Grow Your Copywriting Chops

TO CREATE MEMORABLE, ENGAGING, AND INFORMATIVE CONTENT FOR YOUR AUDIENCE

PiGGY MAKES
BANK

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About The Authors

We are Tracy Roberts and Susanne Myers and together we run the highly successful PLR site www.PiggyMakesBank.com. Between the two of us we have over 30 years of online marketing experience. We've built hundreds of list and email funnels and we've created dozens of lead magnets from scratch.

We make our living through writing emails, and have done so for over a decade. Along the way, we've learned a thing or two and we look forward to sharing that with you.

Any questions about this report, or list building in general? Shoot us an email at piggymakesbank@gmail.com. We're always happy to help and would love to hear from you.

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Table of Contents

Why is Copywriting So Important?

One of the most important things you can learn for your business is copywriting. Why? Because every single business owner needs to become good at copywriting or they need to hire someone. Even if you're going to hire someone, you need to understand what constitutes good copywriting. Let's explore why copywriting is important and what it does for your business.

- **Further Understanding** – Your audience, when reading well-written copy, will understand what you are promoting better than if you did not engage in good copywriting practices. To be able to write good copy it requires that the writer have a good understanding of the products, services, and the ideal customer.

- **Grow Your Brand** – How you want people to see your brand is important and good copywriting can help present your brand in the light you want it to appear. Your content will be the basis for search results instead of someone else's. It takes practice to create content that is both readable and attention-grabbing.

- **Create Value** – You don't want your entire website to be a wall of text. You want the words that you use to promote your business and your solutions to be succinct while also giving enough information to help them understand the value of your products and or services.

- **Makes Your Site Sticky** – You want people to come back to your site even if they're already a customer because customers who read your content will continue to buy from you and share with their friends. A site with awesome content tailor-made for the visitors will make them stick to coming back for more.

- **Put Your Audience First** – Good copywriting always put the audience first. Writing just for your ideal audience (or a segment of that ideal audience) is going to help you truly put that audience first in your communications. Posting well-written blog posts, sales pages, articles, whitepapers, and more is all part of putting your audience first.

- **Advance Communication** – One way to communicate with your audience is via the words and visuals that you use. Choosing the right words requires that you know your audience very well, as well as your product or service. The more you communicate in an informative and engaging way, the more your audience will respond to your calls to action.

When you realize how important copywriting is for your business today and in the future, you'll realize how important it is to learn what you can about it even if you're going to ultimately outsource the work. The only way to know if outsourced work is good or not is to truly understand the concept behind copywriting and why it's important for your business.

Copywriting is what we're going to explore now in the next 29 posts in this series. If you own a business and want to market it online or off, there isn't a more useful skill to develop than copywriting. Don't worry, almost anyone can learn the basics, including you. Are you ready to get started?

Why Every Business Owner Needs to Become a Good Copywriter

As a business owner, there are a few things that are super important to learn. Bookkeeping is one of them, but the other one - which will enhance your books - is copywriting. There are many reasons that you need to learn copywriting, but the main ones are because it directly affects your bottom line, your list, and literally everything in your business. Even if you plan to outsource some of this, it's important that you at least know enough to hire someone good and spot problems when they arise.

Get More & Higher Quality Leads

When the content you publish speaks directly to your audience using words that your audience resonates with, you tend to end up with much better leads. That means when someone downloads your freebie, they're more likely to become a paying customer because the copy is engaging with the right people within your audience.

Grow Your Business Faster

When you use the right words to convey just the right emotion in the reader, your business will grow faster. The reason is that when you can touch the heart and mind of your audience, they will trust you more to open their wallet. In fact, good copywriting can make your audience beg to be a customer. You know you've succeeded when people beg you to take their money.

Stand Out from the Crowd

Good copywriting will also make you stand out from the crowd. There are lots of people marketing their businesses online. There is a lot of competition for some niches, and that's great, that means it's a viable niche. However, it also means you need to work just a little harder to get noticed. Good copywriting can ensure that you are noticed.

Communicate More Effectively

Communication is an entire subject worthy of more than a paragraph but understand that when you can get your message to your audience in a way that they understand and resonate with, you can then get them to buy from you more. Plus, the audience will feel as if the communication is also valuable to them.

Surprise & Energize Your Audience

Awesome copy can also boost excitement and really wow your audience to the point that they want to share what you have shared with them. A good blog post written with copywriting techniques in mind can go viral and change everything for your business.

Make More Sales

And of course, you will make more sales if you engage in good copywriting practices. Learning the skill of copywriting is something anyone can learn, even people who do not believe they are writers. Don't be afraid to learn about it just because you think you do not like to write. You can do it.

Creating memorable, engaging, and informative content for your audience - whether it's a blog post or a sales page - involves using the skills you learn in copywriting. This type of writing is completely different from what you learned in school because sometimes the rules of grammar are tossed out the window - but not willy-nilly, with a purpose. Also, remember that copywriting is for all types of content, not just sales pages.

Copywriting Isn't Just for Sales Pages

Sometimes people think that copywriting is only for sales pages or advertorials, but the truth is, you can use copywriting techniques in all the content you publish including email, blog posts, social media updates, and even eBooks and product descriptions.

Now there are some differences in pure copywriting and content writing. Copywriting is creating content that is made only for making sales, while content writing is done for the purpose of garnering interest, entertaining your audience, and informing them so that they come and stay on your site for a while.

Regardless of the type of content you're creating, using copywriting techniques within content writing is a good practice to develop. It'll make all your non-sales content work better to bring more traffic to your site because that traffic will be more targeted, and you will ultimately make more sales, too.

No matter the type of content you're creating, learning copywriting techniques will help. Let's look at some of the techniques briefly that you may want to use in all your content, regardless if it's directly a sales appeal or informational in nature.

- **Write Compelling Headlines** – When you write a good headline, you should try to be straight forward about what is behind the headline so that your audience will click through. It's important to lead with the offer, the benefits, and the problem you're solving in your headlines.

- **Story Telling** – Good copywriting often incorporates a story for the reader or viewer in order to keep them engaged. You can focus on the story and the twists and turns that lead the reader or viewer through their buying process to make a choice. You can do this on blog posts, in email messages, and even during a webinar if you understand the point of the story.

- **Talking Directly to the Customer** – One thing that is very different from the type of writing you did in school is that you should talk directly to your customer in your copy regardless of whether it's a sales page or not. Yes, use the word "YOU" and talk to them as if they are one person instead of an audience or group.

- **Framing Everything Positively** – One copywriting rule is that everything should be framed in a positive light. You don't want people to read your copy and feel upset or sad even if the subject is difficult, you want them to feel empowered because they've found the solution.

- **Knowing When to be Repetitive** – One of the techniques used in copywriting is repetition. When you use repetition the right way, it can make all the difference for the understanding of your content whether it's a blog post or a talk.

- **Adding Facts & Stats** – Another copywriting technique is to use facts and statistics in the copy to prove a point. Anytime you use information like that, and you can prove something about your ideas, products, or services using facts, it will improve conversions exponentially.

- **Keeping Your Writing Tight** – When you learn to copywrite, you'll also learn to keep your copy tight. You don't want to waste one word or phrase or image when you are focused on good copywriting and that works no matter what type of content you're creating.

- **Using the Right Words** – Many people are afraid to write because they think they don't know enough words. However, most people read in the 7th or 8th-grade level (of course you do need to study your audience to be sure) so using words that are too big or too showy or superfluous isn't helpful.

- **Learn the Copy Writing Formulas** – Honestly, it can't be said better than this post by Helen Nesterenko, who goes over seven different copywriting formulas that you can use to help you get started with your copywriting.

- **Ask the Right Questions** – One big key when you do ask questions in titles, or in the copy, is the answer should always be yes. "Are you tired of frizzy hair?" "Do you want to create headlines faster?" "Are you ready to stop losing?" When the answers are positive even if the question addresses something negative, it energizes the reader or viewer.

- **Benefits Over Features** – You've heard it before, and here it is again: focus on benefits over features. Learn about the differences between benefits and features so that you can focus on them well.

