

CLICK ACADEMY  
ASIA

# Fast Track Copywriting Mastery – Day 2

Jeff Rajeck, Senior Trainer



# Agenda

## Sessions 1-2

- I. Overview of online copywriting
- II. Online copywriting for the customer journey

## Sessions 3-4

- III. Online copywriting techniques
- IV. Intro to long-form online copywriting
- V. Storyboards
- VI. Professional copywriting

# Timings

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- 6:30 start
- 7:30 break
- 9:00 break
- 10:30 finish





Day 1 Review

# Businesses need to sell products



# Consumers want to buy products to satisfy needs





Markets are competitive – and so consumers have many options



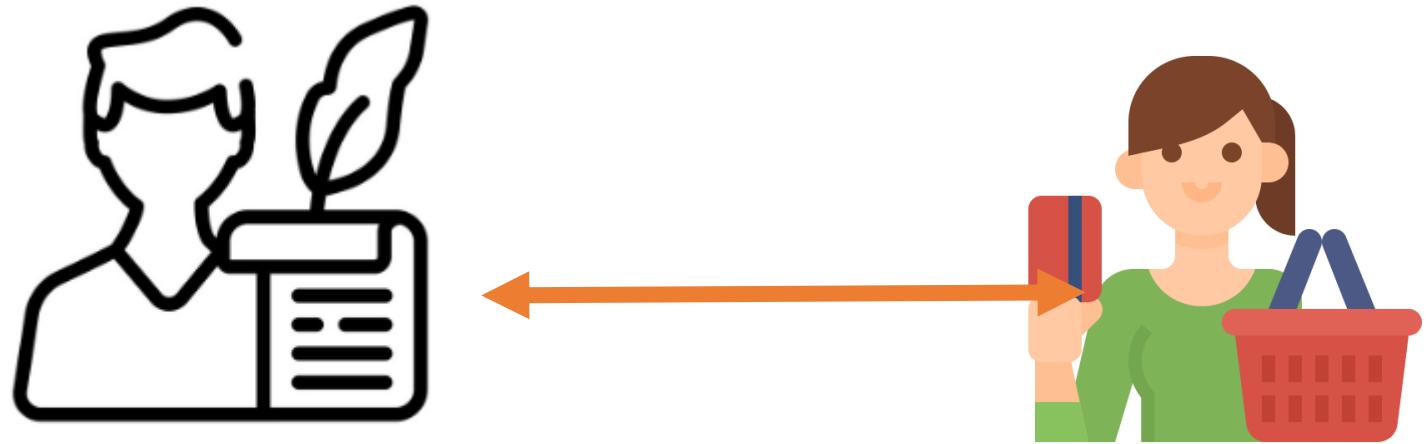


Businesses hire copywriters to help beat competition



Copywriter

# Copywriters first gather data about a customer (Persona)



Copywriter

## Persona

- Gender
- Age
- Location
- Lifestyle
- Values

# Then, find the most important things about the product (FABs)



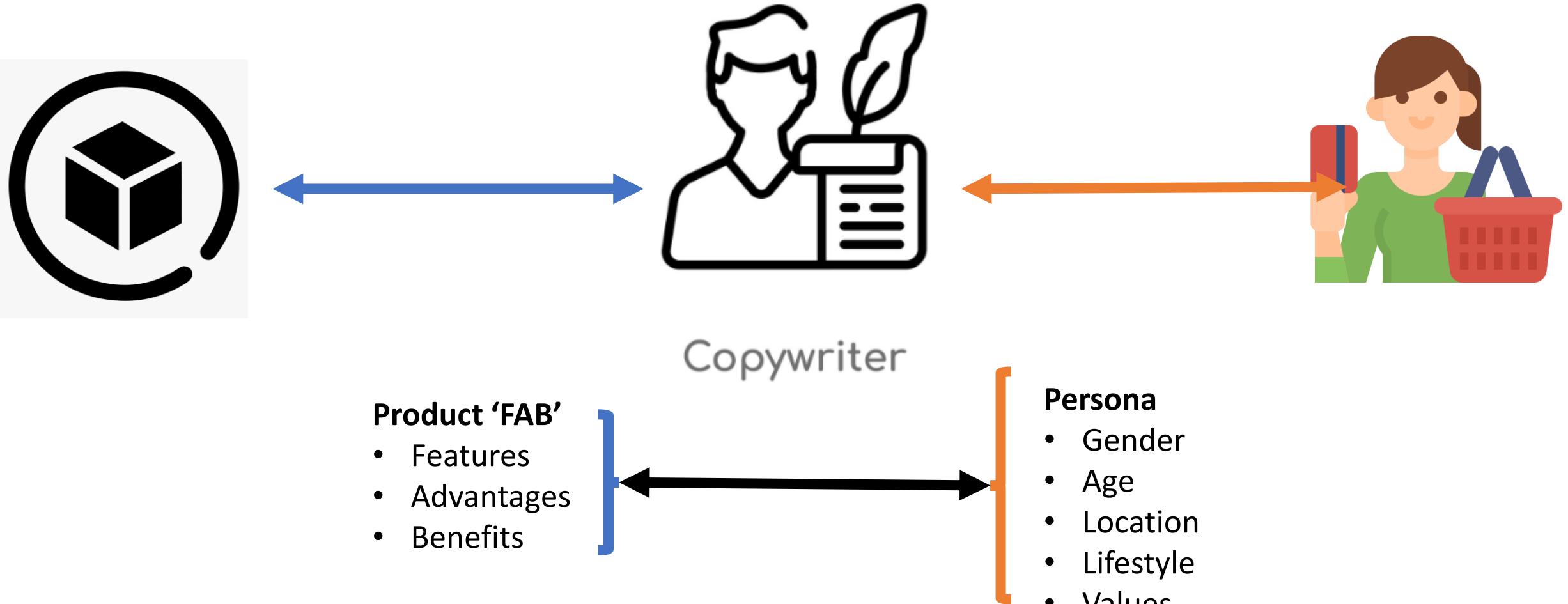
## Product 'FAB'

- Features
- Advantages
- Benefits

## Persona

- Gender
- Age
- Location
- Lifestyle
- Values

# Then, they match FABs with the Persona



# 1. Product

What product or service  
are you writing your copy  
about?



## 2. Audience

Who are you writing for?



# Shoe personas



- Tara the teenager
- Randall the runner
- Rhonda the retiree

\*\*\* The 4 main information categories of a persona's background

1. Geographic

- In what region, country or area does your audience live?

2. Demographic

- What age, gender and income category are you targeting with your copy?

3. Psychographic

- What lifestyle does your audience have?

4. Behavioural

