

Hello and welcome to this copywriting course!

OK let's get started, when you approach a copywriting brief there are a few things in the planning stage you need to consider even before you hit the keyboard.

1. **Target audience.** Which translates to who are we speaking to? For example if you are writing copy for fashion wear for young people 14-23 years old? That will dictate how you write your copy. Very different to a target audience for example if you are writing for a cyber security company wanting to win a contract with another business like a university, to win an ongoing contract to provide cyber security services for that university.
2. **Objectives.** What are your objectives you have been provided by your client or colleague to write for. Meaning what is the purpose for writing the copy. For example your objective might be writing copy for an eCommerce shoe store that wants what is called a direct response style of copy meaning you want to get the person to take action. Taking action in this case means to encourage the person to buy the product. On the other hand you might be tasked to write copy for a cleaning product's website that is not eCommerce but the objective is to engage your target audience with the brand through story telling of the brand. This is called brand copywriting. Or it maybe copy for a law firm that is descriptive, to provide information on what services the law firm provides for the customer to make a decision if the legal services offered are relevant to their needs.
3. **Brand Personality.** Brand personality is how the brand comes across if the brand was a person. For example Nike - Just Do It. Nike if it was a person is serious about their sport or physical activity, action orientated, is straight to the point and just does it. iiNet the internet provider on the other hand has uses the same person in their ads for many years to communicate its brand personality. Their brand personality is friendly, approachable, the average everyday person who is helpful and down to earth,
4. **Tone of voice.** This ties in with the brand personality. The tone that you write your copy in should reflect the brand personality. For example if you are to write copy for iiNet using a tone of voice that is based on Nike it would be what is termed as off brand meaning it's not in-line with the brand personality. Writing copy for iiNet in a tone of Nike that is straight to the point, serious with a just do it attitude is not on brand, that tone is far from personable, friendly, approachable etc. and vice versa too. You may also be provided examples from other companies by your client or colleague that they might like the tone of voice to be. Tone of voice really means the tone that you use in the way you write your copy.
5. **Unique selling point.** The unique selling point is what makes the brand or service unique as opposed to other brands in the market that do similar things. Think of it as everyone has a specialty even within the same field for example in soccer you maybe very good at defending so your position in the team is a defender. Or you more be very good as a striker meaning you are very good at making goals happen for your team. All soccer, but think of it as in terms of a brand now within that industry what is the company really good at?
6. **Positioning .** What is the brand's positioning in the market? This means you could be in the same product category for example beer. VB is positioned very differently to crown larger which ties in again with the brand personality. Think of positioning in the sense of where the brand sits in the market. VB is for the everyday person and is appropriately priced in that way to corner of its positioning in the market. Crown Larger is seen as more prestigious and is priced higher than VB to corner of its positioning in the market. This effects the tone of voice for example again the way you would write copy for Gucci is very different to writing for Target as one is a high end brand which is very expensive and one is for the everyday person looking for a good deal. This ties in with the target audience as Gucci attracts a certain type of person through its positioning, brand personality and pricing. Target attracts very different customers.

Terminology

B2B is short for business to business meaning the copy is written from one business to attract another business. For example an advertising agency offers advertising services for businesses so their target audience would be for example Target or Coles, Gucci or Nike because they are providing a service to another business.

B2C is short for business to consumer. Examples of this are Pepsi and Apple or a law firm geared towards representing individuals. This is because the products and services are geared towards an end person or consumer. Meaning that it is selling directly to the masses. Hand wash products are the same they are targeted at the everyday person.

However a B2C are business to consumer company, which needs to have B2B or business to business activities as well. For example a new coffee brand is geared towards selling coffee to a person/consumer. However in order for them to reach the consumer they need to for example if they want 7/11 to stock their coffee they need to convince 7/11 which is a B2B activity to take their products in their shops.

So you maybe writing copy for one business to another or a business to consumer or reaching the end consumer for example by writing copy in marketing activities to convince 7/11 to take on the coffee product.

In essence you write copy with appropriate tone of voice, on brand for a variety of purposes which comes back to the objectives of the copy.

General guidelines for copywriting

Your copy should take all of the above into account plus there are a few things to bear in mind.

1. It is great to read a novel or book that has amazing language and vocabulary that conjures up your imagination. But that is generally not the approach in writing copy for commercial purposes. Think of writing copy that uses everyday simple words that a 12 year old can understand. You are not writing an essay for academic purposes you are writing copy that gets the key message across for time poor people, fast.
2. Don't write a book, write just enough copy to get the main message across, based on the objectives, target audience, ensuring your copy is written on brand in correct tone of voice. Often less is more. The trick is to write copy that meets all of the criteria in a short succinct manner that is easy to understand.

We hope that helps you to understand the fundamental principles of writing copy. The following videos and examples will use real examples to illustrate these theories and concepts discussed, to put it into context.