COPYWRITING

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Copywriting is the **use of words and ideas to promote a person, business, opinion or idea**. The term copywriter is generally limited to promotional situations, such as in advertisements for print, television, radio or other media. **The purpose** of marketing copy, or promotional text, is **to persuade the reader, listener or viewer to act** (for example, to buy a product or subscribe to a certain viewpoint).

How to write **magnetic headlines**?

Your headline is the **first, and perhaps only, impression you make on a prospective reader**. Without a headline or post title that turns a browser into a reader, the rest of your words may as well not even exist. But a headline can do more than simply grab attention. **A great headline can also communicate a full message to its intended audience,** and it absolutely must lure the reader into your body text.

Every element of compelling copy has just one purpose — **to get the next sentence read.** And then the sentence after that, and so on, all the way down to your call to action. So it's fairly obvious that if people stop at the headline, you're already dead in the water.

On average, **8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest.** This is the secret to the power of your title, and why it so highly determines the effectiveness of the entire piece.

The better your headline, the better your chances of beating the averages and **getting** what you've written **read by a larger percentage** of people.

HEADLINE CATEGORIES

Direct Headlines

Indirect Headlines

News Headlines

How to Headlines

Question Headlines

Command Headlines

Reason Why Headlines

Testimonial Headlines

HEADLINE CATEGORIES

1. Direct Headlines *go straight to the heart of the matter, without any attempt at cleverness*

Pure Silk Blouses – 30 Percent Off

HEADLINE CATEGORIES

2. Indirect Headlines *takes a more subtle approach. It uses curiosity to raise a question in the reader's mind, which the body copy answers.*

Fresh bait works best.

HEADLINE CATEGORIES

3. News Headline *is pretty self-explanatory, as long as the news itself is actually, well… news.*

Introducing Flickr 2.0
My Exclusive Interview With Steve Jobs

HEADLINE CATEGORIES

4. How to Headline *is everywhere, online and off,
for one reason only – it works like a charm.*

How to Write a Headlines That Work

HEADLINE CATEGORIES

5. Question Headline *must do more than simply ask a question, it must be a question that the reader can empathize with or would like to see answered.*

Do You Close the Bathroom Door Even When You're the Only One Home?
Who Else Wants to Get Rich Online?

HEADLINE CATEGORIES

6. Command Headline *boldly tells the prospect what he needs to do, such as Exxon's old* **Put a Tiger in Your Tank** *campaign. The first word should be a strong verb demanding action, such as* **Subscribe to Copyblogger Today!**

HEADLINE CATEGORIES

7. Reason Why Headline: Your body text consists of a numbered list of product features or tips, which you then incorporate into the headline, such as **Two Hundred Reasons Why Open Source Software Beats Microsoft.** It's not even necessary to include the words "reasons why."

8 Ways to Build Blog Traffic

HEADLINE CATEGORIES

8. Testimonial Headline *which is highly effective because it presents outside proof that you offer great value. Quotation marks let the reader know that they are reading a testimonial, which will continue in the body copy. An example might be* **"I Read Copyblogger First Thing Each Morning," admits Angelina Jolie.**

Guidance for writing better headlines

1. *Write Your Headline First*

2. *Use Swipe Files*

3. *Do Keyword Research*

Headline formulas that works

1. Say it simply and directly.

FREE subscription to BlogMaster

2. State the big benefit.

Now! Moonlight Your Way to a Million Dollars.

3. Announce exciting news.

Now program your DVR by simply speaking to the DVR VOICE programmer.

4. Appeal to the "how-to" instinct.

How to make money working from home with your PC.

5. Pose a provocative question.

Gotten a speeding ticket lately? Read this.

6. Bark a command.

Call anyone, anywhere, without a phone line for FREE!

7. Offer useful information.

THE 20 MOST IMPORTANT STEPS YOU CAN TAKE TO LIVE LONGER.

8. Relay an honest, enthusiastic testimonial.

"This diet program worked for me. It can work for you, too!"

9. Authenticate your proposition with a little something extra.

Frustrated bartender develops incredible device to clean and disinfect your entire home…

*There are many, many other ways to write a headline. Whatever strategy you choose, **don't make a decision too quickly.** Take time to brainstorm. Write dozens or even hundreds of headlines. **You never know exactly what you want to say before you say it,** so giving yourself plenty of choices is the surest way to arrive at the best, most powerful headline.*

Slogan

Claim

A **slogan** is a **memorable motto or phrase** used in a political, commercial, religious and other context as a **repetitive expression of an idea or purpose.**

The **slogan** is basically a **general term** and is widely used for **emotional or rational statemen**t and **communicates** in a compressed form **the values and the demands** of a brand or a product and is a fundamental part of the **long-term image building**.

