

# Strategic Copywriting Secret #2

\*\*\*\* Attention Time poor Business owners or savvy executives \*\*\*

## FREE CHECKLIST GUIDE REVEALS

**#3 absolutely keys areas that will increase revenue fast and have massive impact on your Marketing R.O.I.**

**Normally valued at \$17.00 yours FREE**



## Direct Response Copywriting – and how does it works for your business?

If you are new to Direct response copywriting and are looking for ways to increase your marketing revenue fast then I urge you to keep reading.

Short Answer.... We get inside the dark underbelly of your customers mind.

You can never have enough information about your target Market.

Just like a detective goes out hunting for clues to solving a mystery or crime a Direct Response Copywriter will become your Sales sleuth. So I try and put myself in your customer shoes and try and feel what they are thinking and , feel their frustrations and objectives.

Something you may not know that in a lot of cases , a pro Copywriter will spend 75% of their time researching and only 25% on writing.

**Warning: Don't fall into the trap that most business owners and entrepreneurs fall into! And that is They assume what their clients want!**

So How do we overcome this? It starts with the brief and is divided into 3 key areas.

### "People...

- describe your perfect prospect. If it's more than one person who are they?
- What worries them? What keeps them up at night
- What are their top 3 daily frustrations
- What is their role in the decision making process

### "Product...

- What trends are happening in their industry
- highlight ways in which you are unique. Better or worse than competitors
- Admit where you are worse.
- use specifics

### Profit Margin

- How much can you afford to get a Sale or enquiry?
- Any news or examples of previous results.
- What media have you used before? If so What were the results

Have you been asking any of these? indeed the ugly thought of research brings back bad memories from high school for most of us.

Believe it or not all your Marketing answers are hidden right under your nose. You know them already all you have to do is commit them to paper.

And if you can spare 1 hour of your time to do so you will be guaranteed to make more money from your marketing.

Nobody knows more about your business than you. This is where you can start to plan your Marketing success.

So there are 5 questions you need to answer before you can succeed

- 1) Who are you talking to?
- 2) What do you want them to do?
- 3) When are you talking to them?
- 4) Where will you find them?
- 5) Why should they do what you want them to do?.

Failing that if you are unsure how to tackle your next Marketing project it's imperative you ask your Copywriter for a questionnaire. To give you an idea what separates a really good one from an average one... Top Copywriters will ask up to 25 questions versus 9-10 from lesser brethren.

The above guide is a useful tool for choosing the right person to fulfil your business goals. As always if in doubt always ask a Copywriter to show their samples first.

There you go... three ways a direct response copywriter can add value to your business. See you in the next issue.

Best Carlo

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Send an email to [carlo@epiccopywriting.com.au](mailto:carlo@epiccopywriting.com.au) for more information about how to get started today on your next project. You can even call me on 0414 549 484 or visit my website <https://epiccopywriting.com.au/> to subscribe to my Marketing updates. If you liked this guide and found the info valuable feel free to share with your friends and colleagues.

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