- **Add Social Proof** – When your audience sees that other people also like you and trust you and use your products or services via testimonials, reviews, recommendations, likes, shares, and follows - more people want on board.

- **Incentivize the Reader/Viewer** – One of the things that copywriters like to do is find ways to incentivize a reader or viewer to act. No matter what type of content you're creating, this is important because even the most generic blog post or email should include a call to action.

- **Tug at Their Heartstrings** – Making your audience feel something is also a copywriting technique that is used often. Look at some of your favorite commercials, and you'll start to notice that this is how they get you; they make you feel. Make your audience feel, too.

As you learn the copywriting techniques that resonate with you and your audience, you'll start creating better content for all aspects of your business whether it's a sales page, email messages, a blog post, or some other type of content you are creating for your audience. All the copywriting rules and techniques you learn will only add to the positivity that your content already creates.

The Basic Rules of Copywriting You Should Almost Always Follow

Let's look at a few basic rules of copywriting that you should almost always follow, but first, understand that rules are made to be broken. The one thing to remember about copywriting is that what matters most is to do what works. If you break a rule and it works, so what. Start with the rule, then tweak as you go. Test. Change. Test and change again.

There are three basic rules of copywriting that everyone should seek to understand and implement in all the copy they create. This could be called "The Rule of One." You have likely heard a discussion about focusing on your customer of one and not the "audience," and this is more of that for you to think about.

Develop One Measurable Goal for the Copy

You can have many goals for any piece of copy in your mind, but the copy needs to be very clear on the one thing it wants the viewer to do. That might be to call you, hire you, sign up for your email list, grab a freebie you created, or something else. But it should only be one goal that you can track.

Focus on Promoting One Thing

When you try to promote too many things and give too many options, your readers and viewers may end up doing nothing because they are confused. Focusing on promoting just one action at a time is going to work better. You can create more content to promote other things. Promote signing up for your newsletter, promote buying that one product, promote joining your group - just one thing at a time.

Target One Audience Member

Many people who learn about copywriting and promoting products or services online and offline become a little disturbed and fearful about excluding others. However, when it comes to being effective with copywriting, you must learn to focus on one thing at a time and write to and for just one customer or audience member at a time. Your copy will become much more personal and effective when you have that one person in your mind. It can help to create a client avatar to help you.

The best thing for you to do in order to learn more about using this rule of one in your copy is to find examples of how other successful businesses are using the technique. Getting inspiration from others is the best way to learn what works and what doesn't work before you try it yourself.

Do You Have Copy Swipe Files?

Did you know that you can teach yourself copywriting by simply studying effective copywriting and practicing the techniques you learn on your business? You don't need to go back to college to learn how to be a good copywriter; you simply need to be willing to study and practice. One way to study is to start a swipe file collection.

What is a Swipe File?

According to Wikipedia, a swipe file "is a collection of tested and proven advertising sales letters." Therefore, it's just a file of inspiration to show you what is working and what makes customers convert. You cannot use the swipe file word-for-word, but you can use the concepts that you find which is one of the reasons to start a collection.

Why is a Swipe File Important?

One thing that most writers like to do is record the things that they hear, see, or read that they like or were intriguing or effective in performing their purpose. The reason they do this is that they like to get inspiration from others. When you know what works already, there is no real reason to reinvent the wheel. They use the information already out there to improve their own writing without having to pay for expensive courses by examining what others are doing.

How to Make a Swipe File

Creating a swipe file can be done in many ways. You can simply go online and find copy that you know is effective and save those pages in a file using software like Trello or Dropbox, depending on your preferences. However, it's important to organize the files by technique, so it's easier to find the right inspiration for the day of creating. If you are not sure yet what constitutes success, you can even do a search for swipe files for your niche.

Why Do Swipe Files Work?

When you go to college for writing, one thing you do is study other people's writing in depth. That's the same for any creative class. By reading what other people have written, watching commercials, looking at newspaper ads, reading advertorials and blog posts that are popular can only help improve your writing, and you won't even have to go to an expensive class to accomplish it.

There is one thing to keep in mind about swipe files: it is not permission to plagiarize. Never copy someone else's writing. However, when you can look at someone else's writing and identify the techniques they used to make it effective, you can start using those same techniques in your own copy with amazing results. For this reason, keeping a swipe file is an important way for you to get better at copywriting.

Improve Your Copy Writing by Getting Feedback from Other Copywriters

For anyone who wants to improve anything, the best way to do that is to get feedback from other people who do the same thing. This is how graduate school works. You write papers, your teacher tears them apart, your fellow students tear them apart, and the entire department of experts tears them apart.

Sounds lovely, I'm sure, but one thing it does is create professionals who can view their own content objectively so that they can improve and make it better. If you want to become a better copywriter, the best way to do that is to get feedback from other copywriters. This may frighten you just a little, but that's okay. Jump on through the fear. You won't be sorry.

First, find some groups that offer critique by members of the group to copywriters. You can locate groups on Facebook, but you can also find groups that aren't through Facebook by looking for forums and message boards made for copywriters. Some other terms you may want to look up are "copywriting masterminds" so that you can locate people who are willing to give you feedback.

Before you ask anyone to give you feedback on your work, it's important to prepare yourself for it. Not everyone is going to be as tactful as you might desire. However, getting negative feedback is better for you than getting only positive comments without any help included. You can disagree with negative feedback, but you really can't get much for the positive feedback.

When you submit your content for someone to give feedback, make sure you've observed them before and feel safe. You don't have to post your work for all to see if there are people who may steal it. It's sad you must concern yourself with that but use your best judgment and do your due diligence when sharing your work with others.

Even in critique groups, some people might not end up sending a critique so try to ask more than one person. Shoot for five to ten people when you send it out because only a couple will probably come through. Some of the feedback you get will be the same, but when you pick more than one person, you will get a variety of different comments - some that may even disagree.

When you get the feedback, you'll want to use your judgment about what feedback is helpful and what feedback is not helpful. Getting feedback is scary and can make you feel bad about yourself but remember that most of it is an opinion unless they back up their feedback with facts. The important part of the exercise is to get ideas about ways to improve your copywriting so focus only on that.

As you read the feedback, think about the ways in which you wanted the copy to affect the person consuming it. Did you want them to buy something, read more, sign up, or do something else? Did the reviewers believe that you accomplished that? Did they give you some advice on how to do that if it was mentioned? Make note when the advice is related to your goals.

Always give the feedback time to marinate before you let it take you off the rails. You don't want feedback to stop you in your tracks; don't allow that to happen. You can learn. Fix your errors, or

change your direction, if you believe you should, and then do it all again. Also, ensure that you get feedback from writers who are willing to truly help.

Use A/B Split Tests to Improve Your Copy

Aside from getting feedback from other writers to help you improve your copy, another way to do it is to put your work live and find out how it converts. The main thing to realize is that you can follow all the "rules" of copywriting, but you won't know what really works to convert your audience unless you test your ideas.

One way to test your ideas is through split testing. This is also called A/B testing. All it means is that you test two almost identical pages of copy against each other at the same time. Depending on the software you use, you may need to figure out how to do it right, but you can do this via Google Ads, and you can even do it manually. Let's explore how.

Create Your Copy

The first thing you need to do when you want to conduct any sort of A/B testing is to first create the best copy you can without even thinking about the testing you will do. Whether it's a sales page, or a blog post, or something else, just create it the best you can with all your goals in mind.

Change One Thing

Now that you have your totally finished sales page, you want to create a duplicate of it, and then you want to change one thing to see if that works better than your original. For example, you may want to change the color, the headline, or your call to action. Only change one thing, so you know what caused the differences.

Publish

It depends on the type of systems you use how this part happens. If you use landing page software, you may be able to load both pages into your system at the same time, and the system will automatically send half your audience to page A and half to page B. If you use Google to deliver your ads, you can allow Google to do it. You can also use Facebook Ads to test. The way you do it will totally depend on the instructions from the platform you choose to use.

Analyze

Once you run the test, you'll want to give it enough time to get traffic (and you should be working to send traffic), but you don't want to run the test for too long, or the results won't be relevant. Usually, about two weeks is enough to generate enough hits to give you enough information to analyze.

