MODULE 4

COPYWRITING MASTER CLASS



THE WRITING PROCESS

LESSON 14

THE 'HOW TO' COLLECTION

copywritematters
only the right words work

THE ROAD AHEAD

LESSON 14: THE 'HOW TO' COLLECTION 3
What to say 3
Copywriting formulas 4
Pain–Agitate–Solve (PAS) 6
How to write a website page 9
How to write a brochure 17
How to write direct mail 29
How to write email marketing 36
How to write advertising 39
LET'S RECAP 43
WHAT HAPPENS NOW? 43
ABOUT YOUR COPYWRITING COACH 44

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LESSON 14: THE 'HOW TO' COLLECTION

This is the big one. The ultimate guide on what goes into the most common projects you'll be writing as a copywriter: a website page, a brochure, a direct mail package, an email campaign and an ad.

What to say

> *By failing to prepare, you are preparing to fail.*
>
> *Benjamin Franklin*

Generally speaking, every piece of marketing should answer the questions: who, what, when, where and why.

Who

Who is the business?

What do they stand for?

What is there experience?

Do they have credentials to prove it?

What

What is being sold?

Who uses it?

What do people get if they use it?

What happens if they don't use it?

When

When is it available?

Does it need to be booked, reserved, hired, bought?

Where

Where is it available?

Who distributes it?

Why

Why is it useful?

How does it work?

Before we get into the details of how to write for different marketing media, I want to cover some copywriting formulas.

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Copywriting formulas

Copywriting isn't a paint-by-numbers process. You can't simply follow a formula and expect brilliant copywriting to follow.

What copywriting formulas give you is a starting point, a framework you can make your own.

That's what's awesome about copywriting.

While marketing techniques are adapting to technology, **copywriting still focuses on people**, and what motivates us hasn't changed much since the Mad Men took over.

We still need to make sure our survival needs are met, we still want to be loved and admired, and when all those things are taken care of we still search for meaning and purpose.

Because those things haven't changed, the copywriting formulas that have been tried and tested for decades still work today.



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The most classic marketing formula is **AIDA**, which says that copywriting needs to

attract the **A**ttention of its audience;

create **I**nterest and **D**esire;

encourage people to take **A**ction

Most copywriting formulas are just reincarnations of AIDA.

ACCA (Awareness – Comprehension – Conviction – Action)

AIDPPC (Attention – Interest – Description – Persuasion – Proof – Close)

IDCA (Interest – Desire – Conviction – Action)

AAPPA (Attention – Advantage – Proof – Persuasion – Action)

PPPP (Picture – Promise – Prove – Push)

You can use these formulas to structure your words on the page. Copywriting formulas really do help you beat the paralysis of a blank page!

One of my favourite formulas helps me create compelling from the first sentence.

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Pain-Agitate-Solve (PAS)

Pain/Problem

The more vividly you can paint the pain, the more you demonstrate that you understand. As someone reads your description, they feel like you're tapping into the conversation going on in their head. And that's a fast track to trusting you.

Agitate

The next step is to stir things up.

You've identified a point of pain. Now you need to make it painful by making it more emotional. This is where you pour salt onto the wound you've just pointed out.

The trick is to not to agitate *too much*. Don't let your reader wallow. **Show them a way out.**

Solution

This is where you get to make everything better. This is when you reveal the solution – your solution – that will be the balm your audience has been looking for. You can bring in your FAB formula (feature, advantages, benefits).

And for good measure...

Add some proof. Add testimonials and quotes from people you've helped.

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Let's see PAS copywriting in action

Copywriting for an imaginary mattress company

PAIN/PROBLEM: When was the last time you had a really good night's sleep? You know, the kind of sleep where you wake up feeling refreshed and genuinely excited about getting out of bed?

AGITATE: A bad night's sleep can leave you feeling like someone packed your skull with cotton wool. You can't concentrate, you feel irritable and no amount of coffee will clear the fog in your brain.

SOLVE: If this is a regular occurrence for you, you need to know about our new tempurpedic mattress. You won't be sleeping, you'll be floating… with perfect support all night long.

Copywriting for an imaginary holiday website

PAIN/PROBLEM: Finding the perfect hotel can be stressful. Almost too stressful to bother.

AGITATE: Hunting down all your options, working out how far away the local hotspots are and reading reviews from other 'guests'. Then, of course, there is price.

And all within your lunch hour? Impossible!

SOLVE: Not impossible. Awesomehotels.com makes finding the best hotel deals quick and easy. We compare hundreds of travel sites for you so you get the best hotel deal available. And all faster than you can say "ham, cheese and pickle on rye".

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Following the PAS formula (and others) gives you a starting point to structuring your persuasion.



But remember, your reader usually isn't sitting down in a comfy chair to read your website copy, brochure or ad.

They are scanning it.

The might be on the move. They might be busy. They might be interested but are having a quick look to make sure. In summary, they are deciding if this is worth more of their time.

Getting their attention quickly is essential.

You're also trying to reduce their sense of the risk involved and remind them of the payoff.

Now let's dig into some different types of projects you're likely to take on.

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How to write a website page

Having a website is pretty much a must-have for modern marketing. I don't know about you but if I can't find it online, **it doesn't exist.**

Writing website copy is like writing a *Choose Your Own Adventure* story.

You should presume readers won't read your well-crafted messages exactly the way you want. They're going to jump around and flip back and forth between pages; **website visitors create their own versions of a business's story.**

So how do you make sure every page tells the story you want your readers to hear? You create website content that has GOLD on every page.

(And by GOLD I mean: a compelling reason to take action.)