"Clausthaler - Not always, but more often"

A **claim** is the **inner require of a brand**, the **basic promise** and the **compact formulated product benefit**.

"Clausthaler - Everything a beer needs"

How to write **an effective slogan**?

1. Emphasis on advantages of the product, the person or the idea

"Guinness is good for you", "Advancement through technology "

2. Formulation of a difference to the competition

"Freedom instead of socialism"

3. Simple, direct, concise and incisive statement

"Nuclear power, no thank you"

4. Humor

"We can do anything. Apart from German "

5. Personal approach and highlighting a special feature

"He was never so valuable as he is today"
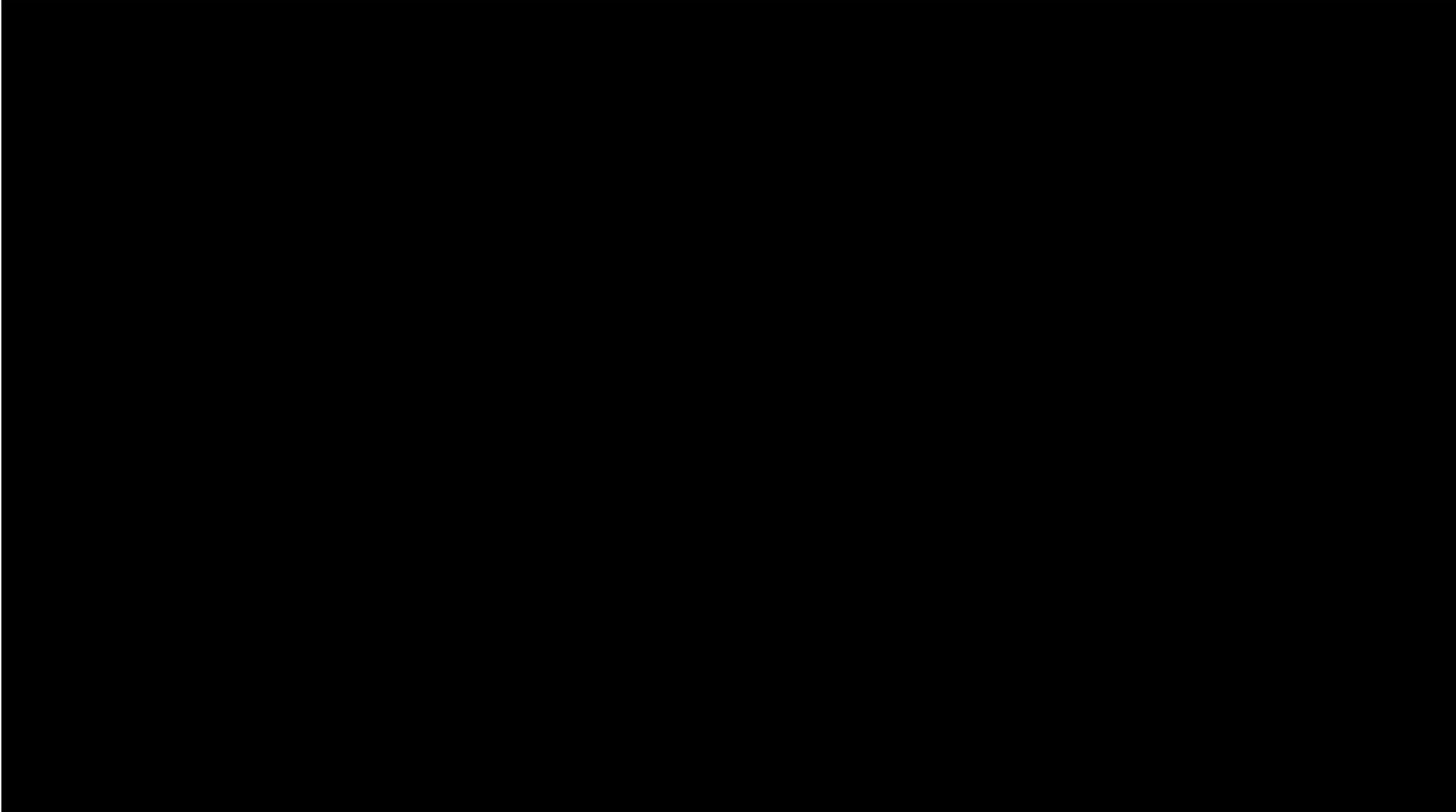
6. Credibility and clarity