Tweak

When you get the results from your analytics, the page that wins the contest between A and B is the winner. Now you can take that page and try testing something else that you did not test before. Keep doing this until you have the type of results from the advertisement that you think you should get.

Repeat

If you make it a habit always to conduct split testing, not only will you find that you end up with more traffic and sales, you'll start getting better at creating the first test draft. You'll notice that over time you know what your audience likes, and you will be able to start each test at a higher level than the previous.

Every business and audience are different. While general copywriting advice holds true, and you should learn about it as much as you can, you won't know what converts best for you until you start to test it. Consider making testing part of your process so that you are always improving.

How to Write a Highly Converting Headline

A good headline is one of the most important aspects of any piece of content you create whether it's a sales page, a blog post, or a social media update. This is not to say that the content is not important, but it can be the best thing you've ever composed, and no one will see it if your headline isn't compelling enough to draw them in.

If you really want to write a highly converting headline, it's important to understand the principles behind what makes a headline convert as well as have a deep understanding of your target audience and your products or services. Then you must be willing to practice and test your ideas in the real world.

All headlines should:

- Be Specific
- Create Urgency
- Provide Value

Plus, a headline should state the offer, show the benefits, and mention or allude to the problem you're solving all in one headline - especially if it's a sales page. However, these rules can work with any type of headline you want.

Let's break that down:

- State the Offer
- Show the Benefits
- Mention the Problem/Solution

So, you have six things you want your headline to do in a very short amount of space. How much space you have depends on where you plan to promote it. You need to know how it shows up in email messages, social media messages, your blog posts, the sales pages, and more. Wherever you are putting a headline, you need to know how your potential customers will view it.

1. **State the Offer** – 101 Tips to End Clutter
2. **Show the Benefits** – 101 Tips to End Clutter Fast
3. **Mention the Problem/Solution** – 101 Tips to End Clutter Fast in Just 10 Minutes a Day
4. **Be Specific** – You don't want to trick your audience into clicking, so it's much better to be specific that you're talking about decluttering in just 10 minutes per day.
5. **Create Urgency** – You can use a sub-headline to help, but you could rewrite this headline to be something like: Free for 7 Days: End Clutter in Just 10 Minutes a Day. Sub-headline could be: Download 101 Clutter Freeing Tips Today.
6. **Provide Value** – Ensure that the headline itself provides or shows that there is value on the other side of the click. You can see from any of these headlines exactly what the topic is about, who it will help, and what it is.

As you work through an exercise creating a headline for yourself, just write down whatever comes to mind and then try to eliminate words that don't advance the idea and add the right attention-

grabbing keywords to it. Set aside a couple of hours for headline brainstorming and perfecting, then test, test, test.

Why It's Important to Invest in Your Copywriting Skills

While you don't need to go back to college if you don't want to in order to improve your copywriting skills, learning copywriting is an important enough and valuable enough skill that you should invest in learning it. Thankfully, there are numerous ways you can invest in and improve your copywriting skills.

- **Take a Class** – Your local community college or university likely has writing classes and workshops that you can sign up to take for a small or moderate fee. You might also look at your local Osher Lifelong Learning Institute which is typically affiliated with a local college or university.

- **Sign Up for a Course** – Many professional copywriters put out their own courses. Find someone whom you like the style and that you trust to lead you in the right direction with experience in what you want to accomplish. Sign up for their course and stick to it until the end. Many great courses can be found via Lynda, Udemy, and other areas. Enchanted Marketing has a course that fills up fast every year.

- **Get a Coach** – One way to learn copywriting is to find a professional copywriter who is now a copywriting coach helping others perfect their own copywriting. One way to find a good copywriting coach is to find one at AWAI.com, the American Writers & Artists Inc. They have coaches and mentors that they can recommend to you.

- **Join Workshops** – You can likely find local workshops ran by professional writers who can help you improve your copywriting skills. Just for example, by doing just an easy search on Google for "writer's workshops" this from Tucson, Arizona showed up: The Writer's Studio.

- **Join Writing Critique Groups** – On Facebook you can find a lot of copywriting critique groups as well as general writing groups. If you want to improve your writing, you need to join several groups, observe, and then find the one that offers the best quality feedback.

- **Practice What You Learn** – When you do take the time and effort to learn about copywriting, the only way to know for sure if you're learning the right things is to test them out. Use the skills you learn to tweak and improve your sales pages and other content to make it more effective.

- **Study Successful Copywriting** – You can also learn by observing all the copywriting around you. You can determine if it's successful or not by applying what you know and what you're learning to each thing you see. Whether it's a brochure at your doctor's office, an email message, a sales page, or a blog post learning from others about what works and what does not work then applying it yourself is what will work best.

You don't have to go back to college but finding ways to learn more about copywriting will improve your business exponentially if you apply what you learn. It's a great investment because it will help you to get better and more profitable at everything you do online with your business. Whether it's

writing a blog post, an email message, or a sales page, learning copywriting techniques will make it all work amazingly well for you.

Good Copy Becomes Great During Editing

A lot of people get bogged down in the writing part of creating copy. However, the real magic happens during the editing process. When you finish the writing part, the work has just begun. Now it's time to make good copy great during editing. Let's look at the process in full, so you can better understand what makes revising and editing so magical.

- **Check Your Facts** – You'll need to look at all your source material to ensure that you have the facts right in your copy. Plus, you'll want to ensure that you're using the right format, spelling, and style based on your style guide.

- **Read Through First** – Before editing or revising one thing, read through the entire piece first. Sometimes reading out loud can help you ensure it makes sense to the average reader. If you trip up on anything, you may want to highlight those portions for revision later.

- **Correct Basic Errors** – Go ahead and correct any basic errors in grammar (although this is subjective because sometimes good copywriting uses "poor" grammar), spelling errors, subject-verb disagreement, verb tense, inconsistencies, and word usage. For example, if you use words that can be mixed up, like effect and affect, ensure that they're right. Remember that software may not catch these errors.

- **Check Your Punctuation** – Sometimes with copywriting, you may need to be creative with these things so don't stick to everything if it doesn't work. However, when you break the rules, you should have a reason for doing so.

- **Define Jargon** – If you used jargon or abbreviations in the text, you'd want to spell out what these are the first time they're used to explain to the audience their meaning and importance. The only time you might keep it is if you are marketing to an audience who prefers to use those words and are expert in their meaning.

- **Fix Passive Voice Issues** – Often when you use passive voice in copy, it can be confusing. It might cause ambiguity. Therefore, as you edit, go through and try to fix anything that is not completely clear in its meaning.

- **Ensure Details Match** – It's important that you are so clear in your copy that you don't accidentally mess up the details. If you said on one page that soy is bad for you but on another that soy is good for you, it would be very confusing to your audience. Problems will be subtler than that but fix anything that doesn't match up.

- **Check Your Math** – If you did use math or stats in your copy, you'd want to ensure that it's correct and clear. If you wrote it, you might want to ask someone knowledgeable about the topic to ensure that it's right.

- **Check Tone & Word Usage** – Everything you say must match what your audience wants you to say. You are writing only for them. You cannot care about what others say about

your content; instead, you need to check the tone and word usage to ensure it will delight your ideal audience.

Editing is so important because it's going to ensure that your copy performs the way you want it to. Plus, if you do everything in steps, it'll be much easier because you want writing to flow and not be held up by editing at the same time.

4 Blogs You Should Read to Improve Your Copywriting Skills

There are probably hundreds of blogs about copywriting that you can read to improve your copywriting skills. In order to ensure that what you are reading is good advice, ensure that the blog you read is active, updated often, and has a good number of readers who respond to the information they learn from it. Here are three that stand out.

Content Marketing Institute

This is really "the" copywriting and content creation blog that everyone who wants to use websites to make money should read. They cover all parts of content creation including copywriting and how you should use copywriting techniques in all your content.

They also host events, workshops, courses, and more that you can participate in so that you can learn even more. Hobnobbing with people who take content seriously is also a good way to learn. You will relate to many movers and shakers and possibly find a mentor in the process.