- Is there any particular use case your audience would have for your product?

# Persona Worksheet

**Persona**

Who is a good persona for my product? Just need 2 word name, age, gender and maybe 5-10 words about them.  
Over 60

Response:  
John, 68, Male - Retired senior interested in technology and staying connected with family.  
Emily, 72, Female - Active retiree who enjoys photography and staying up-to-date with the latest gadgets.

**Background**

5-10 words on the Geographic, Demographic, Psychographic, Behavioural of my persona. In Singapore

Response:  
Geographic, Demographic, Psychographic, Behavioural: Retired male in Singapore, seeking simplicity and reliability in a smartphone.

**Values**

What does my persona value according to the Bain Elements of Value. Top 2 or 3 and then 1 thing they do NOT value.

Response:  
According to the Bain Elements of Value, John values Simplicity and Reliability as top priorities in a smartphone. He likely does not value Novelty or Aesthetics as much, as he is seeking a straightforward and dependable device.iiii

**Features**

What are 3 key features of my product

Response:  
The 3 key features of the Apple iPhone SE for John are:

1. Simplicity - The iPhone SE has a straightforward user interface and intuitive features, making it easy to use for those seeking a simple smartphone experience.
2. Reliability - As an Apple product, the iPhone SE is known for its durability and consistent performance, providing a reliable smartphone option.

We used the persona worksheet to document:

- Product
- Persona
  - Background
  - Values
- Product
  - Features
  - Advantages
  - Benefits

And combined them all to get a ‘pitch’

