



COPY WRITING

THE BASICS

CARLI COMMUNICATIONS,
WE MAKE IT SIMPLE

WHAT IS COPYWRITING?

Copy writing is the art of conveying your messages to your customer in a way they can understand.

It is what separates the followers from those who take action!!.

TYPES OF COPY WRITING

Marketing Copy writing

This is about creating brand awareness

Sales Copy writing

Focuses on getting the reader to perform an action

Creative Copy writing

Producing catchy headlines for banners, billboards, etc

Content Copy writing

Aims primarily at informing the reader.

Technical Copy writing

Used to inform readers about technical subjects by making information in specialized fields understandable to the 'average joe'

HOW TO CREATE YOUR OWN MARKETING MESSAGE

1: Who do you serve

This determines your language and focus

2: Their Challenge

What is the issue they are facing? Why do they need to hire you

3: The Consequences

What negative consequence or experience would they face if their issues are not handled

4: Your Solution

What do you provide, make it clear and easy to understand

5: Benefits of your solution

Focus on the benefits will they receive from buying and using your product or service

6: Time Frame

People need to know how you soon their problem can be solved by using your product or service

7: Credibility

Why should they hire you

FIVE THINGS YOUR OFFER SHOULD ADDRESS

1: Is your offer believable?

Does it address the real issue your target is facing while giving a clear and concise solution that you are providing?

2: Does your offer address the need for a customer

3: How common is solution you are offering. Why should they choose you over your competitor

4: Can you show them their return on investment

5: Is your offer time sensitive

Remember, copy writing may not come naturally to some but, with practice, can be accessible to all

Many more tips will shared in my upcoming workshop Business 101

Call 355-1567 or email carli.media@gmail.com to register