Copyblogger.com

Copyblogger is more focused on copywriting techniques. Plus, they have education, forums, workshops, and so much more that you can become involved in. If you want to learn and get certified through them, you can do that too. Be sure to read their Copywriting 101 via the link above.

They have been around for a long time, and they can be trusted to provide the right information. The cost of the courses and certifications is worth every single penny if you implement what you learn because your sales pages and the content will perform better.

Copywriters.ie

This blog is put out by a group of Irish copywriters. It doesn't matter where you live, the principles of copywriting are universal, so you can learn a lot from their blog no matter where you live. Plus, you get a lot of information from different perspectives due to the team's varied specialties and points of view. They put out blogs often with tips and ideas for business owners to help them improve their copy. They also offer services, but you can learn without buying.

Copylicious.com

Kelly Parkinson's blogs, when she does update them, are useful. She knows what she is writing about, and it shows. She shows you how and why using copywriting techniques can improve all your copy and not just your sales pages. She's right about that, and that's why we like this blog. Hopefully, she'll keep it updated because her brain is good. Even if she doesn't, what is on there is very useful.

You can also find blogs devoted to the copywriting topic that is more relevant to your subject matter and audience. The truth is, you can learn almost everything you need to know about

copywriting without paying one dime if you're devoted. However, sometimes paying something to learn can help you accomplish it faster.

5 Great Books on Copywriting That are Worth Reading

One way to learn about copywriting is to keep reading about it. Books are relatively inexpensive, and some of them can be read for free if you have Kindle Unlimited. Regardless if they cost $20.00 or less doesn't matter if it's good information that you will learn from.

Copywriting 2019 by James Stone

This book is full of the copywriting information you need for modern times. He gives details on how to finish your projects in a way that they will ensure that they perform the duties you want them to. Want more traffic, more views, and more buys? This book gives you a lot of good details. The book is short and to the point with lots of ideas on how to incorporate the techniques mentioned.

Copywriting for Beginners by David James

You will learn the basics of using copywriting including how to pick a niche, do your research, and write for your audience. Learning to sell via your content by writing converting headlines, testing, tracking, and other tricks to close sales are included. He includes a 30-day copywriting plan to help you get started on the right foot.

Effective Copywriting Strategy for Money and Sales by David Marcel

This book is an overall guide on using copywriting techniques in your headline, calls to action, emails, blog posts, and more. The writer touches on every aspect of copywriting online and off by including print and direct mail. You will even learn how to incorporate copywriting into your press releases.

How to Write a Good Advertisement: A Short Course in Copywriting by Victor O. Schwab

The writer spent 44 years copywriting before writing this book. You get a nice overview of how to write an advertisement. He goes over the fundamentals of copywriting, which is to get attention, show the advantage, prove everything, persuade, and include the CTA.

The Creative Copywriter's Companion: One of America's Most Award-Winning Copywriters Explains How to Write by Tom Attea

This author has attempted to write a book to cover all aspects of what makes you a great copywriter. You learn about band positioning, frame of reference, developing slogans, and so much more with this book. He talks about writing copy for digital media versus print media and how you can do both well. He also includes websites, landing pages, online ads, social media, and more.

Check out these great books on copywriting first, and if you find more books that you want to read, share them with your friends. Good information is good information regardless who wrote it or when it was published. The copywriting rules have not really changed much since the "mad men"

advertising days. You still want to put your audience first and your products and services in front of their mind when they need the information most.

To Get Better at Copywriting, You Have to Write Copy

You may not believe it right this minute, but if you are reading this, you can learn how to write copy. All it takes is practice. They say that it takes 10,000 hours of study and practice to become an expert.

To that extent, with few exceptions, you can become an expert in any topic you desire to work on. Copywriting is certainly one of the skills you can get better at. To get better at copywriting, you must write copy.

Practice Copywriting Techniques

When you read about copywriting, don't just learn about a concept; instead, it's important that you also practice the technique. Specifically working on one new idea at a time will be beneficial to you and help you solidify the technique you have read about.

Rewrite Your Content

If you have learned a new technique, you can apply it to some of your already published blog posts. Just go in and edit them to add that technique. Whether it's changing the sub-headlines you use in the copy, adding emotional words, or changing the font, add what you've learned to your older content.

Edit Other People's Writing

One way to learn about writing and get better at it is to edit other people's writing. You can edit ads you see online, other people's blog posts, and even newspaper articles to make them better. You don't need to show this to anyone, but it helps you with your own practice noticing what happens.

Read More

Reading well-written copy can also help you become a better copywriter. When you read someone's copy, it can help you to rewrite it so that you can feel how they are using the words and phrases to make an impact on the reader. Look for the techniques you've learned. As you learn to point them out, that will make you a better writer.

Join a Workshop

Find writing workshops so that you will have some accountability. Often workshops will focus on different ideas and techniques which can help you learn faster due to the feedback. You can find these types of opportunities via meetup.com, Facebook groups, and your local colleges and universities or writing organizations.

Journal

Keep a journal so that you can write freely at least once a day. Try writing about things in a different way than you might normally do it. For example, try to describe everything more fully in terms of how it looks, feels, smells, and so forth. That will help you to learn to show and not tell the details.

The truth is, no matter how bad you think you are today, your writing gets better as you practice and if you continue to look at feedback and what's working and what isn't, you'll start to figure out what kind of copy works best for your particular audience.

What You Need to Know About Crafting a Great Hook

Hooking people into your content is a term that writers use in all genres. When you create a great hook, your audience's attention is grabbed from the first second that they view your copy. Getting good at crafting a great hook takes practice. Here are some techniques you can use to craft a great hook.

Start with the Most Important Reason

You are likely already familiar with a marketing funnel. Well, here is a method to ensure that you put the information in the right order. It's called the Inverted Funnel Method. Put the most important information at the top of your content and move down to the least important information as you're ending the piece. The main reason is that you hook your readers in from the start with the meatiest topic up front.

Start with a Fact or Statistic

When you hook someone with a fact or stat, you want it to shock and surprise your audience when they read it. Plus, when you use those facts and stats, it shows that you researched your topic and are familiar with the information needed to write intelligently about everything. Always make sure your facts are accurate before doing this.

Get Personal

Another way to hook people in is to get very personal with a story of your own personal experience about the topic. When you can put a picture in your reader's mind that shows that you have this experience, they're going to resonate and want to read more. Sharing personal information will also bring you closer to your audience.

Ask a Question

The kind of question you ask should have an obvious answer, and it should always be a positive answer. If you phrase the question, you should not really need an answer. This type of hook can pull people in and make them interested enough to read the rest of the content. If you ask a good enough question, it answers itself.

Make an Audacious Assertation

A statement that makes your audience say "what?" and then want to read everything you wrote after that is a great way to hook them in. They will be shocked by the statement and maybe even mad. How audacious you get is up to you and how you think your audience will react.

Whichever way you choose to hook your audience in is up to you. You are the one who knows your audience and the products or services you're promoting best. One thing you can do is test out new headlines on a limited audience to find out their reactions. You can also use your groups and email list to let your audience vote on and choose headlines for new products, services, and even blog posts.

Let's Talk Features vs. Benefits

As you learn to create more relevant copy, one thing that you must learn to focus on is benefits over features. When you focus on benefits to your ideal customer more than anything else, it will resonate with them more than if you talk only about features. However, this does not mean you should never mention features. Absolutely not. Instead, you should always talk about features by talking about how they benefit the customer.

A good understanding of how to identify features versus benefits is helpful. Let's look at how features and benefits are defined in the dictionary.

Feature: *"A prominent or conspicuous part or characteristic."*

Benefit: *"Something that is advantageous or good."*

If you look at those definitions, you can then see that, in essence, a feature is really the specs and the benefits are the results of the feature. So, look at the definition like this:

Feature: *A Spec*

Benefit: *A Result*

For example, if you look at how this can help you figure out what parts are benefits or features, just ask yourself if it's a spec or result.

