



Article

Blog writing

Copywriter: Anne Schwab

Killer Copy

Writing killer copy takes the talents of a killer copywriter. A writer with enormous creative ability to peel through the layers of a product to reveal what never has been revealed. A vision of a fresh tomorrow for your product. Then punch that vision through with fist-force. Zowie.

Finding the right words to market a product or service is essential to response-driven copy. And will move your reader to action. A talented copywriter offers new perspectives draped in unexpected combinations of words and phrases. But how to pack that punch? “Holy headline, Batman.” Yup, start with the headline. Catch ‘em with a snappy head like one we wrote for a Revere Ware^R promotion, “A grade-A offer. Purchase a Revere omelet pan on Sale and we’ll give you a dozen eggs to break it in.”

The advertising legend David Ogilvy understood the value of a good headline when he rewrote this famous headline 104 times. “At 60 miles per hour, the only thing you hear in a new Rolls Royce is the ticking of the dashboard clock.”

The headline must drive the reader to the next line which focuses on benefits, then to a promise you will keep, and finally to the offer and the sale. Copy should be concise, simple and conversational. Today, writing is often more digestible when written in sentence fragments, sort of how we talk. Once-sentence paragraphs. One-word sentences. Yes. And phrases beginning with conjunctions like—*and*, *or* and *but*. It’s OK, really.

Killer copy is the most significant online marketing tool in your advertising toolbox. And since buying decisions are based on emotions, words must pry open a prospect’s inner feelings. Does your product copy make them feel sexy, smart, attractive, or rich? Does it appeal to their passions, fears, or perhaps secret desires? Killer copy must get into the head and under the skin of the prospect. Now, the copywriter understands what makes a Rolls Royce owner *tick*. And it’s not the dashboard clock.

A virtual pile of crumpled paper often encircles the feet of copywriters at CMS. Working fearlessly and tirelessly to get the copy just right, our copywriters often labor long into the night, through dozens of iterations. To paraphrase a line from *It's A Wonderful Life*, every time you hear a balled-up piece of paper drop, a copywriter gets closer to the truth.

To discuss killer copywriting services for your next project, contact Creative Management Services 202 333 3560 and ask for Liliane or Anne.