

Understanding Copywriting

What Is Copywriting?

Before we define what copywriting is, we first need to understand what **copywriting is NOT**.

Copywriting has nothing to do with legally authenticating a document, a video or a piece of audio under a company's name — or an individual's name — so that the general public cannot use it without their permission.

That's copyright!

Copywriting is the art of using story to help a company, or sole proprietor, sell their products and services.

For example: Anytime you see an Ad on NBC or your favourite influencer's YouTube channel, read an Ad in any Newspaper or hear the Radio presenter play an Ad while you're driving back home from work... ***you're being bombarded with a copywriting message.***

You may think it's just marketing or advertising, but it's really copywriting!

Copywriting is a sales technique writers use to communicate the value of a company's product or service to the company's target market, in a way that isn't annoying to the person they're speaking to.

Because **EVERYONE ON THIS PLANET** knows how annoying a car salesman can be, when you're not even looking to buy a car.

And copywriter's don't want to give off that **'salesy vibe'** in their writing!

That's why they use the power of story to sell products and services.

It's less intrusive!

The Purpose Of Copywriting

Let's say you hire a copywriter to run 2 Ads for your bakery, across all of a Television Company's digital platforms. You may reach a market of, lets say, about 1.6 million people... which seems very good to you.

But the copywriter doesn't think like that!

The copywriter thinks like this:

“How many of those 1.6 million people are our ideal clients?”

160 thousand.

“Why’s that?”

Because our market research shows that only 10% of Namibians are willing to buy bread from a new bakery.

90% of Namibians won’t even consider buying bread from a bakery that a large Supermarket group don’t support — NO MATTER WHAT!

*“Ok... Then we’ll just focus on the **160 THOUSAND** who actually want a new bakery on the market.”*

And that’s how a copywriter thinks.

Their purpose is to figure out which segment of the market is most likely to buy from you... And craft messages that *THEY* would jump on — ignoring the **REST** of the market!

How Copywriting Works

In the previous section of this document, we defined the purpose of copywriting...

By creating real-world events that **MOST** copywriters encounter.

And we stated that, if the copywriter is good, they’ll limit you to going after a specific target market.

But you should also know this!

If the copywriter just wants to get paid...

*They ain’t sayin’ nothing meaningful to you about the target market. They’ll just go along with **WHATEVER** you want...*

And hope for the best!

So that’s what you need to look out for, when you’re hiring a copywriter. But in this section, we’re giving you 3 keys to identify how a decent copywriter works:

1. **They’ll advertise 1 product or service.** The copywriter knows there’s no use advertising 50 different products or services at the same time, because 99.99% of people don’t have the mental capacity to juggle 50 different concepts in their minds at the same time... including the copywriter himself! So he’ll choose 1 product or service. And he’ll advertise that, aggressively.

2. **They'll craft messages to get inside the minds of the market they're speaking to.** Any copywriter who writes words for your Ad campaign, WITHOUT COMMUNICATING A HEARTFELT UNDERSTANDING FOR WHAT YOUR MARKET IS GOING THROUGH... *isn't a copywriter at all!* They're simply a desperate writer who really needs the cash. Don't hire them. You'll waste your money! Rather hire the copywriter who shows empathy for your current situation as a business owner... *because they'll* be able to empathise with your target market. And that increases the likelihood of your business making — at least — a 10x return for your Ad campaign!

3. **They'll avail themselves to you for future work.** If the copywriter knows anything, he knows this... Today's work is worth nothing, tomorrow's work is worth everything! That simply means the copywriter will prioritise building a long-lasting relationship with you, above just working on 1 project with you.