Product: How to Run Facebook Ads Course

Audience: Six Figure Coaches

Feature: Digital, anachronistic, discussion board

Benefit: Increase your income, get more clients, automate your leads, network

You can probably come up with more features and benefits of a product like this. However, with just these few you can see that it's better to focus on benefit in your copy to attract the coaches to your course. If you mention a feature like, the course being available at all hours, means a benefit to the coach is that they can work at their own pace.

The thing is, most people really do only care about what's in it for them, but that isn't because they're selfish - it's because they're shopping and as a shopper, they have a right to look at why that product benefits them over other products. It's your job to design your copy to address those things that your audience cares most about.

If you're still unsure about what is a benefit or feature, keep thinking about what a spec is and what is a result. If you "get more clients" that's a result, if it's a free checklist that's a feature. What are the benefits of the free checklist? The benefits or results might be to save time, get more clients, never make a mistake, and so forth.

Learning about benefits and features is one exercise you don't want to skimp on. Make a list of all the features of your product and add to that list the benefits of each feature. You should wind up with more benefits or results than features once it's said and done.

To Write Great Copy, You Have to be Crystal Clear on Who You're Writing For

From the start of your business, before you even create your first product or develop a service, you should first know the audience. After all, why would you create a product that no one wants? Sure, some people do create brand new products and then find an audience for that product, but this is not the easy way to do anything. For this reason, it's best if you want to write great copy that you are crystal clear on who you're writing for.

Understand (and Use) Their Language

Every audience and niche have specialized language and terms that they use on a regular basis. Sometimes it's jargon, sometimes it's just a tone or a personality that they appreciate over others. When you can talk like your audience using the words the way they use them, they'll resonate with everything you write faster.

Commiserate with Their Needs

If you know the audience well enough, you know what they need. You know what is keeping them up at night. You know if they have extra money to spend on solving their problems or not. You know what they want and need, and you can make them feel as if they need what you're selling.

Identify the Benefits They Desire

Knowing their problems also opens you up to understanding the type of benefits they want from the products they buy. If their most pressing problem is finding more time, you'll need to express that in no uncertain terms, so they understand that you know.

Recognize Their Problems

When you study your audience, you'll be able to identify more problems that are related to the type of products you want to sell to them. As you note the problems, you should also note the solutions and why they are solutions for this particular audience.

Tug at Their Heartstrings

If you understand totally who they are, you can use just the right words, stories, and events to tug at their heartstrings. When you make your audience feel emotions, they're much more likely to buy whatever you recommend.

Know Where They Hangout

A really good point of information you can garner by studying your audience is where they hang out, where they get their information, and who they like to follow. That information can help you

develop copy that seems to read their mind and that you also put in front of them where they already go.

Appreciate Their Reluctance

If you really know them well, you'll know why they might be reluctant to buy from you. You can use that information to mitigate their distrust by answering objections before they even have to ask you a single question.

When you know your audience backward and forward, it is a lot easier to create copy that gives them the information you want them to have in a timely manner. No matter how good someone writes, if they don't take the time to identify who the copy is for, it will be hard to craft it so that it appeals to their ideal audience.

The Best Copy Won't Do You Much Good Unless You Ask for the Sale

The saddest thing ever is a beautiful sales page that tells a wonderful story, shows the customer exactly why they need to buy this item right now, and they want to buy it, but they don't because no one ever says to buy. It may seem obnoxious to you right now but if you don't add a CTA - in other words, ask for the sale - people aren't going to buy even if they want the item.

To create effective calls to action, try these tips.

Use Strong Verbs

The awesome thing about crafting an effective call to action is that you don't have to just say the obviously anymore like "add to cart" or "buy now" you can actually put more words than that in any buy button so that it truly tells them what to do. You can put things like, "Yes! I want to save $300 today!" or, "Yes! I want to download my free checklist now."

Provoke Emotion

Another tactic that you can use, assuming you've done your homework on your audience, is to seek to provoke an emotion from them via the copy that describes your product and the benefits. Your buy button can say something like, "Yes! I want to sleep better at night."

Evoke Scarcity

No one likes missing out on anything. If you can evoke the fear of missing out (FOMO) via your CTA button, that works too. One way some people do this is with a timer going down with a short time price. You may need to use special software for that. You can just put something to the effect of the price is only good until a certain date, or if it's a course or webinar, that only so many people can join.

Lead with Benefits

You want your audience to know the benefits of your offer, and you can actually lead with benefits on your call to action. "Yes. I want more time in my day." This shows that by buying this offer, you're going to get more time in your day.

Know What Your Copy Looks Like

When you publish anything, how it looks will depend on the platform the audience member views it from. It's important that you optimize for whatever platform and browser most of your audience uses but set it up so that it's responsive to all platforms and works on all platforms.

Keep Your CTAs Fresh

Occasionally you'll notice a former bestselling product starts dropping off in sales. In that case, you can go in and refresh the CTAs to make them feel newer. Brighten the colors, change the fonts, change some text, and you can breathe new life into your offers.

Lower Their Fear

One way to make your CTAs more effective is to ensure that you address any trust issues or fear around the CTA by offering a refund or some other language that helps them avoid any fear of buying your products.

Using the right words to express to your audience the call to action is important. But so is using the right format. Using bigger buttons that stand out from the rest of your site is a good option for you. Do remember that some of your audience are looking on mobile devices so make sure everything works across all platforms. And never forget to ask for the sale.

What Makes a Great CTA and How to Craft One

A call to action (CTA) is wording that tells your viewers what to do next. It's the part of the copy that tells your viewers to call now, subscribe now, buy now, or directs them to do something else that leads them toward making a purchase choice. A CTA can live on a sales page, a blog post, or any page or landing page that offers something to your audience that requires them to take action to get it.

While sometimes people new to selling claim to hate calls to action, the problem is they work. Studies show that including more than just a "buy" or "add to cart" button is much more effective and for that reason, learning to craft a good CTA is something that will increase your bottom-line exponentially.

Calls to action that are on well-written and targeted content like blog posts, sales pages, and landing pages perform much better than display ads to make sales. Because of this, learning to craft words that sell, including an effective CTA, is imperative. Let's look at a few tips to help you craft an effective CTA.

Make Buttons Stand Out

When you create a CTA, one of the first things you should think about is how you want it to look on the page. Some of that information will define how long the CTA can be, including available fonts to use to make it look good.

Use buttons that have contrasting colors and fonts that are easy to read. Remember that some of your audience may be looking at this page on their mobile devices. You want it to stand out regardless of which device the audience is using.

Use the Right Words

Using verbs that stand out and make the reader think is one of the best ways to create a good call to action. Some people like developing the words before they decide how they'll design the page to make it look good. That's up to you. Using words that explain what they're buying, the benefits of it, and makes them feel safe is a good option.

Depending on your audience you can be funny, serious, or even irreverent in a call to action. You have likely seen some of those types of CTAs. Especially ones that give you a "yes" or "no" option. The yes might say "Yes! I want more traffic." While the "no" option may say "No! I don't care about traffic." Your audience might think that is cute, but they might not. Always test everything.

Consider Placement

You can put CTAs on blog posts, social media posts, sales pages, landing pages, newsletter sign up boxes, and more. Where the CTA is going to go is as important as what you're wanting them to do. You may have more space or less space to determine which words to use. Testing out different words and placement will help, too.

Know Your Audience

The process of getting to know your audience will include things like understanding the type of words they want to use to find you. Using those keywords within your CTA is going to get their attention and help them make the choice.

As you're crafting the CTA, think about the things mentioned above and then also address what you want them to do, what's in it for them to do it, why they should do it now, and what your promise to them is if they do it. When you get all that included, you'll find that your CTAs are very effective.

Let's Talk Headlines –Tips for Crafting Attention-Grabbing Headlines

Your headlines are some of the most important content you'll ever write because it's the first thing your audience sees. If that headline doesn't interest them, they will not click through and if they do not click through that means they will not see the amazing copy you wrote or buy the effective problem-solving product you made for them. With that in mind let's look at some ways to help you craft attention-grabbing headlines.

- **Bring Out Their Emotions** – When you can make your audience feel something just by reading the headline, whether it's excitement, hope, or something else, the trick is to ensure that the emotion evoked is not a negative one that can't be overcome by taking an action.