The essential pages of credible websites

Some webpages are compulsory for an online business to appear **credible**. They include the following:

- An **About Me** or **About Us** page
- **Services** or **Product** pages explaining what the business offers
- A **Contact** page listing multiple types of contact information

These pages explain who the business is, what is offered and how to get in touch. A business gets bonus credibility points if it has pages for:

- **Case studies** or **portfolio pieces** that show off its experience
- **Testimonials** that show off how people have reacted to the great work
- An **FAQs** page listing believable questions and useful answers

And, of course, every website needs a homepage.

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What goes where?

Below is an outline of what kind of information goes on each type of website page. You can use copywriting formulas to structure the information in the most compelling way.

Homepage copywriting

> *An opening statement is like a guide or a road map. It's a very delicate thing.*
>
> Johnnie Cochran

A homepage is often the first page people see. Unless your marketing promotes specific pages, most people will 'land' on your homepage. So it's an important page.

The homepage is the 'elevator pitch'. It should do all of the following:

- Explain what a business does
- Promote the big benefit on the table (key value proposition)
- Point out how a business is different from its competitors
- Set the tone of a business's personality
- Help visitors navigate to other pages



An elevator pitch is a succinct and persuasive sales pitch.

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Think of a homepage as an excellent concierge. It lets people know they're at the right place, sets the tone and expectations, and guides people to their destination.



It's also usually one of the shortest pages, because many design themes limit the amount of space on a homepage available for text.

Therein lies the challenge of homepage copywriting, and homepages often take the longest to write.



To test if your homepage copywriting has achieved everything it should, ask: **If visitors don't go to any other page, can they get a sense of what the business is and what it's like?**

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About page copywriting

The About Me or About Us page is an important page on a website; it's certainly the most frequently visited on most websites.

This page often talks about the company's history and how many staff members there are. It also typically explains how many collective years of experience everyone has and, sometimes, contains a bland company mission statement.

Those kinds of About pages are RUBBISH!

An About page is the story that will help someone connect with a business. This page is all about humanising the business, whether it's a sole trader or a national corporate entity.

When writing About pages, weave a story together from answers to questions like these:

- **How and why did the business get started?** This can often spark an interesting story that helps differentiate and personalise a business.
- **Why should they be trusted?** Experience counts for a lot.
- **What keeps them in business?** Big passions usually crop up here.
- **What values guide how the team behaves?** The mission of the business is secondary to the values that dictate how everyone behaves, every day.
- **Finally, explain what all this means for customers.** This is the most important part of how a company operates: how customers benefit.

This last entry raises an excellent point about the focus of an About page:

Though it might seem an About page is about a person, team or company as a whole, it's not. It's really about what your customers get from you.

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You should link every idea you convey back to what it means for customers.

> Been operating for 57 years? *Why should customers care?*
>
> Have a low staff turnover? *So what?*

An About page is all about bragging in a way that's meaningful for customers.



If you tie everything back to how customers benefit, you'll connect with and engage them more meaningfully.

When you're writing an About for a company (as opposed to a person) you use a few different copywriting techniques.

Switch your pronouns

When you're writing on behalf of a brand and a team, you can switch to referring to the business in the third person (as the business name). You don't want your copy to become too formal, though, so mix in some first person pronoun team talk (we, us, our).

> Since **MailChimp** is self-funded, profitable, and quickly growing, **we** spend **our** time improving **our** product and listening to the people who use it.
>
> – MailChimp About Us page

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Try not to use the same descriptors as everyone else

Being original will help a business stand out.

Apart from the obvious nature of that statement, you should apply it to the language you use when describing a business. Avoid using the same phrases that everyone in the industry is using to describe their business.

Like “professional”. Maybe your client (or you) are professional but what does that mean for customers? Does it mean the team is always polite on the phone? That they’re always punctual? Does it mean they do what they say they will? Or that everyone strictly follows industry guidelines?

Give well-used phrases additional meaning by explaining them – tying everything back to *how customers benefit*. Or just use more original words. You can do that too.

You don’t *have* to talk about the company history

When a business first opened its doors is a point of interest – **if** you’re making a point about the customer service being awesome. Or the fact that it’s still a family-owned business.

Customers don’t care about the company history; they care about how the company will benefit them now.

And while I just mentioned that explaining how and why a business got started can be interesting, it’s only relevant if you can link to why customers might care.

Remember: Always include an action to encourage people to take action. Yes! Even on the About page!

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Product and services pages copywriting

As I mentioned in the SEO-copywriting module, it's best to **focus each webpage on one topic**. It's not only good for search engines, it's good for people.

So, if you're writing about several services, break them into subpages and explain each in full on its respective page. If your client's budget won't stretch that far, one page containing a few short paragraphs on each service is okay.

The questions you should answer when writing about products and services online are the ones you'd answer in any marketing copy:

Who's your audience?

Remember: Different services can have different target consumers.

What problem brought your visitors to the site?

It's important to understand the journey that leads someone to your website. Generally speaking, people don't search for products, services or brands; they search for solutions.

And, each second they're on a website, they're deciding if the solution is here.

How is their problem uniquely solved?

Now, we start looking at what the solution is, how it is provided and why that is unique. As with an About page, copywriting for products and services is less about what a business does and more about customers' needs and how a business meets them.

Answering *'What's in it for me?'* is critical.



Remember: Website visitors spend eight seconds or fewer on a webpage, so your persuasiveness is working against the clock. **Get straight to the point.**

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Contact page copywriting

Business owners (and designers) often forget the Contact page when creating website copy. Consequently, some details and a form are plonked on the page, and that's it.

But the contact page might be the last page someone looks at before deciding whether to trust a business.

It's an opportunity to show potential customers how keen a business is to speak with them and a chance to show off the brand personality.



As a minimum, in addition to adding contact details write a line or two inviting visitors to make contact.

Include a few types of contact information. Enquiry forms are handy, but some people (like me) don't like or trust them. For these cynics, include a phone number or e-mail address they can use as an alternative. Preferably, a business should provide both.