### 3. The Customer Journey

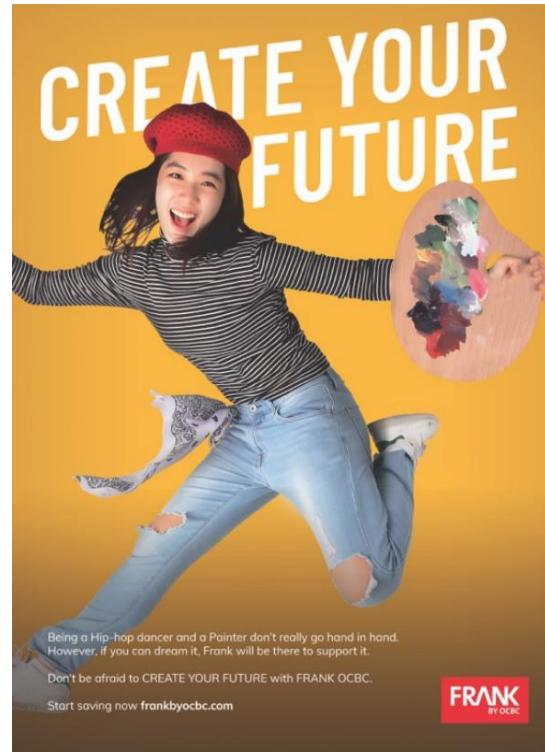
Where is the audience on their 'journey' to purchase your product?



# FRANK by OCBC Customer Journey



Headline



Ad copy



Web copy

## 4. Outcome

What do you want them to know and/or do?



# FRANK by OCBC Customer Journey



Headline



Ad copy

A screenshot of the FRANK by OCBC website under the "FOR STUDENTS" tab. The page title is "A FRESH GRADUATE'S GUIDE TO SAVING MONEY". It includes a sub-headline "SES | EMERGENCY SAVES", a photo of a woman, and a detailed article about financial challenges faced by new graduates.

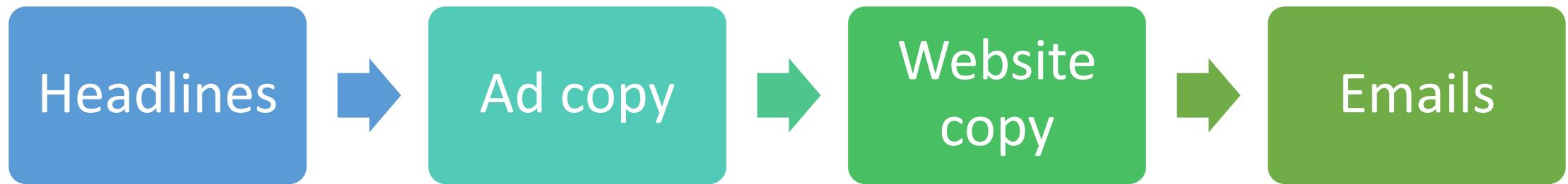
Web copy



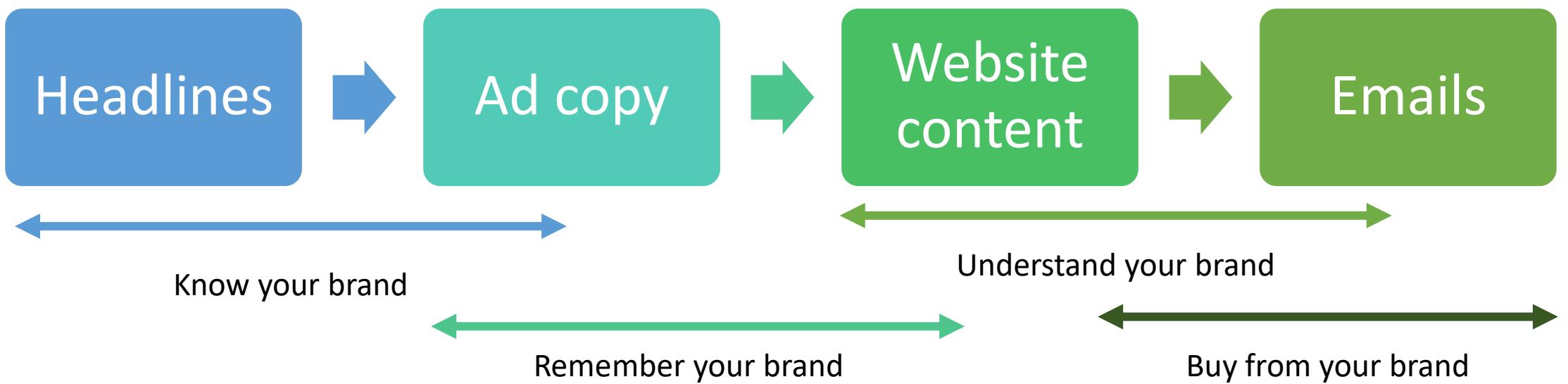
Find out how you can be smart about your  
with the FRANK Account and Debit Card.

