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What Is “Copywriting”? . . .

And 7 Reasons Partnering With a Copywriter is Good for Business!

By Kay Adkins, Kay’s Copy

SO, you’re surfing the Internet, and one (or more) of those pesky targeted ads appears. Many are just plain aggravating, and most are VERY forgettable.



And you feel like THIS>>>>



But OCCASIONALLY an ad catches your attention.

<<<<And you start to feel like THIS

For a second, or longer, you stop and read. Then it happens. Your interest deepens. You want to know more. Either with genuine interest, or even as a skeptic, you may think, “I’ve got to see where this goes.”

...THAT is copywriting!

And not everyone does it well. I know—I’ve been a “published writer” for almost 20 years. But over the last two years I’ve developed new skills as a “copywriter.” Copywriting is like nothing I’ve done before—like learning a new language.

Copywriting defined (my definition): Writing that draws interest to a product or cause. Writing that connects with a reader’s deepest values, needs, or wants. Writing that helps the reader understand why they should act, and why the time is NOW. Writing that gets results.

Copywriting takes many forms:

- Long-form direct mail (yes, the stuff most of us call ‘junk mail’)
- Shorter sales or donation letters
- Newsletters
- Web content: landing pages, content pages, blogs and vlogs
- Articles (print or online): press releases, information, case studies, white papers (more ‘academic’ product, service, or issue descriptions with lots of well-cited research)
- Online ads: Facebook ads, Instagram ads, email inserts, banner teasers, etc.
- Email campaigns, e-books and e-zines





Sounds easy enough—most everyone has done at least ONE of these at some time. BUT. . .

- Could it have been more effective?
- Did enough people respond favorably?
- Did ANYONE respond favorably?
- Did ANYONE respond at all?
- If the response wasn't what you wanted, why?
- What might have worked better?

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Reality: Copy that compels prospects to respond is a SCIENCE.

And when you work with a trained copywriter to develop your marketing materials, the difference can be dramatic!

Check Out These 7 Benefits of Partnering With a Trained Copywriting Coach:

1. **Research:** Trained copywriters research your company, your competitors, your product or service, and your prospects, before proceeding with a writing plan.
2. **Headlines:** Copywriters know tips and tricks to writing captivating headlines. Headlines make or break effectiveness of a marketing piece!
3. **Storytelling:** Stories move prospects. Copywriters craft stories that help your prospect identify and see how their lives can change too.
4. **Advertising opportunities:** Copywriters can show you at least 20 different in-roads to your prospect's attention, some of them free or practically free.
5. **SEO:** Copywriters know how to discover, and creatively place, key words for your online copy. Key words increase the chances that your potential customer will find you in a browser search.
6. **Keeping the traffic coming:** Copywriters are trained to develop "campaigns." Once a prospect has become a customer, keep them coming!
7. **Less time, greater effectiveness:** A Copywriting Coach can save you valuable time and gain you more effective advertising copy.

SO, if you have a great product, or you're advocating for a great cause, but struggling to convert your prospects to customers or supporters, I hope you'll [contact me!](#)

I will come alongside you, either to take the ball and run with it, or to coach YOU while YOU run with the ball!

My name is [Kay Adkins](#). My vision is to help you communicate YOUR vision!