A postal address is also great for credibility. It makes a company look real, even if there isn't a brick-and-mortar place of business. If there is a physical store, a widget that displays a pin of its location on Google Maps is a nice touch.

You goal as a copywriter is to make taking the next step easy and inviting. So don't ignore the Contact page!

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How to write a brochure

You might think that websites have all but replaced brochures, but you'd be wrong. Brochures still serve a very good purpose in the marketing and sales process.

The physical nature of brochures gives them an edge over online marketing – engaging the senses (even to turn a page) can draw people into the message. They are suitable for particular businesses and particular moments.



The long shelf life of brochures also makes them the 'salesperson' long after a conversation is over.

Many brochures fail as effective pieces of marketing because they are **all design and no substance.**

The goal of any piece of marketing is to drive action, so a brochure isn't simply about delivering information. **Your copy must be persuasive.**

In order to push the right buttons it's important to understand how a brochure will be used, specifically where in the sales cycle.

- Will it be handed out at a trade show?
- Will it be sent out with a direct mail campaign?
- Will it be given to a client after their first consultation?

Understanding how and when a brochure will be used will help you understand what information the reader needs to know.

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Different types of brochures

The leave-behind brochure is the collateral left after a meeting. It usually summarises the sales pitch, reinforcing key messages, and has detailed product/services information.

Point-of-sale brochures are small, catchy brochures that often contain a compelling offer to get someone's attention while they are at the point of sale. The goal is to get people to pick it up and keep it.

Brochures that respond to enquiries are aimed at qualified leads. After all, they made an enquiry! This brochure is about convincing and reinforcing that buying is the right decision.

Sales support brochures are like a leave-behind in that they support the pitch. Sales staff might use this kind of brochure as a guide through the pitch (so larger, benefit-focused headlines work well).

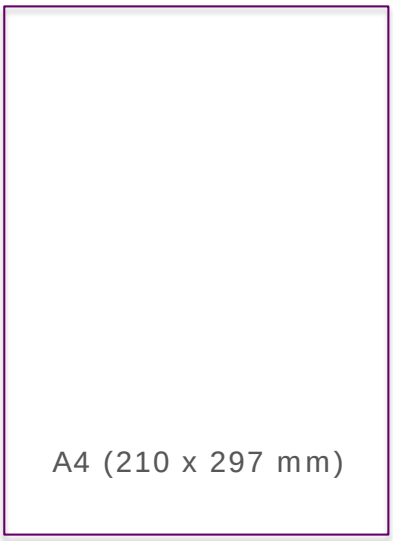
Direct mail brochures go out to cold leads and work to convince them to take the next step. They need more introduction and rapport building but must have enough detail about the products or services to be compelling.

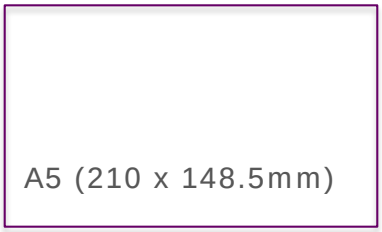
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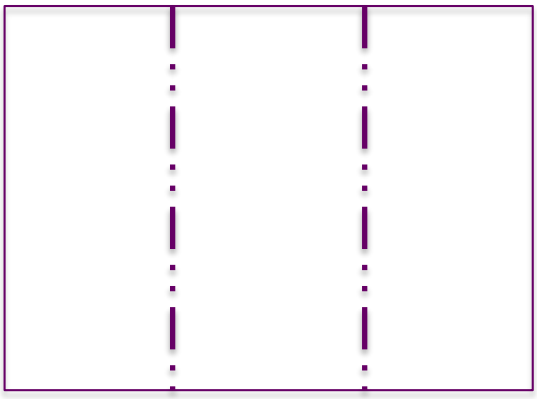
Scoping a brochure

Once you know how the brochure will be used, the next question is usually about the brochure size. Your client may know exactly what sized brochure they want, or they might need some help choosing.

Common brochure sizes are: A4, DL and A5.







DL sized brochures are essential A4 pages folded twice.

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You have **custom sizes**, and they could be anything you can imagine. Naturally, the more 'creative' the brochure size, shape and design the more memorable it will be.

But it will also be more expensive to produce. That cost of design and printing needs to be offset against the revenue it will generate.







More standard brochure sizes, especially A4/DL sizes, are usually cheaper to design, print and post than the more creative versions in the above images.

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Often interlinked with the question of size is **the number of pages needed.**

How big a brochure needs to be will depend on the purpose and how much content is needed.



A product or service that needs more introduction, explanation or sell will need more space.

Single sheet: The copy on a single sheet brochure is fairly restricted. The front page would normally have imagery (of the product and logo for example) with a headline, tagline or slogan plus a sentence or two giving people a reason to read on.

The flip side would have more detailed information (features and benefits) along with the company information and a call to action.

The key to a single sheet brochure is succinctness.



To make the most of the space you have, choose the most important information to communicate (rather than using a smaller font or no images).

Four sided: More pages = more information! This brochure size is best suited to more products or services or to more technical information.

As for the single sheet brochure, the front cover is usually images with a headline, tagline and even a sentence or two with the main selling proposition. You then have two inside pages for details with company information on the back cover.

Stapled brochure: Then we move up in multiples of 4 with 8, 12, 16 and more pages. The key to making these longer brochures engaging is to break up text with images, subheadings and other formatting devices (we'll cover some in lesson 16).

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There is no set format to a brochure. Work out which sections are needed then play with the format to create an engaging story.

What goes where?

The front cover (to tantalise)

Persuasive brochure copy starts on the cover.

I like to collect brochures at events like tradeshows (sad, I know), and I can guarantee that 80% will just have a company name, logo and URL or phone number. That and a whopping great image or two.