GET STARTED

# Copywriting for the customer journey (connecting the dots)



# Copywriting for the customer journey



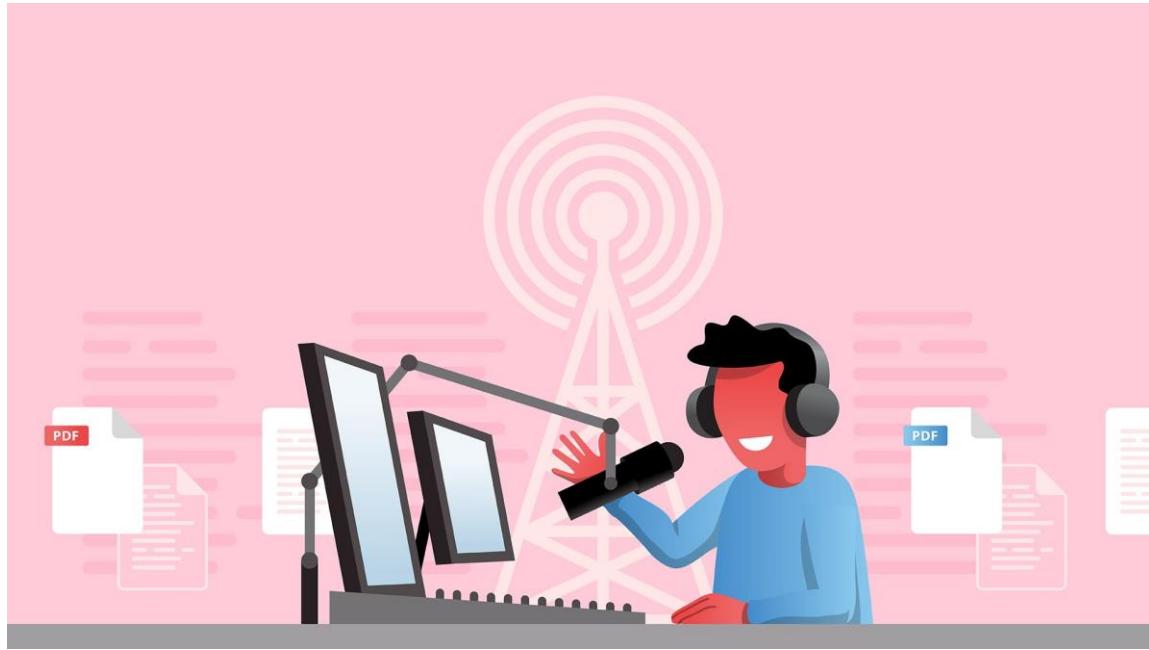
## 5. Media

Where is the best place for your audience to read your copy?



# \*\*\* Broadcast media types

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- Broadcast media refers to traditional media which sends content to a large and usually anonymous audience
- It is typically a one-way communication model – from media producer to audience – with little or no feedback
- Broadcast media types: Television, radio, print
- Broadcast media is typically used for generating awareness.

# Interactive media types

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- Interactive media refers to platforms which allow two-way communication for content between the producer and the audience.
- Interactive media audiences can like, share and comment on media – often in real-time.
- Interactive media types: Company websites, blogs, social media, email, and digital video.
- Interactive media can be used for
  - Generating awareness
  - Developing interest
  - Building desire
  - Driving action



**\*\*To pick the right media for your copy, copywriters need to consider**

- Audience
  - Is the media the right place to reach the audience – and is its reach sufficient?
- Customer journey
  - Does the media choice make sense for the stage of the customer journey?
- Outcome
  - Is the consumer likely to move to the next stage of the journey after reading your copy on the media?



1

# Choosing a platform: Headline

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## Platform: Social media

- Audience: Anyone who buys hair straiteners
- Customer journey: Social media ads are seen without searching, so new people will see the copy.
- Outcome: Order now – or try them in store.

Dyson.com.sg  
Sponsored · 1

Straightens from wet to dry, simplifying your routine.



HTTPS://WWW.DYSON.COM.SG/  
Dyson Airstrait™ straightener  
[Order now](https://www.dyson.com.sg/)

In Singapore now.