- **Point Out the Benefits** – They want to know what they are getting, much more than a "checklist" but rather a way to avoid mistakes or a way to save time. For example, you might word the headline like this: Use This Timesaving Facebook Advertisement Checklist to Create Converting Ads.

- **Remember KISS** – You've heard of this acronym before, and you do want to keep it simple, but you also want to keep it short, and you want to keep it specific. Titles should be very specific about what is inside and not trick anyone.

- **Know Your Limits** – When you are creating a headline, you need to think about how your viewer will see the headline. Will it come to them in an email, will it be on a sales page they view on their smartphone, or will they view it on a computer? The length of the title is important and the shorter you can make it, the better.

- **List It or Teach Them** – People like learning new things, that's why you'll see lots of headlines that are "how to" and 101 things and so forth. When you list it or teach them how to do it, the numbers or the idea of learning attracts them to click through.

- **Compare & Contrast** – Another thing you can do with a headline is to compare and contrast the problem and the solution. "Back pain or something worse?" This way you highlight the issue and make them curious to find out more.

- **Elicit FOMO** – Everyone, even if they think they don't care, are affected by the fear of missing out. You can elicit this idea by putting keywords in the title that signal a time limit. "Don't miss this free Facebook Ad Cheat Sheet."

- **Use Audacious Language** – You can also use bigger words that bring lots of emotions and thoughts to the reader's mind. "Never Get Hungry Again" is a pretty audacious statement to make to people who want to lose weight.

As you create your headlines, you need to know what the point is. Why do you want them to click and what will they get out of it? When you can use your imagination to craft a headline that considers the audience, the topic, and what they get out of it, you'll win the headline game every single time.

How to Use Urgency to Your Advantage to Write Copy That Converts

One way to get people to do what you want them to do is to create a sense of urgency along with a fear of missing out, and you have a recipe for success. Creating copy that converts that creates a time limit for required action is a tactic that gets people to act faster. The reason you want to do that is even if the customer really has the intention of coming back to buy later, they probably won't. The internet is a big, vast place. If your viewer leaves before making a purchase, it's rare that they'll come back.

To create copy that creates a sense of urgency and converts:

Make Your Offers Clear

When you want to make people want to take advantage of an offer now the only way you can do that is to be very clear about what you are offering to them. If they're confused about what they are getting, they may not take the offer even if they think they're going to miss out.

Create Relevant Offers

Your offer should be relevant to the audience you're presenting it to. Any one product can have several segments in the main audience, so you may need to create more than one landing page for your offers to help each segment convert.

Add Value

When you can show your audience the entire value of all that you're offering and that this particular price will not last long, they will want to buy it. For example, if you can show that your product is worth $1200, but you're selling it for $999 for a limited time, they'll jump on it.

Reduce Anxiety

Choose language that makes them feel as if when they click the buy button, they'll be cured or at least on their way to a solution. If you can make them feel hope just from clicking and buying, you've succeeded. Another way is to make a big promise to them about the product and back it up.

Eliminate Distractions

When you design the page they're going to read, you want to ensure that you eliminate all distractions from the page. Use the right fonts, colors, images, and white space that leads your audience through the content and to buying as you want them to.

Pick Your Words Carefully

It's imperative that you know your audience well enough to choose your words wisely. You want to pick the words they'd pick so that they resonate with the message. At the same time, you want them to guide your readers in making the right choice to change their circumstances and change their life.

When you use words that either state out and out that there is a time limit or imply a time limit, it will make the audience member worry about missing out. You can also create urgency by talking about the problem and making them want to clear up that problem as quickly as they can. This works very well especially if the cure is a quick, easy thing to do.

Why You Should Spend More Time Writing and Tweaking Your Headline Than the Rest of Your Sales Copy Combined

If you don't grab people's attention and draw them in within the first couple seconds, it doesn't matter how great the rest of your copy is, they won't even find it to read it. Good copywriters spend at least half their time on the headline to hook the audience in. Just because something is short doesn't mean it doesn't take practice and skill to do it. Creating headlines is one such thing.

First, when you write a headline, understand that is just the start. You really want to write many headlines for any given piece of content before you add the headline. Let the ideas you create marinate. Ask your audience about the headlines they like the most, do a poll, conduct A/B testing, and more.

Next, use the following tips to ensure that you include the information you need to in the headline.

- **Know Your Audience** – The more you can know about your audience, the easier it is to write compelling headlines for them. Study what they read, study the offers they accept, follow their gurus, and you'll get to know them more.

- **Understand SEO Basics** – Search engine optimization has a lot to it. It involves both on-page and off-page tactics that can help you get more views. By understanding how SEO works and how keywords work, you can create better and more effective headlines.

- **Know What You Want Them to Do** – Knowing what you want them to do will help you create a workable headline, too. Because if you know where they're reading the headline and the point of the content the headline is sending them, it'll make it easier to create a good headline.

- **Use a Formula** – There are several headline formulas. Copyblogger.com goes over ten of them in this blog post. One way to really get good at making headlines is to try to fit the headline of any sales page or blog post you're creating in as many of these formulas as you can. The practice will make you better, and you may discover a headline that works better.

- **Make Them Feel** – Getting your audience to feel something from just a headline takes some practice. You may have to rewrite a headline many times before it's just right. Don't be afraid to keep trying and testing different headline ideas.

The job of a headline is to attract your audience to read it and to evoke curiosity about what else they might learn if they click. It's the first thing that hooks the reader in and helps them make a choice to work with you or not work with you. If you've also created an amazing and converting sales page, just getting them to click through is half of the problem and focusing your time on crafting converting headlines should be something you take seriously.

Copywriting Tips for Email

Writing email messages that get opened and convert is one of the most powerful things you can learn to do. Email marketing is a highly profitable form of marketing. One of the most profitable and effective ever invented up until this point. Companies report to earning 38 dollars for every dollar they spend on email marketing. Because it's so lucrative, it's imperative that you understand how to make your messages resonate for your readers.

- **The Subject Line** – This is like a headline, and you should spend a lot of time getting that right. If the subject line is not compelling, your subscribers will not open the message. This makes your subject line almost more important than the other content, and you should spend your time accordingly.

- **Return Email Address** – This address should be friendly and personalized and not "no-return" or generic. The more personalized the return email address, the more your readers will trust you and open it. Use either your name or the name of the newsletter so that they realize who it's from at a glance.

- **Email Opening** – How you greet your readers is important. The first lines they see when they open it, or if they're viewing it on the computer, need to hook them in. This may be done without even opening the email, so you'll want to ensure it makes them want to read even more.

- **The Body of the Message** – Once they totally open the email, they're going to now read the body of the email. This part should be very concise and short as possible. Make the writing "chunky" so that you have headings and short paragraphs that are easy to skim.

- **Your Font** – It depends on how you send your emails, whether you're using text or HTML and who is reading it on the type of fonts you use. The main thing is you want to avoid making the email too loud. Watch out about using too many styles such as bold, italics, and so forth as the email will look too busy for your readers.

- **Emoticons** – Use them! You want to ensure that you convey the right emotion to your audience but do use caution about this because if you're sending plain text messages versus HTML, your emoticons might look different.

- **Spelling & Grammar** – Of course, you want your spelling and grammar to be what is acceptable to your audience. Spelling is more important, while grammar can be more creative. The important thing is that you write the way your audience speaks so that they resonate with the message.

- **Closing & CTA** – The other thing you need in your email message is a closing and a CTA. If you keep the email short, you can include one CTA. If it's longer, you may want to place a CTA above the fold (before the scroll) and near the closing. Always sign off professionally with your contact information, the CTA button, and any other info they need.

As always, when you create an email message, you need to have a reason for sending it or a point. If you have no goals for the messages you send, it will be hard to judge whether it's working. Therefore, ensure that you have a measurable goal in place for every message you create.

Copywriting Tips for Facebook Ads

Running ads and promotions on Facebook is a lucrative way to spread brand awareness, to build your list, and to make more sales. Copywriting for a Facebook ad is not much different from any other type of writing, but you do have to think of space and the limitations that Facebook places. In many ways, Facebook ads are just like any other display ad but with some interesting rules.

