Copywriting

Saying it straight

- Accuracy
  - Credibility
- Clarity
  - Language that an audience understands
- Completeness
  - Answers audience's questions

Accuracy

- Good information-gathering techniques
- When id doubt, leave it out
- Inaccuracies in messages lead to distrust among audiences

Clarity

- Writing is direct and uses simple, to the point language
- So clear that no misunderstanding or confusion can possibly result

Completeness

- Giving sufficient info for real understanding and guidance
- A news story that leaves out an important fact can be misleading and even harmful.

Good writing uses

- Short sentences
- Short words
- Eliminates wordiness
- Avoids jargon and technical language
- Comes to the point quickly

How to copywrite

- Salesmanship = strategy+structure+style
- Strategy: selling idea
- Structure: make it easy to understand
- Style

Strategy

- Discovering the objective: statement of a mission to be accomplished or a problem to be solved
- Advertising strategy, Communication strategy, Creative platform
- Ad you write is a tactic

Structure

- Beginning
  - Getting attention, inviting involvement, establishing context
- Middle
  - Developing your sale
  - Adding support and credibility
  - Reinforcing memorability
- End
  - Building awareness, shifting attitudes, motivating action, achieving the objective

Objective

1. Think about the customer
   - Ignorance> build awareness
   - Demographic info can help but you must use it as a tool to imagine a real live person
   - Think about the person in real life and how your product fits into their life
   - Listen to people talk about their real lives
   - Usage information (how the product is used)

2. Think about the product

- Product features (spicy fired chicken)
- Product benefits (meaningful to your target): historically products have done well advertising a meaningful benefit
  - Consumer benefit
- Values: about internal needs and self-image
  - Important to determine what values drive your customer

3. Think about the competition

- What similar products are already in consumer's mind
- Positioning: establishing a distinct position of your brand versus the competition
  - Unique position with broad appeal
  - May get expensive
  - May not generate more sales

Sweet spot

- = consumer insight + brand insight

4. Think about the problem

- Don't solve the wrong problem
- Research
- Solving the problem is often the objective
- COMBINES KEY ASPECT OF PRODUCT, CUSTOMER AND COMPETIOTION
- May not be wise to widely publicize

Combine the above points

- Look for patterns
- Trends

Strategy

Advertising will (verb)

(target consumer) that (product/brand)

is/will/provides

(statement of objective/benefit)

Support will be (Support/reson why)

Tone will be ("Selling attitude" Adjectives)

Or Character of the (Brand)

Will be seen to be

(Description of "Brand character."