Images are important. An image can tell a thousand words but the front of a brochure is all about creating interest. You can have a **big benefit**, a **statement that positions the company** or **something more thought-provoking**... but you have to give people a reason to read on.

This brochure cover taps into a big pain point (electricity prices), makes an offer (free installation) and boosts credibility with logos from industry and government bodies.

The flip side of the brochure goes into more detail.



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The content pages (to explain)

As we saw in the PAS copywriting formula above, opening with a challenge helps your reader feel that his or her problems are understood. Then you can move on to the solution.



Build rapport first, then sell.

Your brochure content may include:

- Features and benefits

  If your brochure reader is well-educated about the topic, they will be more interested in the features and more technical details.

- Technical performance/specifications
- Graphs and tables
- Sizes, variations and colours
- Availability and/or locations
- Blank dealer box (for dealer stamp)
- Conditions of sales (or terms and conditions)
- Price lists and order forms
- Lists of reasons to buy
- Testimonials from satisfied customers
- Quality control information
- Memberships, industry bodies and endorsements

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Remember that **the purchaser is not always the user**, so there may be more than one relevant benefit (one for the purchaser, one for the user).

Take a baby harness, for example. The front facing harness lets baby observe the world around them (helping their development) while the design ensures the parent's back is protected from injury, which results in a longer, more fun walk for everyone.

Writing a brochure about services

It really isn't very different, but writing about services has a much stronger focus on benefits of the service delivery. The features tend to be things like availability, guarantees, friendliness of staff etc.)

The key is to find aspects that are unique and meaningful.

Just like website copywriting, your brochure copy needs to communicate how the reader will benefit. If the brochure is a collection of product and services overviews, tailor each overview accordingly.

What does it ***do***? Who is it ***for***? How do they ***benefit***?

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How to make your brochure more interesting

You can make your brochure more intriguing using techniques such as:

- **Digging into the big benefit and emotional triggers** behind the purchase. It's a toy but it's also a development tool, entertainment and 10 minutes of peace and quiet.
- **Give them a reason to open the brochure.** The brochure cover is the pitch, so you have to make it enticing. Advertise any offers or the big promise.
- **Include a letter.** The inside front cover can contain a letter from the CEO or someone of importance. This adds a personal element to the sales content.
- **Make it useful.** Making the brochure instructional or helpful with tips or advice will keep it around a lot longer and might lead to a sale.
- **Alter the shape.** This can increase the production costs but can also make it more memorable.
- **Assume people won't read it.** It sounds counter intuitive, but don't leave your 'best bit' until the last paragraph on the fourth page. Make sure you make your point early.
- **Add graphs and charts.** Rather than bog you reader down with numbers, use imagery to make your point.
- **Help them read it.** Use headings and graphics to make it clear what each section is about.
- **Pose questions you answer.** A great way to deal with common concerns is to post questions a reader might ask. This technique helps prove you understand where they're coming from, and gives you a nice angle to talk about the solution you're writing about.
- **Use formatting and images.** Don't let the brochure become too text heavy. Use images and subheadings to break things up.

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How many halogen downlights does your home have?

Halogen globes use outdated technology that costs you 400% more in electricity bills than Embertec LED.

Over a 18 year period you can save over $11,750, just by switching your globes once.



Over 18 years, a typical house with 25 halogen downlights will save over $11,763 by switching to LED. With the initial investment paid back in about 13 months.

See over for more details

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Our Extensive & Efficient LED Range

Start saving today...

With 6 different LEDs to choose from, we can tailor an LED solution to the needs of each of your rooms.

Each globe is accredited and subsidised by the Victorian Government Energy Saver Incentive Scheme.

All LEDs come with free installation by a licensed electrician.



Classics
- Living, kitchens & bathrooms

Dimmables
- Dimmable
- Don't have dimmers? We can install on your existing lights

Xtra Brights
- Dimmable
- 700-910 lumens
- Longer life (26 years)

PAYBACK: Less Than 12 Months

FROM $24.95* $50 RRP

FROM $36.95* $65 RRP

FROM $39.95* $60 RRP

Reasons to Choose Embertec LED

Embertec has installed energy efficiency technologies and solutions in over 1 million Australian homes over the last 3 years.

- Reduce power consumption by over 80%* compared to halogens
- Have a lifespan between 18-26 years
- Come with a 4 year warranty
- Produce excellent light in warm colours
- Are installed for free (including replacing transformers) by a licensed electrician with a certificate of electrical safety.



Act now, before your government subsidy ends

To start saving and have your lights installed before Christmas, contact us today:

CALL 1300 066 344 Monday to Friday 8am – 6pm

VISIT embertec.net.au/ledlights

CLEAN ENERGY COUNCIL MEMBER | embertec

This offer is provided as part of the Victorian Government's VEET (Victorian Energy Efficiency Target) and is only available to eligible households in accordance with the VEET Scheme. Offer available as long as the VEET scheme operates, unless withdrawn earlier. For more information about the Victorian Energy Saver Incentive, please go to www.climatechange.vic.gov.au or www.veet.vic.gov.au or email veet@esc.vic.gov.au. Offer is currently available to Victorian residents in residential properties, where a Victorian Government Accredited Person – one of our Installation Partners – will contact you to arrange your installation. Installed product may differ from product shown. Our Installation Partners will remove your halogen downlight globes and transformers and dispose of them in an environmentally responsible manner. Photos are for illustrative purposes only. *Calculations are based on: 1. Lifecycle tests approved by the VEET Scheme. 2. Replacing 50 watt halogen downlight globes with averaged 5.9W Embertec LED downlight globes. 3. The estimated ESC carbon abatement factor for the products used. 4. The Victorian greenhouse gas coefficient as at July 2011. 5. An electricity price of 25c/kWh. Where an installation is not suitable for upgrading using our standard installation practices, such as when access to the ceiling is required, separately quoted surcharges may apply. A surcharge may apply where ceiling heights exceed 3.0 metres. Installations of less than 10 globes attract a $80 call out fee fee. Extra charges apply for the new installation of dimmer switches. Please check the above Embertec website address for any update to these terms and conditions and product specifications. Prices are subject to change without notice. MA11140-3

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7 top brochure tips

1. Keep it brief. Drowning your reader in copy will turn them off.
2. Keep earning the next page turn.
3. Sell benefits, not just features.
4. Remember the reader and the user.
5. Maintain a compelling tone of voice.
6. Establish credibility.
7. Include a call to action.