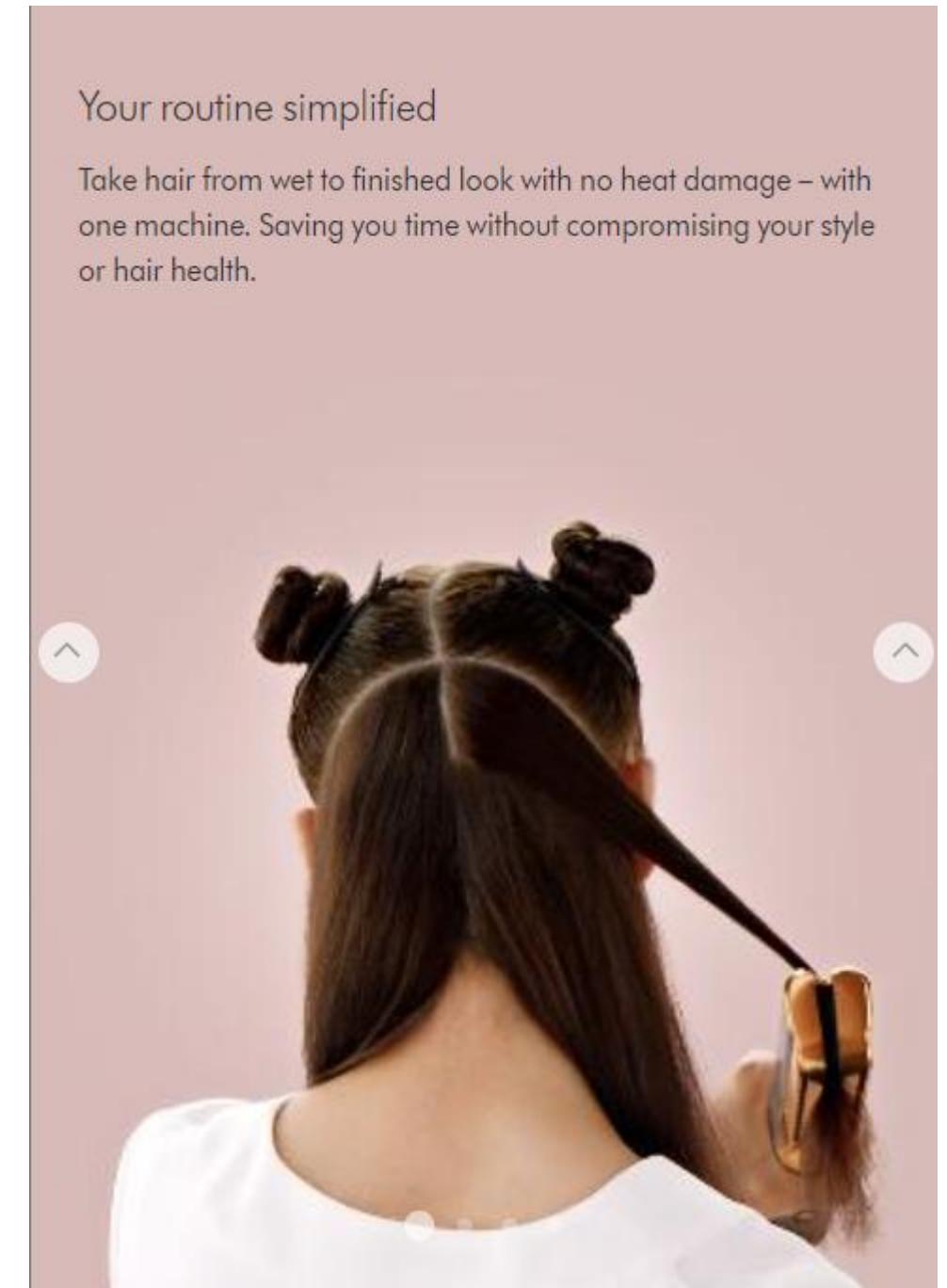
Like Comment Share

# Choosing a platform: Short copy

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## **Platform: Website short copy**

