

LEARN COPYWRITING FOR SMALL BUSINESSES

– Course Summary Cheatsheet

Use this handy cheatsheet to review the key concepts from Copywriting 101 and to refer back to whenever you need a refresher.

Introduction

What is Copywriting?

- ✓ The process of writing advertising or promotional copy.
- ✓ Explains your product or service
- ✓ The purpose of copywriting is to lead a user to take action

Copywriting is used on

- ✓ Web pages
- ✓ Press releases
- ✓ Blog posts
- ✓ Articles
- ✓ eBooks
- ✓ Sales Pages & Landing Pages
- ... and in many other ways

Why is Copywriting Important?

- ✓ Each word has the potential to impact a person's thinking
- ✓ The first contact with a customer
- ✓ Grabs attention and communicates benefits quickly

- ✓ Communicate your business's message

How to Become a Better Copywriter Today

Before You Start Writing

Things you need to know

- ✓ Demographics
- ✓ Psychographics
- ✓ Purchase History
- ✓ Emotions
- ✓ Language and Tone
- ✓ Questions
- ✓ Doubts
- ✓ Long-Term Goals
- ✓ SEO
- ✓ Your unique value proposition
- ✓ The Goal of Your Copy

Tips on Writing Great Copy

- ✓ Check grammar, spelling & punctuation
- ✓ Always work on sharpening your writing skills
- ✓ Write conversationally

Writing Headlines & Subject Lines

- ✓ Spend half your time writing & refining your headline
- ✓ Focus on grabbing the reader's attention

- ✓ Keep your headlines brief

Implement the Four U's

- ✓ Unique
- ✓ Ultra-Specific
- ✓ Urgent
- ✓ Useful

Pique curiosity with your headline

- ✓ Ask Questions
- ✓ "How To"
- ✓ Identify the reader
- ✓ Negative Superlatives
- ✓ Deliver on the promise of the headline

The Magic Words of Copywriting

- ✓ Learn the words that resonate with your audience
- ✓ Look at successful copy in your niche
- ✓ Conduct split-testing

Copywriting Formatting

- ✓ Put the most important info at the top
- ✓ Break up text with headers and sub-headers
- ✓ Use short paragraphs
- ✓ List with bullet points
- ✓ Go easy on bold and italics
- ✓ No underlining
- ✓ Think about capitalization

- ✓ Use clear fonts that don't distract
- ✓ Keep it simple
- ✓ Strip it down
- ✓ Use pictures
- ✓ Emphasize the call to action

Adding Social Proof to Your Copy

Types of Social Proof

- ✓ Testimonials
- ✓ Endorsements
- ✓ Awards and Certifications
- ✓ Customer reviews
- ✓ Social media proof
- ✓ Customer-generated content
- ✓ Install a counter
- ✓ Keep all social proof genuine

Testing Your Copy

Ways to gain data

- ✓ Split-testing
- ✓ Site analytics
- ✓ Direct feedback from visitors
- ✓ Peer review

Cleaning Up Your Copy

- ✓ Remove anything that can be taken the wrong way
- ✓ Change passive to active voice

- ✓ Read your copy aloud
- ✓ Give it the 'so what?'
- ✓ Eliminate adjectives and adverbs
- ✓ Use as many action verbs as possible
- ✓ Don't use words that describe uncertainty
- ✓ Cut out jargon
- ✓ Watch out for hyperbole
- ✓ Cut anything that doesn't help you reach your objective

8 Proven Copywriting Formulas

Formulas are created to make it easier to write copy

AIDA

Attention

- ✓ Grab the reader's attention with an irresistible headline

Interest

- ✓ Keep their interest by keeping it relevant

Desire

- ✓ Stimulate desire using your knowledge of what they want

Action

- ✓ Give them a call-to-action to take the next step

Before-After-Bridge

Before

- ✓ What life is like now. Identify the problem faced

After

- ✓ Get them to imagine a wonderful future where this problem no longer exists

Bridge

- ✓ Explain how to get from the Before to the After

Problem-Agitate-Solve

Problem

- ✓ Identify the readers problem

Agitate

- ✓ Make them feel the pain by agitating it

Solve

- ✓ Offer the solution, gained through the action you want the reader to take

Features-Advantages-Benefits

Features

- ✓ Describe the unique features of the product or service

Advantages

- ✓ Explain why these features are outstanding

Benefits

- ✓ Identify how this makes life better for the reader

5 Basic Objections

Address the doubts and questions in the buyer's mind

- ✓ "I don't have enough time."
- ✓ "I don't have enough money."
- ✓ "It won't work for me."
- ✓ "I don't believe it."
- ✓ "I don't need it."

The Story Arc

The Opening

- ✓ Introduce the character and their normal life and explain how an unexpected event changed it

The Conflict

- ✓ The hero struggles with their pain and the trouble it has caused them

The Solution

- ✓ The protagonist discovers a solution to make things normal again and they're offering it to you

Picture-Promise-Prove-Push

Picture

- ✓ Paint a picture of the type of life your reader is dreaming of

Promise

- ✓ Describe how your product or service will deliver them to this life

Prove

- ✓ Back up your claims with proof

Push

- ✓ Ask for a commitment and tell them what they need to do

The 3 Reasons Why

Three questions in the readers' mind

- ✓ Why are you the best?
- ✓ Why should I believe you?

- ✓ Why should I buy (take action) right now?

How to Get Your Content Found – SEO Tips

SEO is important to keep in mind when copywriting

How Search Engines Find Website Content

- ✓ There are a set of algorithms that search engines use to rank and find content
- ✓ Google crawls websites and collects data about them

What This Means for Your Web Copy

- ✓ You can increase the likelihood that your website will be found by the search engine by using key words and phrases
- ✓ Use keywords naturally
- ✓ Using keywords too much can get you penalized

How to Find Good Keywords

There are three things to look for in keywords

- ✓ Relevance
- ✓ High Search Volume
- ✓ Low Competition

Tools for Finding Keywords

- ✓ Keywords must be relevant
- ✓ Brainstorm terms people could be looking for

- ✓ Use online tools such as [AdWords Planner](#).

How to Use Your Keywords

- ✓ Use your most important keyword in your headline
- ✓ Work keywords into sub-headers but keep them natural
- ✓ Use each keyword a few times in the body of the text
- ✓ Include keywords in meta-tags
 - Title
 - Header
 - Description

Tools For Checking Your SEO Power

- ✓ [Google Analytics](#)
- ✓ SEO Centro's [SEO Analyzer](#)
- ✓ Site Analyzer's [website analysis tool](#)
- ✓ [WordPress SEO](#)

Beyond Keywords

- ✓ Keep your SEO simple
- ✓ Don't rely solely on SEO
- ✓ Build backlinks from relevant sites
- ✓ Develop a strategy to bring traffic from social media

Advancing Your Copywriting Skills – Learn from Companies Who Do it Best

Eat24

- ✓ Humorous and clear copy
- ✓ No mistaking what the copy means

Dropbox

- ✓ Extremely short and to the point
- ✓ Eliminate all unnecessary wording

Huckberry

- ✓ Use a rustic tone
- ✓ Its strength is in focus on its narrow target

Jack Daniel's

- ✓ Goes against the grain with slow, languid tone and text
- ✓ Uses copy to paint the picture of the roots of the product

The Economist

- ✓ Copy that makes you think a little
- ✓ Focuses on appealing to the intelligence of its audience

Next Steps

Make sure you've completed all the activities in your Workbook.

Refer back to them whenever you need to review or work on your copywriting skills.