

## Keys To Effective Copywriting

### **Customer Value:**

1. Who are our customers?
2. Why do they buy from us?
3. What problems do we solve for them?
4. What other value do we provide them?
5. How can we quantify this value?

### **Competitive Value:**

1. What is the competitive landscape?
2. What are our competitive differentiators?
3. What do we do better than anyone else?
4. What is the customer perception of us and the competition?
5. Who / what is our biggest competitor?

### **Product / Service / Idea Value:**

1. What products / services / ideas do we offer?
2. What market do we play in?
3. What industry terms pertain to what we do?
4. Where do we fit in the customer's "big picture"?
5. How do we enhance their current situation?

### **"You" Marketing:**

1. Address customers directly in the active tense
2. State what needs we are fulfilling of theirs
3. State the compelling reasons they should buy from us
4. Provide evidence
5. Provide next steps

**Before:** *"We are the leading provider of x,y,z [product / service] that does a,b,c [features]..."*

**After:** *"We help you do 1, 2, 3 [value benefits] better than anyone else..."*