

Copywriting 101 for Small Businesses

Tips and Formulas for Writing Words that Convert



Course Book

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Introduction

"Copy is a direct conversation with the consumer."

– Shirley Polykoff

Today, in our digital world of visual content and immediacy, good writing is as important to businesses as ever. Copywriting is essential for communicating the value of your company's offering to its potential customers. Content drives online marketing and sales, and copywriting is at the core of all content, whether it's a long-form sales page or a 140-character tweet.

Good writing can make a significant difference in your sales and online conversions, while bad writing can sabotage your marketing efforts. Far too many small businesses delegate their copywriting to any busy employee who will do it. Companies that understand the importance of copywriting hire professional copywriters, but copywriters aren't cheap. For businesses on a tight budget, being able to write copy yourself is extremely helpful. In fact, even if you are able to hire a copywriter, it pays to know the basics of good copy since you'll need to evaluate the work.

Luckily, while copywriting is definitely a skill you need to master, it isn't nearly as difficult as it's often believed to be. Much of what goes into it isn't the actual writing, but knowing the target audience well and choosing the right words that will appeal to that audience.

With this understanding of your audience and some of the basic copywriting skills you're going to learn in this course, you can improve your existing copy and write new copy that gets better results for your business.

What You Will Learn in This Course

By the end of this course, you will have learned various copywriting techniques and time-tested formulas for creating the kind of copy that converts visitors to buyers. However, you'll use your new writing skills for far more than just sales pages. You can also use them in any area of your business where you need words to persuade people to take action.

You're going to get clear, straightforward guidelines on what to include in your copy, along with real-life examples. Along the way, you'll learn how to grab your reader's attention and maintain it throughout your copy, leading the reader eventually to take a recommended action.

In addition to writing the persuasive content of your copy, you'll also learn basic SEO tips to help you write in such a way that search engines will help visitors find your content.

While you're going to be learning some time-tested copywriting formulas to use right now, formulaic writing isn't the most effective copy in the long run. What's most effective is unique writing that speaks directly to your target audience. As you continue to write, you'll discover your own unique style that's effective in communicating with your readers.

Finally, you'll learn some quick tweaks you can make to the formulas you use that will give your copy greater impact and increase conversions.

Learning Objectives

By the end of this course, you'll be able to:

- Clearly define copywriting and identify ways you can use it in all areas of your marketing to help your business grow.

- Use several copywriting techniques right away that will improve the results of your current sales or marketing copy.
- Take one sales letter, web page, or other piece of marketing content and apply the AIDA formula to create copy that converts and urges your reader to take action.
- Pick 2 SEO techniques that you can use to help your web copy get found and indexed by Google and apply them to your website, sales page or online product page immediately.
- Identify the techniques and strategies used by companies that excel at copywriting and brainstorm ways you can use these tips in your own copy.
- Create an action plan for updating existing copy and improving it using the copywriting techniques you have learned

This course is broken down into 5 modules with an introduction and a conclusion to take you step-by-step through Copywriting 101 for Small Businesses.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

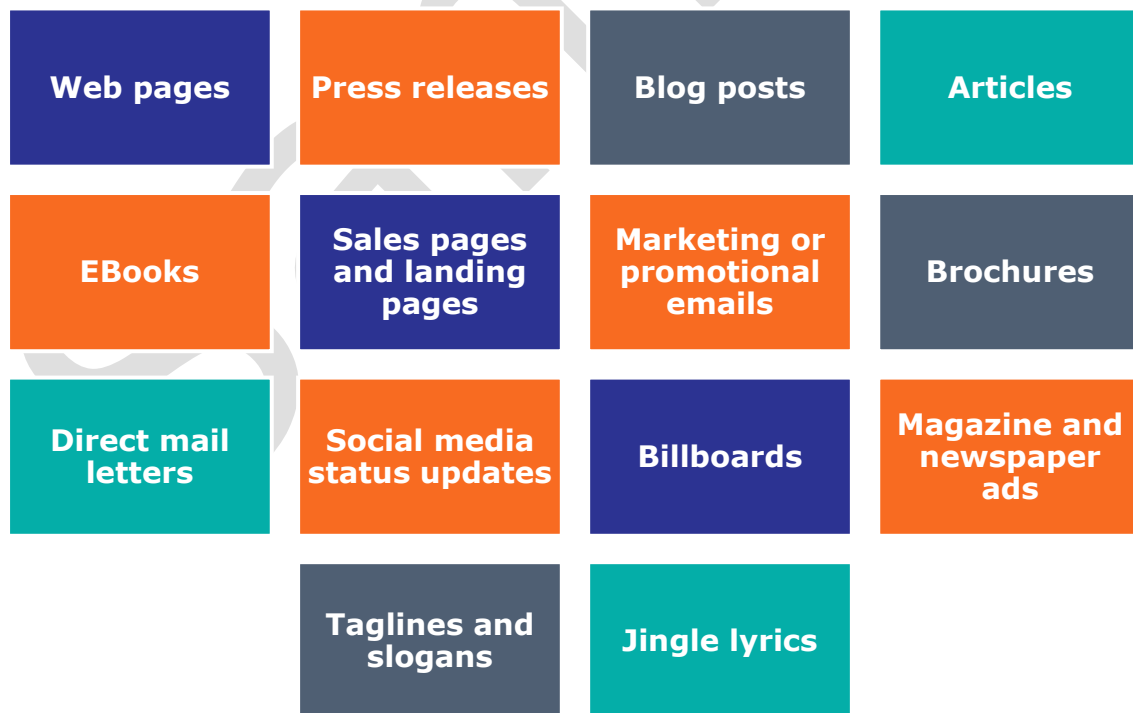
Now that you're clear about what you want this course to deliver, we can get started.

Module 1 - What Is Copywriting?

Traditional copywriting is the process of writing advertising or promotional copy. The text on any advertisement, promotional mailing, magazine or newspaper ad, sales letter, website sales page, billboard, or anywhere else where someone is selling something is copywriting. It's any kind of writing that offers a product or service for sale and this is why a copywriter is often referred to as a "salesperson in print."

Your copy is a marketing tool for your business. It explains your product or service and the value your product or service offers the buyer. It's a message to your target market that convinces them that your offering is worth the purchase price.

Copywriting is used on:





- Web pages
- Press releases
- Blog posts
- Articles
- EBooks
- Sales pages and landing pages
- Marketing or promotional emails
- Brochures
- Direct mail letters

ATTENTION:

This is only an excerpt from our full course **Copywriting 101 for Small Businesses**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.