
Module 17, Lesson 3 Handout:

Guide to Copywriting

Copywriting is a skill that is a bit more difficult than it sounds, but it is not impossible. With the right tools, guidance, and some clear goals about what you want to accomplish, it can yield great results. This lesson includes a variety of handouts for you to use while you practice your copywriting skills. This guide is meant to help you put it all together, and start writing some really great copy.

Here are some tips and tricks to copywriting to guide you through your copywriting journey:

1. Define Your Voice & Tone.

Before you write any copy for your business, you'll need to determine your writing voice and tone. If you have multiple audiences, then you may have multiple voices/tones. However, your general brand voice and tone should be similar across all content you create, so your audience has a consistent brand experience whether they are reading a blog, a social post, or a page on your website.

2. Craft a Story.

Your overall brand messaging should tell a story - not just any story, not a boring story. It should tell a story that begs to be heard. You need to make your audience feel like they're missing out on something incredible if they don't read on. Otherwise, they might not. You've got to tease them with the promise of something they need to know, that they can only find out by reading your content. Then, you simply have to deliver.

Not every piece of content will be a complete story. In some cases, you may not have time to tell the whole story in one piece of content. For example, in an email, you might just provide the introduction, the promise of the whole story coming when the reader reads a linked blog, or a case study, or a customer testimonial on your website.

The main elements involved in crafting a compelling story include:

1. Scene

Create a visual scene for the reader, so they can imagine themselves in the story.

Create a scene that someone in your ideal audience can relate to.

2. Character(s)

Describe the main character(s) in a way that allows the reader to envision them as a real person. Ideally, this character represents someone like your target audience.

3. Objective

Tell the reader what the main character is trying to achieve. Make the objective one that your target audience might have.

4. Challenge

Introduce the main challenge or obstacle that is keeping the character from achieving their objective. Choose a challenge that is common to your target audience.

5. Overcoming the Challenge

Show the reader how the character overcame the obstacle. This is where you use the services/solutions your business provides as the answer to how the character overcame the obstacle.

6. Resolutions

Now that the character has overcome the obstacle, what has changed about their life? Tell the reader all the ways the character has improved his/her life, and how your product/service has helped them to do it.

3. Less is More.

When writing for marketing, there just isn't a lot of room for unnecessary words. Good copywriting (that sells) requires using only the words you need to get your message across in a powerful way. There's no need to add superfluous adjectives and terms that no one understands just to show off your intelligence. (See what we did there?) No one will take the time to look up the words they don't understand in your emails or blogs. They just won't read it.

Keep it simple. Keep it clear. Keep it as short as it needs to be, but long enough to share your message. Finding the right balance of quality and quantity is something you'll have to work at, but you'll know when you're doing it right, because you'll start to see a lot more engagement with your content.

4. Write Digestible Bits of Content.

Write content in a way that makes it easy to understand, even if the reader is only skimming your content. While it may be frustrating to think that most people won't read 100% of your blog, email, press release, or website content, it's sadly true. But that shouldn't stop you from writing killer content. The key is to add in bolded headlines, bullet points, links to other pages on your website, images, graphics, and anything else to help you tell the story in more ways than one.

5. Appeal to FOMO.

We mentioned this in **Easy Tweaks to Improve Your Writing**. This is a great technique for getting your audience's attention, especially in shorter pieces of content like on social media or in emails. It's important not to overuse it, but it's a powerful tool when done right.

6. Tell Your Readers What You Want Them to Do.

Your audience can't read your mind, and even if they could, a little reminder always helps. Even if you think the call to action is clear, you want to make it crystal clear, by adding a strong call to action at the end of every piece of content. It doesn't always have to be "Buy Now" or "Sign Up Today." It can be as simple as, "Contact us for more information" or "Request a consultation" or even, "Learn more on our website." Just don't leave the reader wondering what you want them to do. Otherwise, they will likely do nothing at all.

7. Some Cool Copywriting Tools & Resources.

There are so many great tools out there to help you with your copywriting. We couldn't possibly list them all here. We've included tools for coming up with content ideas, scheduling content, and analyzing content in our other handouts, but here are a few fun tools that you can use every time you write a piece of content:

1. **Grammarly.** Make sure your grammar, spelling, and sentence structure is spot on every time with this tool, which offers free and paid subscriptions. This tool also provides a way to check for unintentional plagiarism in your content.
2. **Hemingway Editor.** This app is similar to Grammarly, and helps with grammar, finding replacement words, fixing complex sentences, and more.
3. **SEMRush.** This tool is primarily focused on SEO copywriting, but it also offers some neat tools for crafting content in general.

4. **Word Counter.** Along with counting the number of words in your copy, Word Counter also shows you the top 10 keywords in your copy, and how many times you used them. This helps ensure you're not boring the reader with repeated words or phrases.
5. **Thesaurus.com.** Don't go too crazy with this tool, but it certainly helps when you feel like you've used the same word over and over again.
6. [Neil Patel's Copywriting Resources.](#) Keep this comprehensive list of copywriting resources from Neil Patel nearby at all times. It literally provides answers for pretty much every question you may have about copywriting.

Here are some questions to answer you may ask before writing a piece of content or pieces of content that tie together to make a story:

What voice and tone should I use when writing this content?

Who is my audience?

Who is the main character in my story?

What is my character trying to achieve?

What's stopping them?

How did they overcome their challenges?

How has their life changed since overcoming the challenge?

How can I make this content more digestible? What headlines or sections should I create to break up the content?

What do I want my readers to do after they've read the content?