NOW YOU TRY IT: Do the first exercise from this lesson.

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How to write direct mail

Direct mail isn't a poorly written sales letter or the junk mail that fills up your letter box.

Yes. We all get a lot of those and I'm not saying they don't have their place. Direct mail can be particularly effective when a business is already familiar with the customer – as you can create a personal message that really hits home.

And now, thanks to snazzy tools like mail merge, businesses can create a direct mail package relatively cheaply.

There are generally three parts to a direct mail campaign:

The envelope

I mention the envelope first as it's the first thing people will see! The direct mail envelope is the perfect place to put a teaser or personalisation that generates some interest and intrigue.

Envelope copy can be made more interesting by posing a question with the solution being offered (the fix of the pain rather than the company).

Are you looking for…?

Would you like…?

You could also be more direct:



Teaser from a Geico insurance campaign. How could you ignore this?

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Southwest led with the offer, enticing people to open up and find out more.



You can also make part of the letter visible. This one uses a fake Post-it note to look like a special offer has been personally added at the last minute.

There is also a benefit in keeping it clear of markings and messages so it **looks more like official or even regular, personal mail,** stopping people from advertising out without opening it.

How contrary!

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The letter

There is a saying: “Brochures are sent by companies, letters are sent by people”. A letter can turn a heavily promotional campaign into a more personal invitation.

A great direct mail (sales) letter gets the reader’s attention really quickly with a **catchy headline**, a **friendly personalised greeting** and a **killer opening**.

Consider the letter head and layout, and make the best use of the space available. A boring company-branded letterhead could relegate your letter to the bin before the headline is even read.

I mentioned the killer opening. Imagine your reader is standing over the bin waiting for an excuse to throw your hard written letter out.

Make the first few sentences count.

Opening styles include:

- **Challenge:** *How much are you being overcharged for insurance?*
- **Impressive fact:** *The average Australian wastes 200kg of food a year – yet two million of us also go hungry.*
- **Personal experience:** *When the doctor told us about our daughter’s condition…*
- **Knowledge of the reader:** *As a sports lover, you…*
- **Case study:** *When Bluescope Financial found their emails were going unread…*
- **Warnings:** *Don’t let your car be your killer.*
- **Special offers:** *Book today and we’ll give you a seat for FREE!*
- **Problems shared:** *Are you scared of heights too?*
- **Trial:** *Try our new teabags for yourself. Just tear and dunk!*
- **A question to which the answer is ‘Yes!’:** *Could you do with a free island holiday?*

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- **Personal appeal:** *Lose up to 20 kilos without starving yourself or exercising.*
- **Dramatic statement:** *This letter could save your life.*
- **Financial benefit:** *Save $100 when you order three or more.*

Make your call to action and contact details stand out.

A very effective letter-writing technique is using a PS. – the last line of the letter with an almost-forgotten piece of information. **It's usually the most read line of the letter**, after the first line.



Postscripts (PS.) were traditionally used in old-fashioned snail mail, when people actually wrote letters to each other (by hand!)
The PS. would follow the signature and allow people to add some news they'd forgotten to include in the main body.



The information in a PS. (or even a PPS.) should be new. It's a great place to put an offer or remind of an offer end date.

