

Why Good Copywriting?

There is more to copywriting than acquiring customers

Most of us would like more and better customers. We would like customers who are a good fit for the products and services we provide and are interested in a long term, mutually beneficial relationship. We would like customers who understand what it is we do better than anyone else and who would like to grow with us. But there is more to copywriting than this. Copywriting, in fact, is central to our very raison d'etre as a business and what we are trying to accomplish.

The power of words

God apparently spoke the universe into existence saying, "Be", and it was. Likewise, every idea, innovation and creation is birthed into the world through words. It was words that set in motion and brought about the circumstances for every great thing that man has accomplished from inventions to organizations to the principles defining how we live our very lives. In the world of business, words are not only for communication but guide every area of what we do.

What is your mission?

Words bring everyone in the organization onto the same page as to what we are trying to accomplish. It may not be to create more customers or demand for products and services but nevertheless your goals need to be conveyed to employees, partners and customers alike. Words not only define what we do but help us define and further refine the values and actions that lead to our success, keeping us centered in the hectic pace of day-to-day activity.

Marketing with words

Words, not people, are the face of our business. We are not simply trying to persuade and inform with words but create an environment of expectations around who we are and what we do. Careful thought into the words we use to convey our message means that everyone in the organization is saying the same thing to customers and that customers understand that we understand their needs and are united in our desire to serve them.

The Final Word

Words remind us of why it is we are passionate about what we do. Not understanding the power of words in business is akin to not understanding the power of presentation, polished shoes, a warm handshake and a smile. Words define us, so let's make them our best.