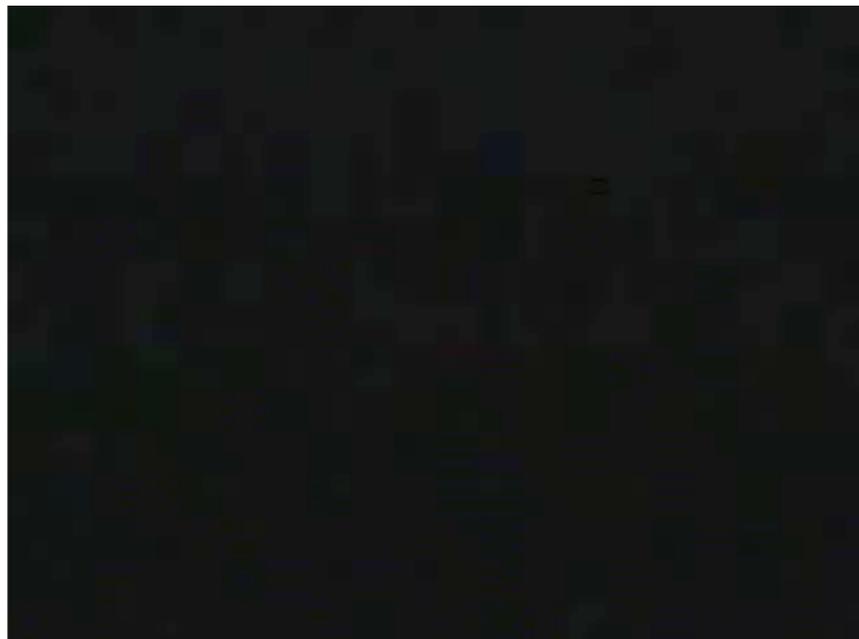*"And runs and runs and runs," "The Chancellor Makes the Difference"*

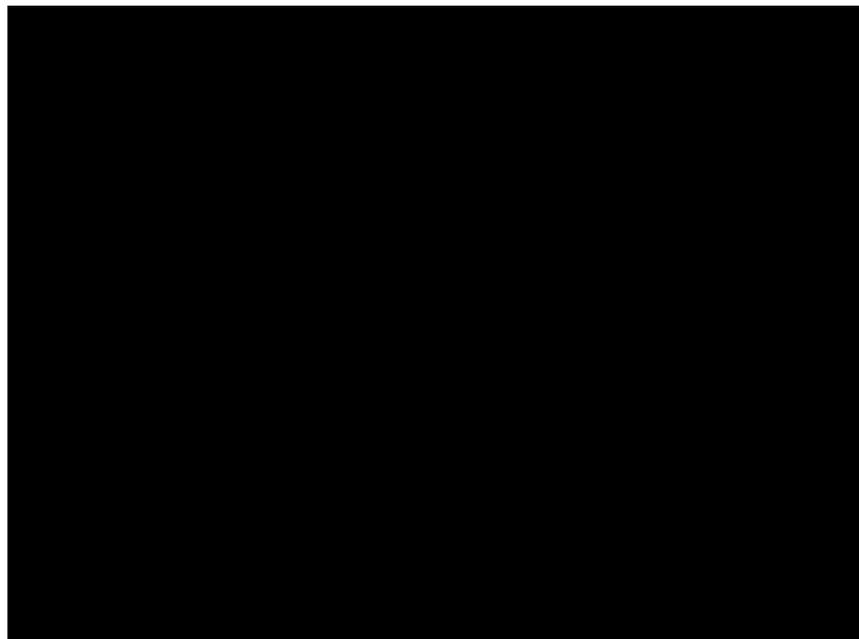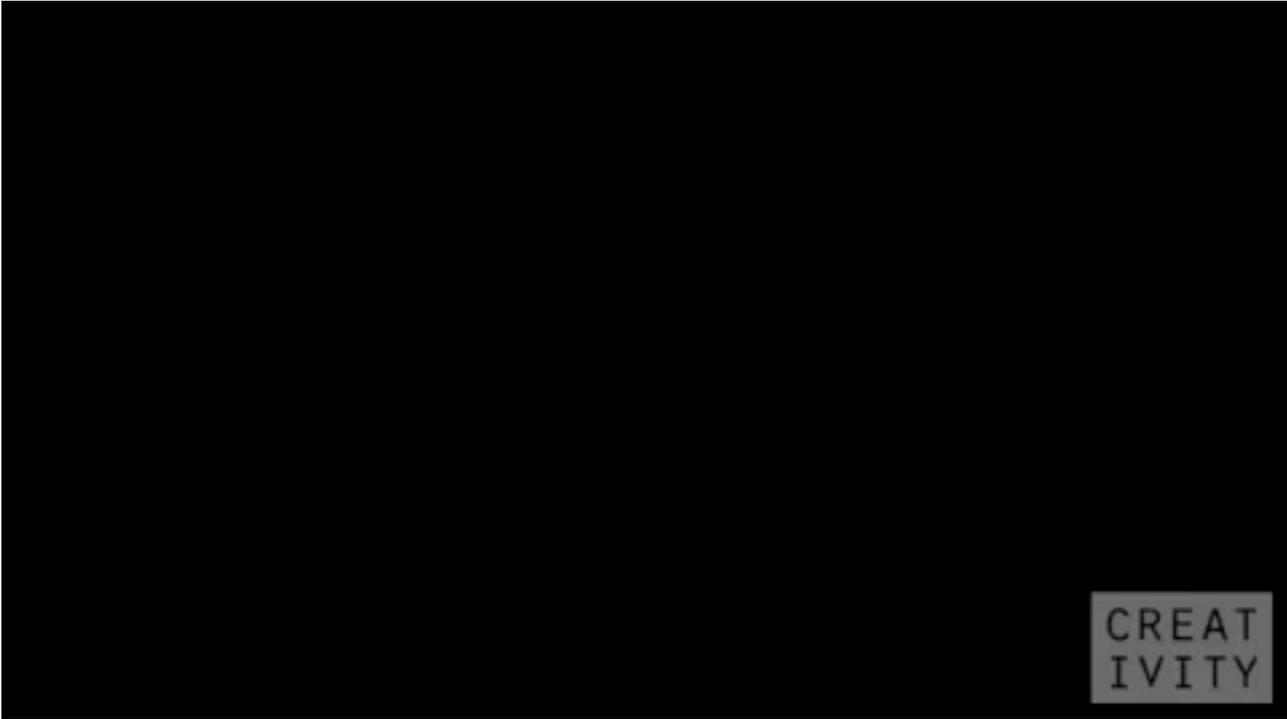**7. Contribute to positive feelings**