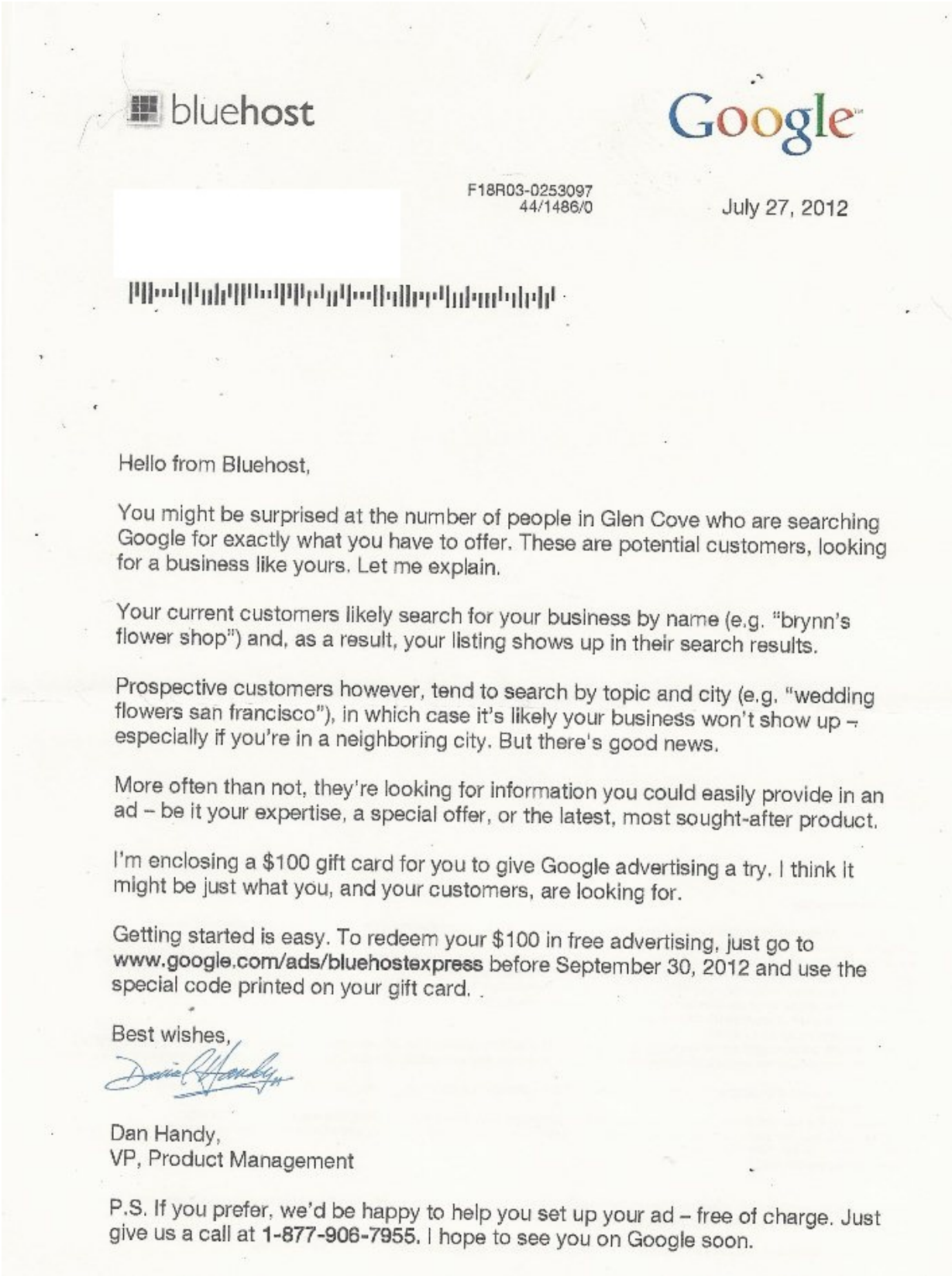
PS. Don't forget this offer ends at midnight on 02/04/2014, so don't dilly dally!

PS. Did I mention that we're including a free copy of our book on email marketing cheats with the first 20 orders? Hit Reply now and see if that's you!

PS. I understand this is a big decision to make, so if we can help you with more information or answer questions you have, we'd love to. Just give us a call on 1300 AMAZEBALLS.

Generally speaking, you should use a non-serif font and your font should be between 11 and 12 points in size (as the style and size is easier to read).

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bluehost

Google

F18R03-0253097
44/1486/0

July 27, 2012

Hello from Bluehost,

You might be surprised at the number of people in Glen Cove who are searching Google for exactly what you have to offer. These are potential customers, looking for a business like yours. Let me explain.

Your current customers likely search for your business by name (e.g. "brynn's flower shop") and, as a result, your listing shows up in their search results.

Prospective customers however, tend to search by topic and city (e.g. "wedding flowers san francisco"), in which case it's likely your business won't show up – especially if you're in a neighboring city. But there's good news.

More often than not, they're looking for information you could easily provide in an ad – be it your expertise, a special offer, or the latest, most sought-after product.

I'm enclosing a $100 gift card for you to give Google advertising a try. I think it might be just what you, and your customers, are looking for.

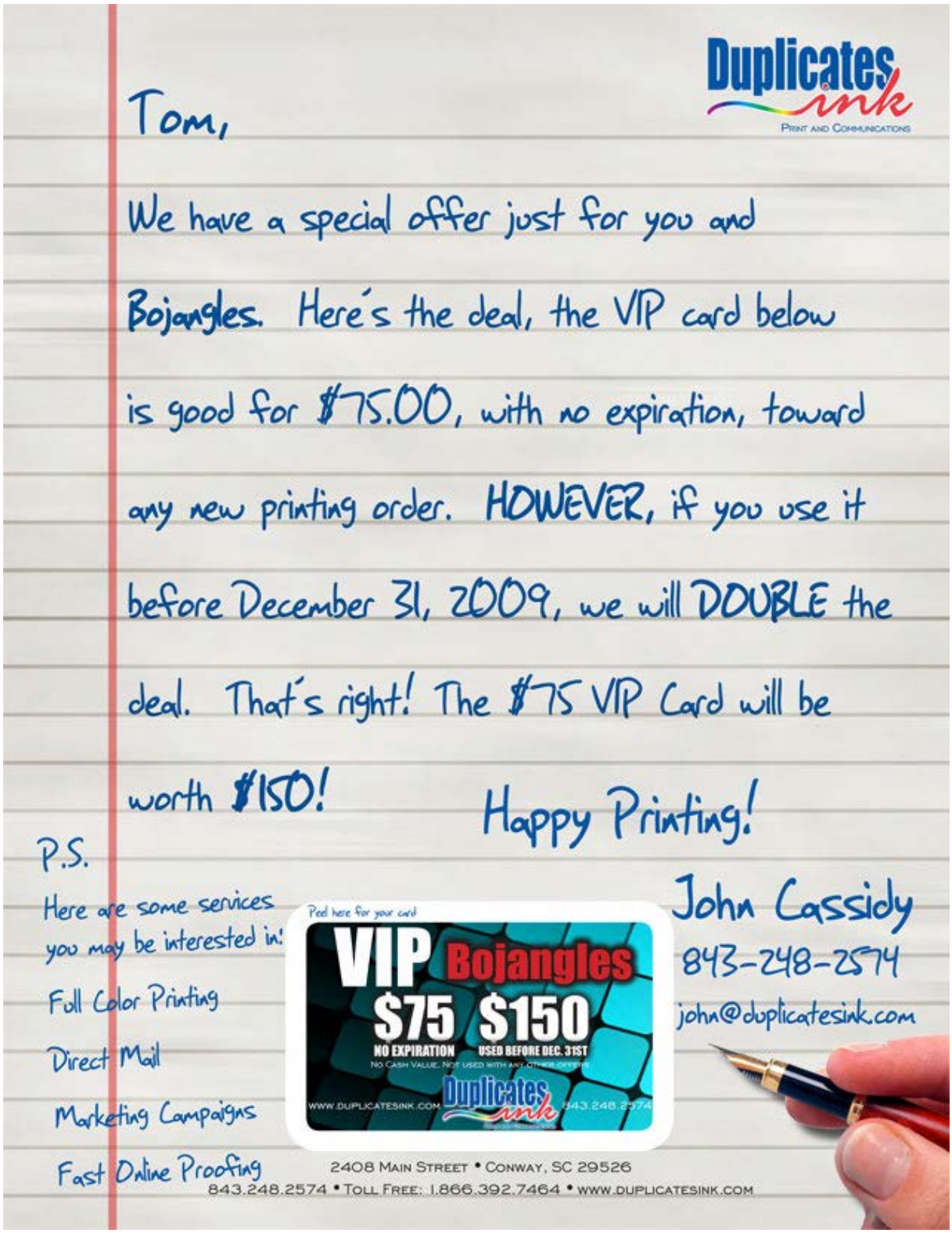
Getting started is easy. To redeem your $100 in free advertising, just go to **www.google.com/ads/bluehostexpress** before September 30, 2012 and use the special code printed on your gift card.