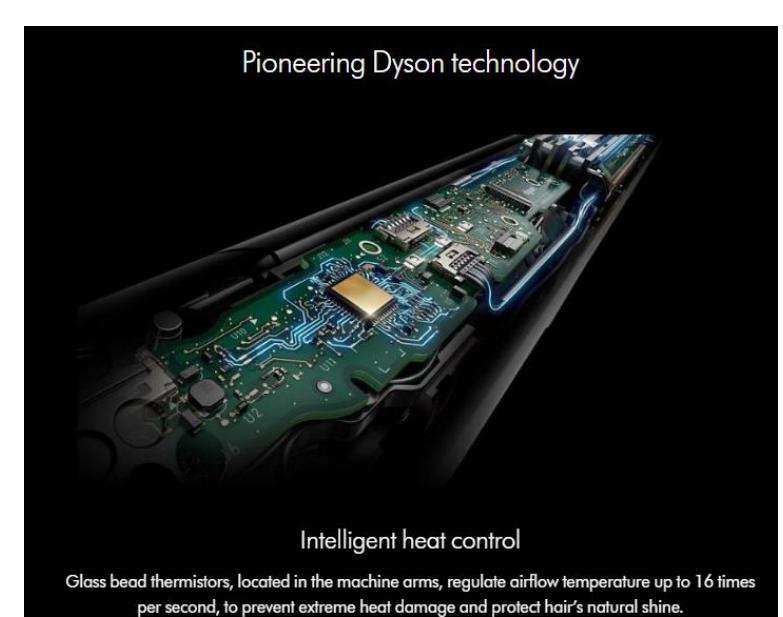
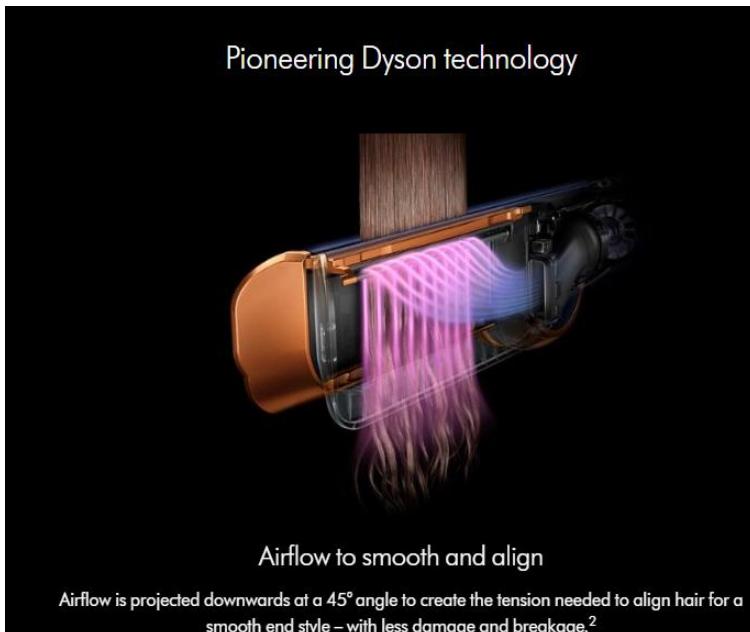
- Audience: People who clicked on an ad
- Customer journey: Website as it has more copy than online ads.
- Outcome: Readers learn 1 or 2 things about the product



# Choosing a platform: Long copy

## Platform: Website

- Audience: Customers who need to know more before spending so much
- Customer journey: People who need to know 'why pay so much?'
- Outcome: Through long-form copy the brand can say a lot about the brand so the consumer properly understands the brand's unique selling points.



# Choosing a platform: Call To Action

## Platform: Email or Website

- Audience: FABs again along with bundles, offers, discounts
- Customer journey: Provides information about what consumers should do next – as well as an incentive to act now.
- Outcome: A reasonable shot at getting people to buy – if they have enough info

## 10.10 deals

Limited availability

Dyson Airstrait™ straightener  
(Ceramic Pink/Rose Gold)

Wet to dry straightening, with air. No hot plates.  
No heat damage. Straightens from wet to dry,  
simplifying your routine.



★★★★★ [7169 Reviews](#)

\$799.00

[Complimentary travel wrap worth \\$89](#)

Add to Cart

Learn more



### III. Online copywriting techniques

# Learning outcome, Knowledge and Abilities

- LO3 Write new copy for broadcast and interactive media which is semantically correct and follows grammar rules.
  - A4 Edit copies to conform to grammar rules
  - K7 Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct
  - K6 Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses



8) Know your brand:  
Headlines

# Techniques to improve your headlines for the customer journey

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1. Ads: Power words
2. Ads: Questions
3. Web: Numbers
4. Email: Novelty



