



COPYWRITING TERMS

COPYWRITING

The art of having a sales conversation in writing.

COPYWRITER

The person who floods your business with spine-tingling promotional, marketing and sales copy.

COPY

The name of the text/words used to promote, market and sell your products and services.

HOOKS

Used to grab your reader's attention. They may be unusual facts, thought-provoking questions or overwhelming benefits that get your reader interested and keep them intrigued by your copy.

KNOW, LIKE + TRUST

The idea that people buy from companies that they “know, like and trust.” Copywriting is used to strengthen your relationship with potential buyers based on these attributes.

LANDING PAGE

A page used to collect contact information from prospective clients/customers.



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SALES PAGE

A page used to collect checks, dinero. The sole purpose of a sales page is to generate revenue.

BENEFITS

The reasons people are interested in buying your products and services. They extend further than features and show how the customer's life will improve by having the product or service in their life.

FEATURES

The specific details of your product or service. Think of this as the facts of what you offer. If I say "sell the steak and the sizzle," the steak is the "feature" and the benefits are the "sizzle."

CALL TO ACTION

The entire purpose for the piece of copy you're writing. It tells your reader what it is you want them to do. For example, buy, sign up, register. Strong calls to action are specific, compelling and should have a sense of urgency.

CONVERSION

The measurable goal of your copy. It's the percentage of people who took the action you wanted them to compared to the total number of people who read the copy.



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LEAD

A journalism term that refers to the introductory paragraph of your copy. It has an important role in setting the vibe of what your audience is about to read and enticing them to want to keep reading.

OFFER

The meat of the piece of copy. Everything that's written and included in your copywriting is there to support the offer and increase the chance of your ideal customer accepting the offer.

OPT-IN

This is a method for a reader or prospect to receive more information in exchange for their email address or contact details.

POSTSCRIPT OR P.S.

The post script is often used at the end of an email, sales page or sales letter. The reason it is used is because it is a method of catching the reader's attention and highlighting a specific point.

PROBLEM OR PAIN

The problem or pain of your target audience relates to the struggle they're facing that you can help them with. Usually, there is one major pain point, with many related challenges as a result of this.

PROMISE

Following on from the pain or problem, the promise is what you claim your product or service will do for the customer.



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PROMISED LAND

The place on the other side of the investment where your customer's struggles and challenges disappear as a result of using your solution.

RISK REVERSAL

Similar to a guarantee, risk reversal is where the company takes on the risk of the customer buying the product by promising to refund the money, or even offer additional bonuses if the customer isn't satisfied with the service or product.

SCARCITY

Scarcity is used in copywriting to develop a sense of urgency in a customer. Scarcity means that the offer will not be available to everyone indefinitely. Examples include: limited seats at events, limited space on webinars or limited time for the offer to be available. ,

THE CLOSE

In copywriting, the close is crunch time. It's where you move towards the call to action and outlining the price of your offer or product.

UPSELL

a technique that occurs after a customer has purchased, or is about to purchase. It encourages them to think about a complimentary purchase or another offer you feel they would be interested in.

URGENCY

Urgency is the act of encouraging the reader to take action now, rather than wait. Even if that action is to not buy, it's important for the reader to be able to make an easy decision as to whether they should take you up on your offer or not.