Best wishes,

Dan Handy,
VP, Product Management

P.S. If you prefer, we'd be happy to help you set up your ad – free of charge. Just give us a call at **1-877-906-7955.** I hope to see you on Google soon.

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The 'tricks' of effective direct mail

- Exceptional headlines
- Even better subheadings that draw skimmers in
- Getting to the point early on
- Selling the most important benefit first
- Enough information to answer early questions and overcome objections
- Directive (almost commanding) language
- Make it personal. Not just the greeting but the content too
- A superb offer
- Reduce the risk using testimonials and guarantees
- A clear call to action



Start paying attention to the direct mail you get!

NOW YOU TRY IT: Do the second exercise from this lesson.

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How to write email marketing

Writing effective email marketing is very much like writing direct mail, with one or two differences.

It starts with the subject line

As a copywriter, you can often spend more time on a campaign headline than the copy itself, and your email subject line needs the same attention.

I recommend email subject lines that are **clear and explanatory**. I'm all for creating some intrigue, but who is going to open an email with a mysterious subject when they could open an email from a customer placing an order? No one.

Brackets can help your email stand out, especially when you put them around attention-grabbing words.

[Special Offer]

[Exclusive]

[Announcement]

[Newsletter]

Mailchimp found that time-sensitive words like '**Urgent**', '**Breaking**', '**Important**' and '**Alert**' also boosted email marketing open rates.

Coupled with some brackets, you've got yourself a pop-up neon sign that says OPEN ME!

Avoid words like 'Free', 'Help', 'Percent Off', 'SALE', and 'Reminder'. Using the word 'Free' will get your email straight into the spam folder while the others will affect your open rates (in a bad way).

Make the first words count

So your email has been opened. That's worth a small parade in itself, but then you need to get your reader to the end. To do that, you need to make every word matter. Those first few words are critical.

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Greet them like a real person

Make the greeting personal.

I don't just mean the rather old-fashioned, "Dear Sarah". When you write email marketing campaigns, feel free to use greetings like "Hi" and "Hey" – *because that's how most people start a real conversation.*



Your email marketing should feel like a real conversation, not a pitch presentation.

Let them know it won't take long

Using questions in your copywriting can help you draw attention to a frustration you solve and it works for email marketing.



Insider Tip!
Start your email with the words, "Quick question:".

This is a great opener for a few reasons. Most email providers will display the 'From' field, the email Subject line and the first few words of the email. When your reader sees that all you have is a quick question, your email is more likely to be opened and actioned to get it out of the way.

You also get to present a frustration you go on to solve.

Some examples:

> Quick question: When was the last time your hot water system was serviced?
>
> Quick question: Do you accept awesome guest posts on your blog?
>
> Quick question: How much money do you waste on channels you never watch?

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From a person not a business

Who doesn't have an email problem? We all get too many emails. We get emails related to our business, we subscribe to interesting blogs, we chat to friends and family, we get notifications from the tools we use and we get spam emails when our names are sold as part of a list.

It's just too much!

So we create a process of prioritising emails, and emails that are obviously marketing messages get moved to the bottom of the email pile.

I always recommend clients put their own name in the email 'From' field – not their business name. Because who do you open emails from first – a friend or a business?

One way to stop your email marketing being ignored is to be awesome, relevant and valuable – but also be personal: put your name in the 'From' field.

Draw them back in

You might think that adding a PS. to the end of an email doesn't make sense as you can simply go back and edit the main body before you send. But the old PS. is used as an effective marketing technique in direct mail and can be just as useful in email marketing.

Why? The eye will naturally linger on a PS., so it's a great place to reinforce your message, create some urgency or offer some extra value.

You can also add a testimonial or simply invite contact – but make sure the last words they read are on brand and memorable.



Rearrange some of your email marketing copy to include a memorable PS.