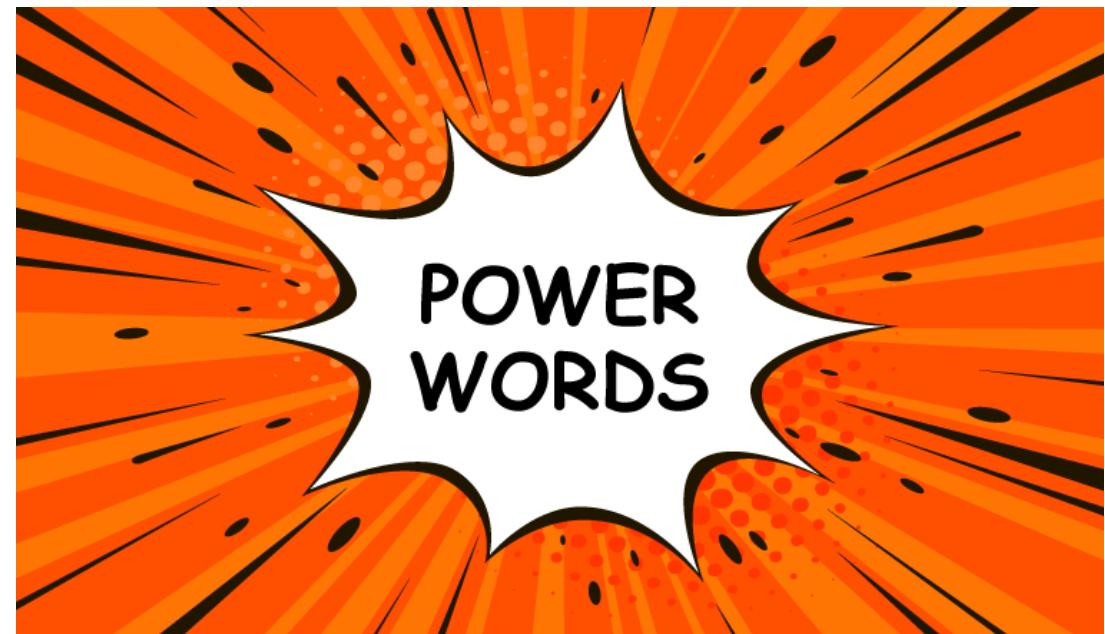


1. Ad headlines: Power words

# The power of emotions

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- Powerful words are used to drive emotion and, according to research, “...emotions create preferences, which lead to our decisions.”



There are many lists of power words which can help you choose words which will support your headline strategy.

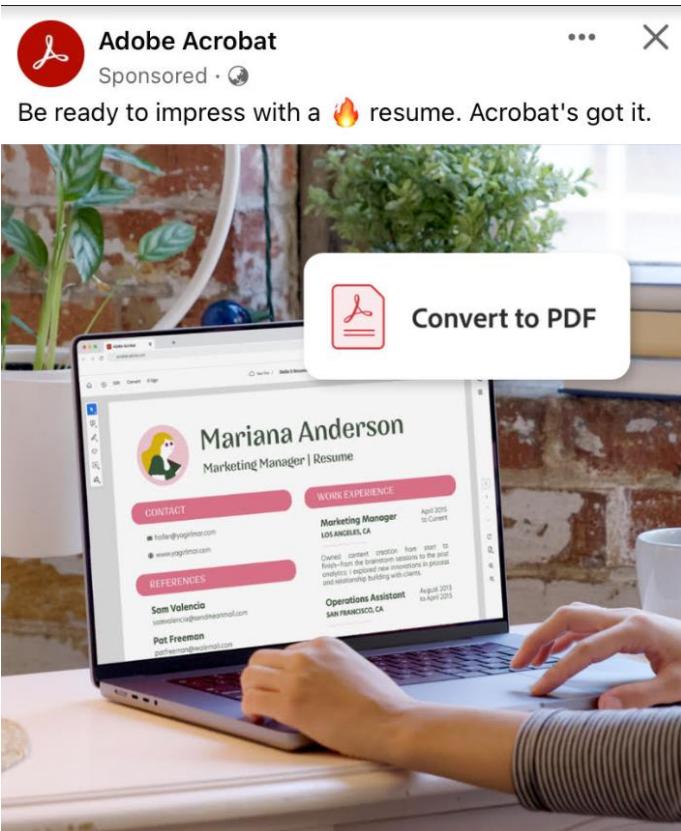
Happiness	Indulgence	Prestige	Humor	Gravity
Heartwarming	Guilt	Expensive	Funniest	Gargantuan
Inspiring	Guilt-free	Glamorous	Hilarious	Gigantic
Profound	Indulgent	Luxurious	Laugh	Huge
Zen	Obsessed		Ridiculous	Intense
Alive	Ravenous			Massive
Light	Lazy			Gripping
Healthy				Goddamn
				Seriously
Memorability	Novelty	Lust	Simplicity	Beauty
Captivate	Challenge	Begging	Basic	Adorable
Genius	Discover	Crave	Cheat-Sheet	Awe-Inspiring
Memorable	Extraordinary	Decadent	Easy	Beautiful
Undeniable	Hack	Delirious	Effortless	Breathtaking
Unforgettable	Latest	Fantasy	Ingredients	Dazzling
Unpopular	Life-changing	Forbidden	Minimalist	Gorgeous
Impressive	Magic	Irresistible	On-Demand	Stunning
Embarrassing	Miracle	Naked	Painless	Swoon
New	Provocative	Rules		Swoon-worthy