- **Watch Your Images** – Be careful about the images you choose for Facebook. If there is text on the image, sometimes Facebook will disapprove of the advertisement. You can ask for a manual approval to avoid this problem in many cases.

- **Use Words Carefully** – When you choose words for your advertisement, your space is very limited based on the type of ad you chose. Focus on presenting the offer by telling them the offer, the benefits, and who it's for.

- **Write to Your Target Audience** – Go ahead and dig through the different ways that you can segment and target your audience on Facebook so that you can see who you're targeting then write directly to your target audience.

- **Create More Than One Ad** – It's better to create more than one advertisement if you have different segments to target on Facebook. It's better to narrow down the target for each ad than to create one that goes after everyone.

- **Choose Your Visuals Wisely** – People resonate with people who look like them more than anything else. Choose your visuals based on the person you most want to attract. If you want to get people's attention, choose a surprising visual that gets attention.

- **One Clear Call to Action Only** – You don't have room for more than one CTA, and on Facebook, this is going to go either over or under the image you choose - not on it. You'll type it in at the time you create the advertisement. Double check how much space you get before settling on what you want there.

- **Lead with Value** – Remember that you want to lead with the value of your offer. What is the value? Are they going to get more traffic, lose weight, save money, or what? State how the offer is valuable to them and be specific.

- **If There is a Cost, State It** – When people see advertisements on Facebook, you must understand they're on Facebook to socialize or read things - not buy. Therefore, don't trick them. If it's free, state so; if it costs, state so.

- **Test Everything** – When you first run your ad, set your budget lower and the time limit for a shorter period like a few days or a week to find out how the ad will do. If it's performing in a positive way, add more money to the ad and run it again. If it's not doing that well, tweak it and try again.

The reason Facebook advertising works so well is because everyone is there. They allow for very specific targeting for your ads. You can choose custom audiences, location, gender, interests, and more. You can also remarket to people who have come to visit your website or landing pages too by using a pixel. The sky is truly the limit with Facebook Ads - if you can get their attention.

How Copywriting Can Help Improve Your Social Media Presence

Copywriting techniques can help you improve every single aspect of your business, including your social media presence. Every business today needs to create an online presence that includes a social media presence.

Because many people prefer to learn about products and services themselves by searching for businesses and information online, it's imperative that you create a lot of content across all platforms that they can easily find when they search.

The right copywriting techniques will:

- **Make You More Visible** – Sharing compelling messages on social media can make you a lot more visible to your audience. When they see messages they resonate with, they will share them, comment on them, and like them on Facebook.

- **Get More Engagement** – A properly composed message will elicit more responses than one that is not thought out. You always, whether it's a social media post or a long blog post, need to know the reason for the message, and who the audience is, before you write it so that you can get the words right.

- **Grow Your Reach** – As people see you sharing important information, your following will grow exponentially. The more updates you add (especially if they matter to your audience), the faster your reach will grow.

- **Boost Traffic** – If you're doing social media right, including plenty of calls to action that lead your readers back to your site, you'll end up with more traffic to your landing pages. What's more, the traffic will be targeted and more responsive.

- **Build Your List** – When you get more traffic and more interest, you're much more likely to build your list bigger. Not only will the list be bigger, it'll be better because if the messages are well composed and written for your ideal audience, the list members will be more responsive.

- **Increase Your Customer Base** – When you build your list, get more traffic to your sales pages, and so forth, you're going to build your customer base too. The more people who become your customer, the more people you can market to anew.

- **Build Relationships** – Well thought out and crafted social media messages can build relationships and establish trust. People will start seeing you as a real person and not a nameless corporation even if you do run one.

- **Make More Sales** – Ultimately the best copywriting is going to make more sales for you. Once you get going with this, it's going to feel almost automatic.

When you use copywriting principles on social media, you'll grow your following, spread brand awareness, and make more sales. After all, the main thing that copywriting techniques accomplish is creating clarity in the message. After all, if your audience truly understands your message, they're going to be more likely to take you up on your offers.

Why You Need to Include Good Copy Writing in Your Content Marketing Campaigns

Copywriting isn't only for sales pages and advertisements. It's for social media, email marketing, and blog content. In fact, you can use copywriting techniques for all the writing you do in your business, including products. Copywriting is just a way to create more persuasive copy. Let's look at copywriting techniques that work for all types of content.

- **Storytelling** – With good copywriting, you want to tell your audience a story. You want to show them via case studies, interviews, and other methods the story of your customers. You can also share the story of why you started your business or created a product or promote a product.

- **The Audience of One** – One thing a good copywriter does is write copy for the audience of one. They narrow down the audience to just one ideal potential customer. Often, they create avatars that they can look at to help guide them during the writing process.

- **Positivity** – A good copywriter knows that you want to always ask questions with a Yes answer and to keep your words and phrases positive. Even if you're talking about something negative, you want to use active voice in a positive way to give the audience a good feeling.

- **Facts & Stats** – The reason copywriters use stats and facts is to show proof that their product works. When you use those numbers in your articles, it automatically increases your credibility in the mind of your audience.

- **Repetition** – One technique that copywriters use that works very well for an article is to repeat yourself. They say to repeat a key point at least three times during the article. You probably heard about this in school. Tell them what you're going to tell them, tell them, then tell them what you told them.

- **The Inverted Pyramid** – One method that copywriters use is the inverted pyramid to ensure that they get the information right. They tell them the most important information up front, and as they move down the inverted pyramid, the information becomes less specific.

- **Avoid Flowery Phrases** – Copywriters aren't romantic novelists, because of this they also prefer not to use extra words. Plus, it's proven that the more concise and direct the wording is, the more likely they are to answer your CTAs.

- **Find the Formulas** – There are copywriting formulas that you can learn and use for any type of content you need to write. Using a formula will help you write better and get more results from the writing.

- **Benefits First** – Any writing that you want to present to your audience needs to focus on the benefits or results that the reader will get before anything else.

Content marketing is important, but good copy makes it more effective. It helps you write good headlines, titles, subject lines, email messages, and more. Good copywriting ensures that your content gets read. It also helps you transition from content to promotion with a good call to action.

Writing Copy for the Results Your Customers Want

The most important thing that copywriting teaches you is that everything you create in your business is for your customers. The copy must be about your reader and not your product. This sometimes can seem confusing. But the best way to look at it is to think about benefits to the user as the results it offers the customers. When you sell them on results, they're going to be more likely to buy.

What Will Your Reader Gain?

In an ideal world, your reader will experience several benefits from your products or services. Will they lose weight, lower their blood pressure, save time, or something else? Define the exact result or results that are possible when buying your program, reading your book, or using your product. Sometimes things are not as noticeable - maybe they're going to gain time, gain courage, or something that's not as tangible as gaining a full bank account.

What is the Result if One is Successful?

A benefit is also a result. For example, if you use MS PowerPoint to create a slide show, the result is a finished slide show. What result will your ideal customer get from purchasing your product? The result is the thing you should focus on most.

Match Features with the Benefits

One way to come up with benefits and results focused content is to list all the features of your product then write down what the benefit of each feature is. A feature is like a spec and a benefit is like a result. So, for example, a feature of a new mattress is its pillow top, the benefit is a more restful sleep.

Results are Measurable

A key for you to know what a benefit or a feature is that benefits are something you can see or feel or measure; it is a result. You know that you lost 100 pounds going on the raw food diet. The raw food diet has a main feature of being low fat and low calorie. The benefits of that are lower weight and lower cardiovascular disease risks.

What Does it Mean to the Customer?

Figuring out what any one result means to the customer is an important part of ensuring that you can write about these things in your articles. You must get it straight in your mind so that you can explain it clearly to your audience. Think about the emotions they will feel if they succeed in solving their problems with your solution.

Remember, don't just write copy to get them to click the buy button. Instead, sell them on the results they get when they buy your product. Focusing on the results your customers want will always be more effective.