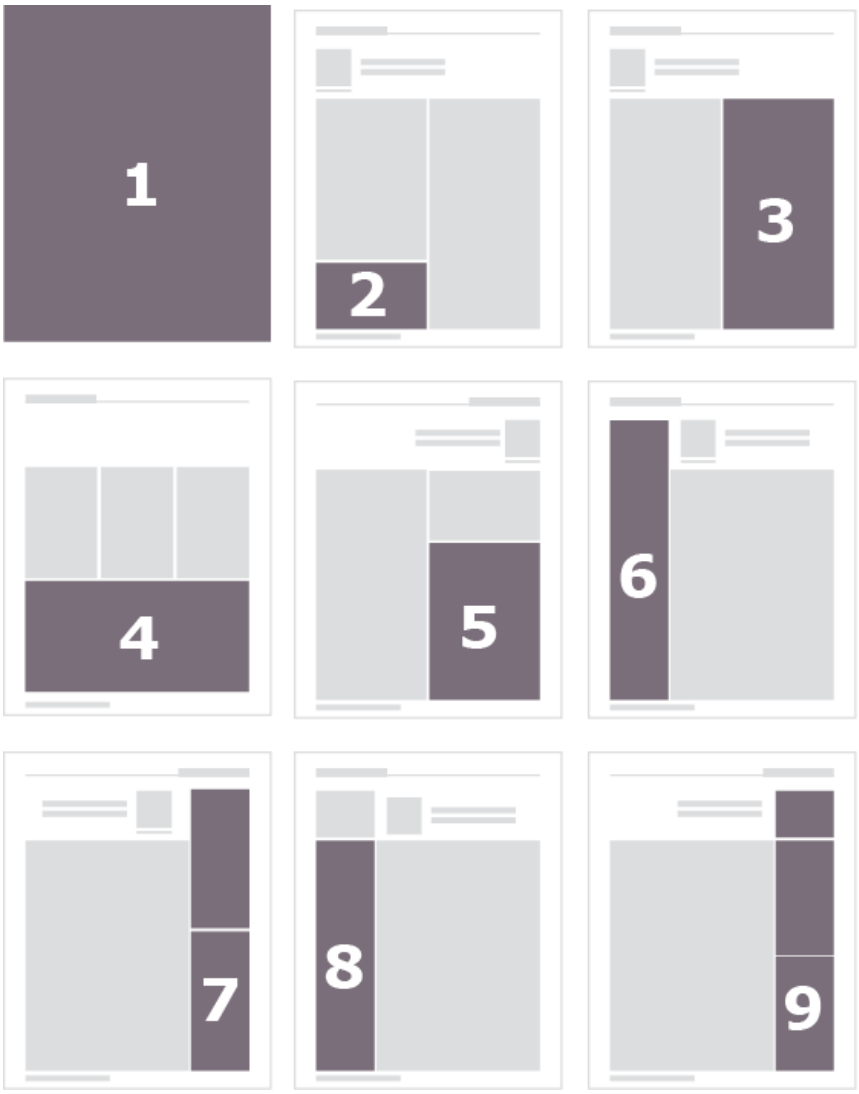
NOW YOU TRY IT: Do the third exercise from this lesson.

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How to write advertising

Press and print advertising (like magazine ads or flyers) pulls in all the skills you've learned, to write compelling action-focused copy in teeny spaces. Sure, you might get asked to write a full page ad, but full page ads never fill the page with copy!

Some common ad sizes are as follows:



1. Full page
Trim: 8″w x 10″h
Bleed: 8.25″w x 10.25″h

2. Business Card
Size: 3.33″w x 2″h

3. Half page vertical
Size: 3.33″w x 6.8″h

4. Half page horizontal
Size: 6.7152″w x 3.75″h

5. Quarter page
Size: 3.33″w x 5″h

6. Vertical Banner
Size: 2.1625″w x 8.5″h

7. Half Vertical Banner
Size: 2.1625″w x 4.17″h

8. Feature Vertical Banner
Size: 2.1625″w x 6.8″h

9. Half Feature Vertical Banner
Size: 2.1625″w x 3.33″h

Advertising also covers flyers (usually A5) and postcards.

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Once you know how much space you have got to fill, ask your client if the design has been done.

I always begin by making sure I know **the purpose of the ad**. For example, is it brand awareness or sales?

Then I **identify the must-have details**. Those details that *cannot* be left off the ad.

The company name?

Phone number?

URL?

Logos?

An offer?

It's not unheard of for advertising to be printed without contact details!

Then, just like writing a compelling direct mail campaign, you have to **choose the angle** that will have the biggest impact on your target audience, and **edit your message until it fits**.

That's usually the more time consuming part of writing advertising copy!



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Take a moment to flick through the Ad Pack included in the Welcome Pack for this course. If you haven't got it, let me know.



Good advertising copy is just like any other copy but with less space it has to be simmered until there is nothing left but perfect copy.



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LET'S RECAP

Wow. That was another intense lesson. Looots of great how to content that you can refer back to when you tackle each kind of project.

Looking back, we covered:

- Websites
- Brochures
- Direct mail
- Advertising
- Email marketing

Remember, regardless of the type of copywriting project you undertake, you still have to dig into what is motivating the reader to act. When you really understand your reader you can present your solution in a way that will stand out from the noise of other marketing.

WHAT HAPPENS NOW?

Well, if you haven't already, go back and do the exercises from this lesson.

You next lesson will be arriving in just a few days, and it will cover editing techniques to help you cut the fat from your copy.

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ABOUT YOUR COPYWRITING COACH

Belinda Weaver.



Before building Copywrite Matters into a successful copywriting business (booked out for months in advance), Belinda spent years developing and implementing marketing strategies.

She took many campaigns from idea to execution before realising copywriting was the practice she enjoyed most.

Over the years, she's learned what works and what doesn't. As a copywriter, she used that experience to help her clients create unique brands — starting with their copywriting.

Now she shares her proven techniques to help (wannabe) copywriters become in-demand copywriters.

Like here, with this copywriting course.

Because learning a new skill is easier when you get to peek into an expert's handbook, right?

This course is your ultimate copywriting bible, jammed with copywriting techniques, tips, processes and strategies to help you write compelling copy that earns $$$ (for you and your clients!).

Belinda shares heaps of free copywriting advice on the Copy Detective blog and on her podcast, Hot Copy.



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