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► PART A

Section One: Preparing to write a copywriting assignment

1. How to prepare for your client meeting

- 1.1. Ask your client to send you existing marketing material.
- 1.2. Check if your client has an online newsletter.
- 1.3. Make a note of the product's key features and benefits.
- 1.4. Make sure your client allocates enough time for your meeting.

2. How to guarantee you leave your meeting with an idea

- 2.5. Establish your meeting objectives with your client.
- 2.6. *Question everything about the product.*
- 2.7. *Identify the general demographic of your audience.*
- 2.8. *Identify the behavioral demographic of your audience.*
- 2.9. *Identify the psychological demographic of your audience.*
- 2.10. *Know the purpose of your publicity.*
- 2.11. Know how your publicity will it be read.
- 2.12. Find out what marketing strategies your publicity responds to.
- 2.13. Find out what has worked in the past.
- 2.14. *Make a features and benefits table with your client.*
- 2.15. Gather facts, statistics, interesting stories, and testimonials.
- 2.16. *Agree on a USP.*
- 2.17. *Agree on a sales message.*

3. How to agree terms with your client

- 3.18. Fill in a message statement sheet together.
- 3.19. Always insist on having a week longer than you think you'll need.
- 3.20. Don't write for under \$40 (£25) per hour.
- 3.21. Avoid the temptation to quote on-the-spot.
- 3.22. Include meeting time and 2 drafts in your fee.

Section Two: Conceptualizing your copy

4. How to think like a copywriter

- 4.23. Identify the *practical* needs of your reader.
- 4.24. Identify the *emotional* needs of your reader.
- 4.25. Consider your reader's emotional needs in business-to-business marketing.
- 4.26. *Write benefit-led copy.*

5. How to conjure a winning concept

- 5.27. *Establish your basic concept.*

- 5.28. Ensure the *form* of your publicity is dictated by the *content*.
- 5.29. Always conceptualize the copy and visual together.
- 5.30. Use the visual to whet the readers' appetite for the product.
- 5.31. Never be creative for creativity's sake.

► PART B

Section Three: Writing your copy

6. How to overcome writer's block

- 6.32. Start with the basics.
- 6.33. Think about your reader.
- 6.34. *Use A.I.D.C.A.*
- 6.35. Don't judge what you're writing—just write!

7. How to grab the reader's attention—and hold it!

- 7.36. *Use headlines.*
- 7.37. Support headlines with a visual.
- 7.38. Include captions next to photos.
- 7.39. Order your messages 'top heavy'.
- 7.40. *Show the need and 'get the nod'.*
- 7.41. Highlight the magic words.

8. How to talk to your reader—and keep them hooked

- 8.42. *Write like you are talking to a friend—address the reader as 'you'.*
- 8.43. Avoid passive statements.
- 8.44. Write in a chatty style—use spoken expressions.
- 8.45. Use exclamation marks sparingly.
- 8.46. *Direct the reader—use commands.*
- 8.47. End with a preposition.
- 8.48. Write the way the product would speak.
- 8.49. *Get straight to the point.*
- 8.50. Flatter the reader.
- 8.51. Address your reader as an intelligent individual.
- 8.52. Be positive.
- 8.53. Consider negative advertising—but always present the product positively.
- 8.54. Give the reader a reason to read on.
- 8.55. Focus the reader's attention on the product, not your writing style.

9. How to whet the readers' appetite for the product

- 9.56. *Demonstrate how the reader can benefit from the product.*
- 9.57. *Be specific—use examples.*
- 9.58. *Be specific—quantify where possible.*
- 9.59. Use the rule of three.
- 9.60. Use understandable words instead of jargon.

- 9.61. Use vivid words instead of clichés.
- 9.62. *End your copy sections with benefit statements.*

10. How to gain the reader's trust and prove your product's superiority

- 10.63. *Back up your points with facts.*
- 10.64. Offer strong guarantees where possible.
- 10.65. Incorporate the guarantee into your concept.
- 10.66. *Use testimonials.*
- 10.67. State the company's or product's reputation.
- 10.68. Emphasize age and experience.
- 10.69. Show how the product is better than competing products.
- 10.70. Incorporate a "Questions and answers" section.
- 10.71. Use trade marks for prestige.
- 10.72. Conform to the standard codes of advertising practice.

11. How get a response

- 11.73. Call the reader to action.
- 11.74. *Make it safe, easy, and rewarding to reply.*
- 11.75. Create a sense of urgency to encourage a quick reply.
- 11.76. Say exactly what you want the reader to do.

12. How to make your copy easy to read

- 12.77. *Stick to one idea per sentence; one point per paragraph.*
- 12.78. Split up longer sentences.
- 12.79. *Break up your copy with bullet points.*
- 12.80. Use simple words.
- 12.81. Use simple tenses.
- 12.82. Vary the length of sentences and paragraphs.
- 12.83. Break a line in mid-utterance to encourage the reader to read on.
- 12.84. Write in an informal style.
- 12.85. Use sub-headlines.
- 12.86. Use visuals and captions instead of copy whenever possible.
- 12.87. Use flashes, copy boxes, and different fonts to highlight key messages.
- 12.88. Give your copy an interesting layout.

13. How to assess and edit your copy

- 13.89. *Check your publicity gets the message across.*
- 13.90. Use the A.I.D.C.A. model to assess how well you pitch the product.
- 13.91. *Check your copy is long enough to do its job.*
- 13.92. Ensure your reader is left thinking about the product.
- 13.93. If your message doesn't stand out, knock it back.
- 13.94. Cover one point per paragraph.
- 13.95. Avoid repetition.
- 13.96. Cut out the dead wood—remove unnecessary adjectives.
- 13.97. Read your copy out loud to ensure a chatty tone.
- 13.98. Let your copy sleep—come back to it with fresh eyes.
- 13.99. Ask someone you know to give you feedback.

13.100. When your copy is succinct, hand it over.