Get Their Attention by Poking Pain Points

One way to hook your reader into your content is to focus on their pain points. Some people call it rubbing salt in wounds but if that makes you feel bad about doing it, think of it in a new way. By getting their attention by poking pain points, you are showing that you understand their pain and that you can help them. When you show that you commiserate and relate to your audience with your content, you can really increase conversions in a big way.

In the copywriting world, this formula is known as the "problem-agitate-solve" or PAS formula. Let's look more into how this copywriting method will work for you.

Problem

The first thing that you bring up when using the PAS formula is the problem. By demonstrating your full understanding of what your audience with this problem faces, you will help elicit trust. The more you can describe the pain your audience is experiencing accurately, the more they will feel as if they can trust you to solve their problem.

Agitate

Once you share the information you have about the pain point now, you need to elicit some emotion and feelings from your readers and viewers that can sometimes only be described as pouring salt in the wound. However, do be careful. You don't want to make them mad at you. Instead, you want to focus on relating to them and their problems and pain without allowing them to get too far down a rabbit hole that accepts defeat.

Solve

Just at the moment when they feel as if they cannot take one more poke in the wound, it's your job to show them how you can solve the pain point you've identified and poked. At the point where you reveal the solution that you know works for this problem, they should feel safe enough to make a buying decision. However, at this point, you probably want to add in some other features to the formula like showing proof via testimonials and quotes from those who have used the solution to solve the problem.

Let's look at this example:

1. **Bring Up and Identify the Problem:** Back Pain

2. **Rub Salt in the Would or Agitate by Reminding Them How It Feels:** Describe someone who can't get to work on time or function in the day due to not sleeping well at night due to excruciating back pain. Describe a mother who cannot pick up her own babies due to back pain. Whatever you can do to get the audience to resonate with the pain for a moment will work if you know who the audience is and can choose stories that they will relate to.

3. **Solve the Problem:** The adjustable memory foam mattress that you can order right now without any risk is the answer for your back pain and this is why it works, and how it works, and these are the people who have experienced the relief that you seek.

Good copy often seeks to agitate the problem before offering the solution. This method is known to work very well to help people envision the solution fully while also being reminded of why they want to solve this pain point as quickly as possible.

Don't Be Afraid to Use Storytelling in Your Copy

Storytelling is a time-tested method of disseminating information to people that helps generate an audience who understands the message and responds to the calls to action. As you learn more about copywriting, you start to realize that one way to ensure that an audience member "gets" the message is to use storytelling techniques.

Stories build credibility, places a spotlight on your product, and can be enjoyable to consume for the viewer or reader. To ensure you reach that goal, follow these storytelling tips.

Make the Story Relevant to Your Audience

You must remember that your audience is the first consideration before creating a new product or service and the first consideration when you write or talk about the product or service. How you express what the product does depends totally on who your audience is and how they prefer to get their information. If the story is not relevant to them, they will not respond to it.

Hook Them in by Starting at the Middle or End

Be creative when telling the stories. You might want to start at the end once the subject of the story is expecting the solution or right before the solution was implemented so that your readers can feel the excitement of the problem getting solved. You've seen headlines that say things like, "One night on this mattress and her life changed." This is an excellent example of using storytelling and dramatic effect to get the point across.

Don't Be Too Long Winded

When you tell any story, you want to make sure that you only talk about the relevant parts of the action and to keep to the point as much as you can. Try writing the story without worrying about this rule at first. You can edit it and narrow it down during the revision and editing process to be more convincing. Long-winded, overly-written stories don't get fully read or understood as much as more direct stories.

Evoke Emotions

Depending on the problem you're trying to solve, you should bring in appropriate emotions. You can do that by having the characters in your story mention or show their emotions regarding the pain of the problem and the power and relief of the amazing solution that you're offering to them.

Anytime you want to use this method, remember that when you're using storytelling, despite the word "tell" in the title, remember that stories are best when shown and not told. That's how you'll bring them into the emotion of the entire experience. It's simply a choice of words, and how the words flow, and the power of the problem and solution that make all the difference in using this method over other methods.

Should You Write Your Headlines First or Last?

When writing headlines, some people swear by writing the headlines last, and some people swear by writing the headlines first. Let's go over the pros and cons of each but understand that you should do things the way it works best for you based on data. If you have data that shows you make better headlines first over after, then stick with your method.

Writing Your Headlines First

One really great thing about writing a headline first is that if you use the practice of stating your offer, showing the benefits of the offer, and highlighting the problem that you're solving right in the headline, this will make it much easier for you to ensure that you include all the information in your article that you can, since the title defines what goes in the article, sales page, or blog post.

Writing Your Headlines Last

When you write the copy first, then you must work on ensuring that the headline most closely matches what the copy you wrote says. This can actually be a more difficult thing to do because you may forget something that you've included in the piece. One way to find a good way to capture what's in the article is to look at your first paragraph for clues. However, this method is a lot more difficult.

Editing Headlines After Copy is Written

Regardless of the method you use to write your headlines, it's important to always take the time to edit your headlines. You should try many different headlines on for size before you choose the right one. You may even want to poll your audience to find out what they think the title or headline should be. The main thing is the headline should not be tricky to the reader and should be straightforward about what is to come if they click on it.

Headlines should make an impact on the reader so that they want to click to read more. But the headline should not confuse the reader and trick them into clicking. Here are a few headline creating rules that might help whether you make them first or last.

- **Use Active Voice** – This will make the person feel as if clicking is more urgent than if it has past tense words.
- **Use Numbers** – Numbers tend to catch the eye and signal that the article is going to be a fast read or an in-depth read.
- **Offer – Benefit – Problem** – Understand that the headline needs to get this information to the reader. Just remember that it should go in this order and use keywords that the audience will recognize.

Finally, as you are crafting the headline, remember that you want to put the audience first and foremost in your thoughts for all aspects of the copy. When you do that, you tend to attract the audience more because they will feel as if you're reading their mind even when you're not - you're just using the right data and normal copywriting practices to put the audience first.

Recommended Resources

We couldn't let you leave without a quick rundown of our favorite resources for pre-written content and related tools and services. Everything on this page are tools and services we personally use and pre-written content from fellow sellers that we have a solid relationship with. You're not going to be disappointed when you give it a try.

Tools We Use

aMember – Is who we use as our shopping cart & affiliate program

ConvertKit – Our current email marketing service provider

Aweber – Another great email marketing service provider

Stencil – The program we use to create on-the-fly images – Super Easy to use

Pretty Links – This is who we use to shorten our affiliate links and to keep track of clicks

MomWebs – The best hosting company ever. The customer service is super responsive and the up-time is second to none.

Thrive Themes – Thrive is filled with theme-goodness and tons of functionality

Service Providers We Trust

Cindy Bidar Online Marketing Coaching & Consulting (We learn from Cindy)

Tanya Bryant – Online Business Management (Our OBM)

StarVA – Tanya also helps other Virtual Assistants up their VA game.

Samantha Angel at Advancing Steps – Does Amazing Graphic Design work (Our graphic designer)

Kelly McCausey Love People + Make Money - Business Coaching & Online Mentorship (She's coached us)

Stock Image Sources

Deposit Photos

Quality PLR Sellers

These PLR sellers are personally known to us and have been vetted as having a quality product as well as exemplary customer service.

Because content is the lifeblood of your business do yourself a favor and do buy from multiple sources.

Business/Self-Help/Health & Wellness

PLRSOS
Content Shortcuts
EasyPLR
PLR Mini-Mart
Piggy Makes Bank
All Private Label PLR

Self-Help

White Label Perks
Publish for Prosperity
Tools for Motivation

Business

Coach Glue
List Magnets
Content Sparks

Health & Wellness

Master PLR
Buy Health PLR
Health & Wellness PLR
PLR Pump
Internet Slayers PLR

Planners & Printables

Thrive Anywhere
Createful Journals
PLRSOS

Home/Food

[Kitchen Bloggers](#)
[Whole Food PLR](#)

Miscellaneous

[Daily Faith PLR](#)
[Brandable Tech](#)
[DFY Content Chicks PLR](#)
[Niche Starter Packs](#)
[PepTalk PLR](#)