



## 11 Useful Things You Ought To Know About Copywriting Today

### 1. Shorter, varied approaches

Social media and a variety of digital messaging platforms have changed the way we communicate, in ways which extend to copywriting as well. Messages are generally shorter. Too, there are differences between how one might talk, for instance, in an email versus a Facebook comment. Communication has become more instinctive than formal.

### 2. Stories and real-time reactions

People have become more comfortable communicating online, sharing candid stories and glimpses into their lives. Reactions are almost real-time, allowing us to adjust our messaging approach accordingly.

### 3. Mainstream segmentation

Technology now allows marketers to single out their ideal prospect, using quizzes or survey choosers. This makes for more targeted, more relevant conversations with an audience of our choosing. Behavioral sequences back this up by letting us craft copy based on the actions of our message recipient.

### 4. Beyond the sales page

Time was when a copywriter had to guess and address all possible objections and audience responses in a single sales page. Now, social media, email and chatbots allow a two-way conversation that is responsive and dynamic based on what happens next. You're constantly in dialogue, constantly getting new information about your customer, and you can thus update your copy in real time.

### 5. The case study as a resource

Evidence is as important now as in the past in copywriting. In the midst of the back-and-forth messaging with your prospect, you can send them case studies relevant to their needs, showing them how they could be better off by moving forward. It's like sitting with them over coffee and discussing the past successes of your product in situations just like theirs.

### 6. Authenticity is key

People don't like manipulation. We respond well to genuine questions and con-



tent where the chance at a sale does not appear the main motivator. Express an honest interest in your prospects and existing customers that comes through in your copy. Media platforms themselves are cracking down on the hard sell and promoting viewer-friendly advertisement. Take a hint and produce copy that will benefit and engage your audience.

## **7. Play for the long-term**

Google and Facebook know that blatant selling ruin the viewer experience. Give up trying for the quick buck with brazen ads. Seek a relationship instead with your prospect. The same applies to email. Starting things off with a line of dialogue will take you much further than a full-length sales letter or VSL.

## **8. Before anything else, know your audience**

Before you craft a line of copy, aim to know and understand everything about your prospect - their pains, their challenges, how they feel, the things they've tried, their past failures, what they think. This increases your chances of relevance and of having a message that cuts through.

## **9. Write everything with copy in mind**

Good copy belongs not just on your sales page. It should shine through on your ads, your show notes, your email sequences, your blog titles. Every part of your business that goes public should involve someone with some skill in copy.

## **10. Keep a log**

As you engage people in dialogue, a useful exercise is to record their replies. Put it in a document, then run it through a word cloud app to generate the most common terms. This will help give you a better understanding of where they're coming from, letting you create effective copy in response.

## **11. Value the feedback**

Given, some of the response you get to your ads may be spam. A lot of it, though, good and bad, can be useful to the further development and tweaking of your copy. Sometimes responding to even negative comments in a way that doesn't take yourself too seriously can open a whole new dialogue that will create connection with your audience.

Are you a copywriter looking to deepen your skills? Or a business owner in need of great copy? Visit Kevin Rogers at [CopyChief.com](http://CopyChief.com)