



Blog

Killer Copy

Copywriter: Anne Schwab

Writing killer copy takes the talents of a killer copywriter. A writer with enormous creative ability to peel through the layers of a product to reveal what never has been revealed. A vision of a fresh tomorrow for your product or service. Then, punch that vision through with fist-force. Zowie.

Finding the right words to market a product or service is essential to response-driven copy. And, will move your reader to action. A talented copywriter offers new perspectives draped in unexpected combinations of words and phrases. But, how to pack that punch?

“Holy headline, Batman.” Yup, start with the headline. Catch ‘em with a snappy head like one we wrote for a Revere Ware^R skillet promotion: “A grade-A offer. Purchase a Revere Ware^R omelet pan on sale and we’ll give you a dozen eggs to break it in.”

The advertising legend David Ogilvy understood the value of a good headline when he rewrote this famous headline 104 times. “At 60 miles per hour, the only thing you hear in a new Rolls Royce is the ticking of the dashboard clock.”

The headline must drive the reader to the benefits, the promise, and finally to the offer and the sale. Copy should be concise, simple and conversational. Today, writing is often more digestible when written in sentence fragments, sort of how we talk. One-sentence paragraphs. One-word sentences. Yes! And, phrases beginning with conjunctions like—*and*, *or* and *but*. It’s OK, really.

Killer copy is the most significant online marketing tool in your advertising toolbox. And, since buying decisions are based on emotions, words must pry open a prospect’s inner feelings. Does your product copy make them feel sexy, smart, attractive, or rich? Does it appeal to their passions, fears, or perhaps secret desires? Killer copy must get into the head and under the skin of the prospect. Now, the copywriter understands what makes a Rolls Royce owner *tick*. And, it’s not the dashboard clock.

A virtual pile of crumpled paper often encircles the feet of copywriters. Working fearlessly and tirelessly to get the copy just right, copywriters often labor long into the night, through dozens of iterations. To paraphrase a line from the movie classic *It’s A Wonderful Life*; every time a paper drops, a copywriter gets closer to the truth.