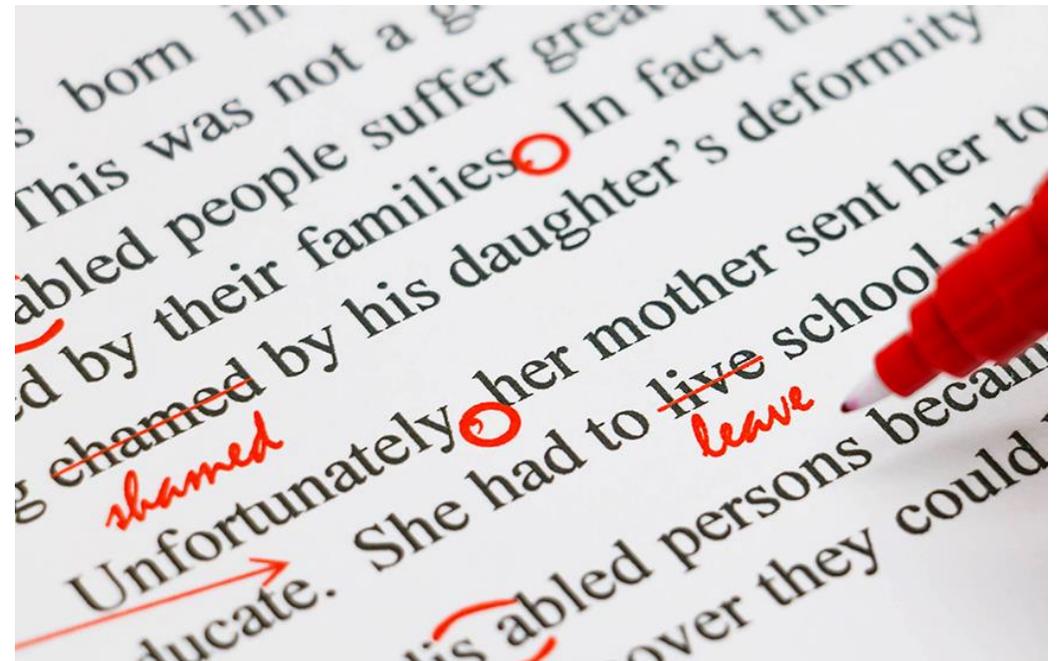


If you can, have your work proofed or read it multiple times

Watch out when others proof your work – sometimes they take out your meaning because copywriting doesn't need to follow all the grammar rules

Proofing is best for handouts and recipes

Always think about who you want to read your writing – picture them – you're building a relationship



If you grasp this concept – then
copywriting is easier

Think of it like talking to a friend and
convincing them to go to a movie

It's folksier

Less formal

Incorrect grammar and sentence structure
are allowed (for a purpose)



Copywriting

When you talk a friend into doing something – what do you do

You appeal to what you know means something to them

You use inside info you have about them to motivate them to do what you want

You do it in a friendly way that makes them smile and give in



Two Considerations

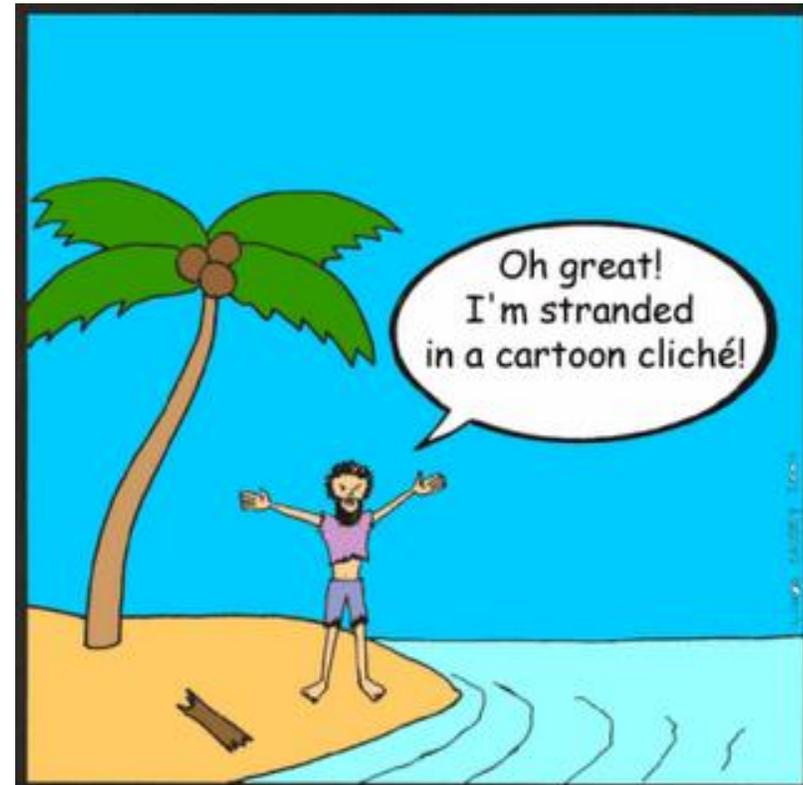
How do you avoid following the path of others and using “clichés”?

How do you use words to inspire without making claims?

Typical copywriting strategies may not work

You have to be careful

When looking at ads – think about who they’re for and how they want people to feel



May have to compromise in order to stay in scope

This means the story becomes more important

Speaking emotionally keeps you in scope

Using positive psychology techniques in your writing takes your writing and speaking to another level

You're actually starting the healing process in your marketing material



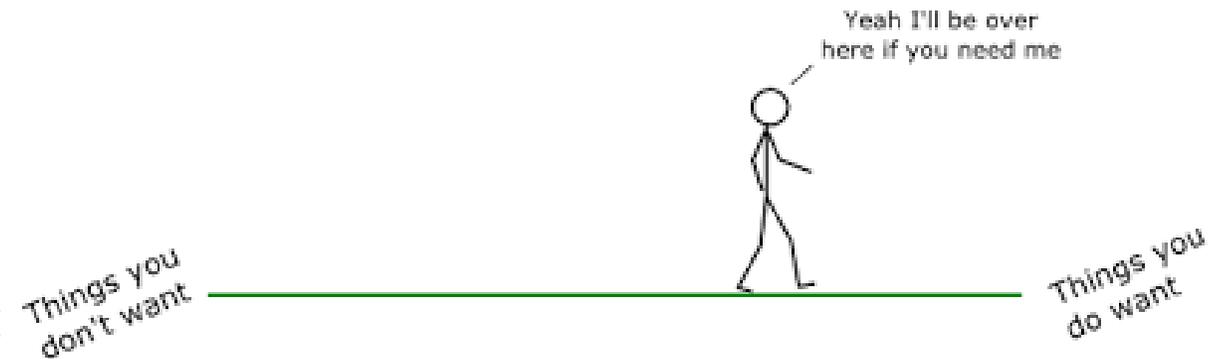
Copywriting

Involves moving a prospective client through the relationship

This can be in one email, one sales page or a series of communications

This is what an email sales funnel can do. It is a series of emails, where you send them good content and they get to know you and what you do.

And how it will help them



Copywriting is persuasive with the intent of driving an action

Give compelling reasons to take action now

Branding – the impression a brand is making on you – not necessarily selling at the time

