



COPYWRITING

BUILDING
DIGITAL
CONFIDENCE

What makes good copywriting?
Doing your homework!

**Audience need + Brand solution =
Satisfied customer and authentic marketing connection**

Copywriting is conjuring words to help them feel that.

Think about your audience - what will they attract to?
Be authentic about your brand - what do you do well?
How can your brand attract what you clients want?

Tap into their emotion.
Be clear, direct and compelling.

FACTORS TO CONSIDER

Write content people want to read
don't overcomplicate storytelling

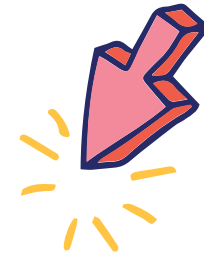
Using simple language
the alternative, they switch off and have no engagement

Clear information about products, services, business
a confused mind says 'no'

Have a strong call to action
instead of no end game

Use font and sizing to your advantage
don't stay same-same

A CLEAR EXAMPLE



WHAT YOU WANT TO KNOW

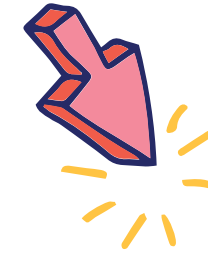
Something that supports that.

NEXT HEADING TO HIGHLIGHT

Information that is helpful but you can write more detail into it and that is completely fine.

CALL TO ACTION

How to do it.



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CALL TO ACTION

How to do it.

**As you keep writing...
review, revise, repeat.**