### Key Benefit

What is the key benefit? People take action when:

1. They see themselves getting the benefit.
2. They think it will make their life better.
3. They believe it will deliver on its promise.

### Copy and Design

Copywriting is the art of turning words into sales. You can’t increase sales with pretty pictures. You can’t increase sales with a well-written sentence. You can only increase sales if you can make people want to buy your product or service.

#### Express the DCR

- **Product or service:**
- **Unique benefit:**
- **Core benefit:**
- **What will you send?**

#### Identify the DCR

- Core Benefit
- Unique Benefit
- Product or Service

#### Choose a Reassuring Cardinal Numbered List

1. Authority
2. Persuasion
3. Emotion

### Problem / Solution

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase sales</td>
<td>Offer a benefit in the headline.</td>
</tr>
<tr>
<td>Address reader's pain points</td>
<td>Make the reader think.</td>
</tr>
<tr>
<td>Encourage action</td>
<td>Elicit reactance.</td>
</tr>
</tbody>
</table>

### Authority

- Be credible
- Be knowledgeable
- Be authoritative

### Persuasion

- Be enthusiastic
- Be persuasive
- Be convincing

### Emotion

- Be emotional
- Be passionate
- Be inspiring

### What is copywriting?

- **Copywriting** is the art of turning words into sales.
- It is the process of writing copy that persuades people to make a purchase.
- Copywriting is a critical component of any successful marketing campaign.

### What is the role of copywriting?

Copywriters are responsible for creating compelling copy that:

- Persuades readers to take action
- Increases sales and revenue
- Enhances brand awareness

### Benefits

- **Education**
- **Entertainment**
- **Information**
- **Insight**
- **Amusement**

### What are the elements of copywriting?

- **Attention:**
- **Interest:**
- **Desire:**
- **Action:**

### How to write copy that sells

- **Know your audience:**
- **Know your product:**
- **Know your competition:**
- **Know your goals:**

### When to use copywriting

- **Product or service:**
- **Unique benefit:**
- **Core benefit:**
- **What will you send?**

### Where to find copywriters

- **Freelance writers:**
- **Advertising agencies:**
- **Marketing firms:**
- **Freelance websites:**

### How to find a copywriter

- **Research:**
- **Recommendations:**
- **Online portfolios:**
- **Interviews:**

### Conclusion

Copywriting is a critical component of any successful marketing campaign. By creating compelling copy that persuades people to take action, copywriters can help increase sales and revenue for their clients.

---

*Text, design and images © 2012 ABC Copywriting, except for [Click here](#) for more information.*