

## About Copywriters

### What is a copywriter?

A copywriter is an individual who writes for businesses. Everything you see, from the small ads to press releases to catalogs to websites, etc. are created with the help of a copywriter. Those direct mail packages you get in your mailbox, introducing you to the various products available in our world, were created with a copywriter's words.

If you're a business owner or manager, you need to know about copywriters. This article will help you understand who they are and what working with one entails.

### What assignments do copywriters work on?

- Ads - large and small
- Advertorials
- Annual Reports
- Application Briefs
- Articles
- Booklets
- Brochures
- Business Plans
- Case Histories
- Catalogs
- Circulars
- Special Coupon Sheets
- Data Sheets
- Display Panels
- Email Letters (marketing)
- Employee Handbooks
- E-Zines
- Fliers
- Fundraising Letters/Packages
- Instruction Manuals
- Invoice Stuffers
- Labels
- Landing Pages
- Newsletters
- Posters & Signs
- Press Releases
- Proposals (Grants/Business)
- Radio Commercial Scripts
- Reports
- Sales Letters
- Software Documentation
- Speeches
- Training Materials
- TV Commercial Scripts
- Videotape Scripts
- Website Copy
- White Papers

A copywriter will often pick and choose what services to advertise, according to his or her specialty and what the market is demanding at the time. For instance, just because the copywriter's ad or letter doesn't mention case histories, doesn't mean he or she won't do them.

That being said, there are those copywriters who do specialize in a certain area and stick with those jobs. Even if the copywriter doesn't do case histories, you probably wouldn't waste your time asking. Copywriters do talk to one another, sometimes building relationships where they refer each other out to prospective clients.

## **Choosing a good copywriter for your marketing projects**

Ask the copywriter how he or she builds the marketing materials. The copywriter should know about Unique Selling Proposition (USP), proper use of features and benefits within the copy, and how to engage the prospect's emotions (sometimes referred to as copywriter's emotions.)

The copywriter should understand about the 'call to action.' Does he or she employ tactics, such as the 'false close' in sales letters?

How visual is the copywriter? Does he or she understand how to position headers, teasers, sidebars? Can the copywriter work well with a designer if the project needs graphics?

Does the copywriter want a lot of material about your product or service and your company, and your competitors? Will the copywriter ask a lot of questions? He or she should. The more information a copywriter has to start with, the stronger the finished product will be.

Does the copywriter's time frame work for you? The copywriter should have a strong idea of how long it will take him or her to do the project.

Is the deadline guaranteed? A reliable copywriter sticks to his or her promises.

Are revisions allowed? There should be a few revisions included in the price. Usually, these are on the conditions that they are requested in a certain amount of time after the first draft is delivered, as long as the job is not changed.

Does the copywriter appear to be a good "teammate"? Sometimes, there's no guarantee of a good working relationship until you get into the project. Often, it is possible to tell if the copywriter is worth spending money on in this area. Is he or she respectful to you? Is the copywriter expressing a willingness to improve your current version of the project?

## **Once you've chosen a copywriter**

Understand your copywriter will need a lot of information. The best marketing material, the best sales control, starts with a full knowledge of your product or service, your company, and your competitors. The copywriter will go through everything you can get for him or her, and then will ask a ton of questions. This is not to burden you. This is to help guarantee that you get your money's worth.

A good copywriter is trained in getting the best results possible. Trust this fact, and let him or her have control of the project. You are paying more for the copywriter's expertise. If that's not what you want, save your money and give the project to a desk clerk. And don't blame the desk clerk or the copywriter when you don't get the results you need.

Don't mess around with the copy once you get it back. Trust that your copywriter knows more about targeting your audience than you do. That is why you hired a copywriter in the first place, isn't it? If you're unhappy with something in the copy, bring it up to the copywriter. The copywriter wants to get you the best sales results possible and please you at the same time. A good copywriter will explain why something is written a certain way and discuss alternatives.

Once you like the copy, let the copywriter know. Copywriters listen to their clients and your copywriter is happy when you're happy.

Recognize the copywriter as a pro, same as you. Copywriters are also business owners. Get your agreement in writing, whether you use emails or printed copies. Pay promptly, according to your agreement. The fact is that there is a high demand for copywriters and their time fills up fast. Once you have a good copywriter, make sure they'll be happy to work with you again.

2008 © Diana Cacy Hawkins