

COPYWRITER

— *a field manual* —

WHAT *the hell* ARE YOU DOING?

THE REAL JOB OF **COPY**
IS TO MAKE YOU GLAD
YOU READ IT

Dear Copywriter,
This is why you're here.

HOW *the hell* **DO YOU DO IT?**

—*first*—

BEFORE YOU CAN WRITE
ANYTHING, YOU NEED
SOMETHING TO SAY

Copy doesn't start as copy.
It starts as a strategic message.

It's *one thing* that, if people knew it, they
would do the thing you want them to do.

First, figure out the message.
Don't be clever. Just be clear.

— *second* —

COPYWRITING IS TRUTH
PRESENTED IN
AN UNEXPECTED WAY

Now that you know what you're saying,
how could you make your point?

Identify all of the unique ways you could
get people to know that *one thing*.

Don't worry about writing anything,
focus on variety of approaches.

— *third* —

WRITE

Finally — step three.
The step you came here for.

The most important part of step three
is not skipping steps one and two.

But, now that you're here, get to work
bringing your list of approaches to life.

—*fourth*—

WRITE MORE
WRITE **MORE**
WRITE MORE

Which approaches are working?
Write more of those.

—*fifth*—

“THE DIFFERENCE
BETWEEN THE RIGHT
WORD AND THE
ALMOST-RIGHT WORD IS
THE DIFFERENCE
BETWEEN **LIGHTNING**
AND A LIGHTNING BUG”

Mark Twain said it best, of course,
but probably not on the first try.

Take whatever is working best.
Tweak it. Tighten it. Polish it.
Until your words are lightning.

WHAT *the hell* **DID YOU DO?**

THE REAL JOB OF **COPY**
IS TO MAKE YOU GLAD
YOU READ IT

Now, read what you wrote.
Are you glad you read it?