"Model Germany", "Yes We Can"

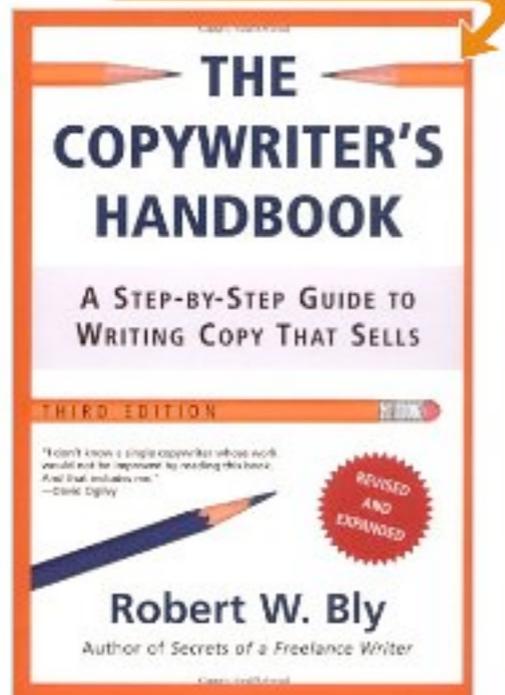**8. Mediation of desire or a need**

"Without Ö something is missing"

THE
COPYWRITER'S
HANDBOOK

A STEP-BY-STEP GUIDE TO
WRITING COPY THAT SELLS

THIRD EDITION

"I don't know a single copywriter whose work
would not be improved by reading this book.
And that includes me."
—David Ogilvy

REVISED
AND
EXPANDED

Robert W. Bly
Author of Secrets of a Freelance Writer

Mark Shaw

*Copywriting
Successful writing
for design, advertising
and marketing

The fun and easy way to
write powerful ads and promotional pieces

Writing Copy
FOR

DUMMIES

Simple tips and
tricks that'll have
you writing
like a pro!

A Reference
for the
Rest of Us!
Free eTips at dummies.com

Jonathan Kranz
Principal and chief copywriter,
Kranz Communications

THANKS :)

References

http://www.copyblogger.com/magnetic-headlines/
http://www.slogans.de/magazine.php?Op=Article&Id=26
http://www.slogans.de/slogometer.php?Year=-2
http://de.wikipedia.org/wiki/Slogan
http://www.werbewolf.ch/News-Inhalte/Sammel%20Fachartikel/14slogan.html

Examples

http://www.sloganizer.net/en/
http://www.dng.com/work

COMPONENTS OF A CREATIVE BRIEF

a. *the specific problem that needs to be solved* - direct mail, website, editorial design, product, corporate identity ... etc

b. *a brief overview of the organization* - what do they do?

c. *a list of business and design objectives* - what do they want to accomplish? mission, vision etc

d. *the target audience and demographic information* - gender, age, education, incomelevels, hobbies, preferences,

    type of visual imagery

e. *the unique attributes of the product or service the company offers* - perceptions of the customers,

    why the customer would choose this product?

f. *the competition* - competing companies, products or services

g. *general parameters* - budget, deadlines, deliverables

h. *creative approach* - visual problems and the steps the designer will take to solve it