<https://sumo.com/stories/power-words>

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Power word examples

# Power word headlines



Adobe Acrobat  
Sponsored • 🔍

Be ready to impress with a 🔥 resume. Acrobat's got it.

Convert to PDF

Mariana Anderson  
Marketing Manager | Resume

CONTACT

REFERENCES

WORK EXPERIENCE

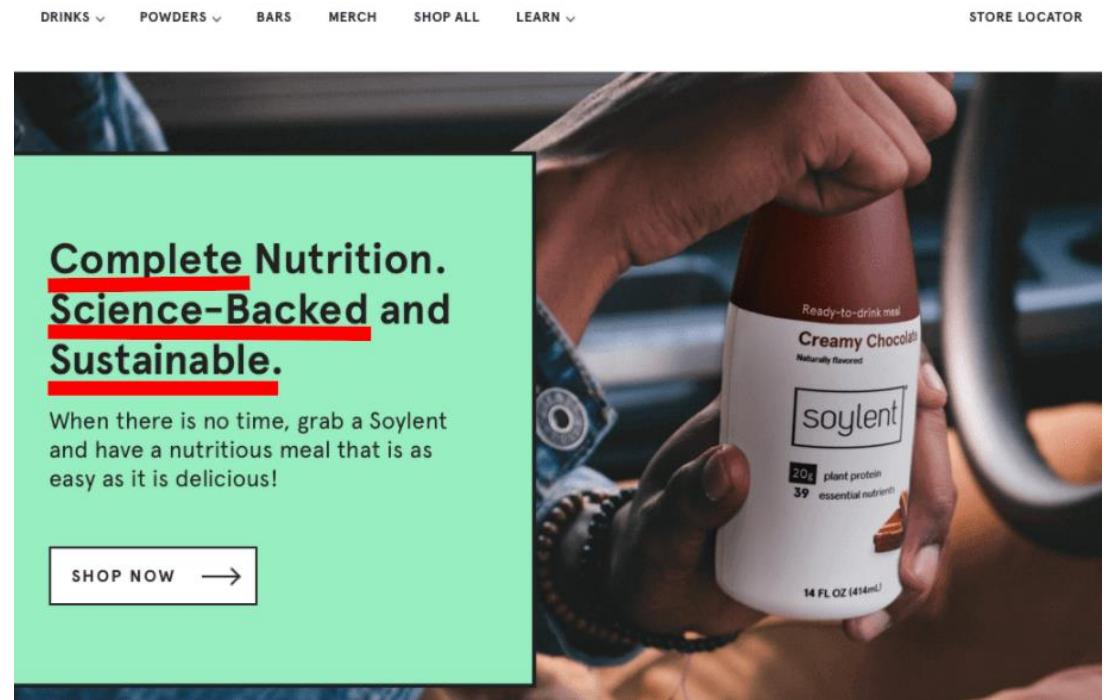
Operations Assistant  
SAN FRANCISCO, CA

Marketing Manager  
LOS ANGELES, CA

Overall, current creation from April 2015 to Current. From the braintrust sessions to final analysis, I explore every opportunity in process and relationship building with clients.

adobe.com  
Buy Acrobat now.

Learn more



DRINKS ▾ POWDERS ▾ BARS MERCH SHOP ALL LEARN ▾ STORE LOCATOR

Complete Nutrition.  
Science-Backed and  
Sustainable.

When there is no time, grab a Soylent and have a nutritious meal that is as easy as it is delicious!

SHOP NOW →

Ready-to-drink meal  
Creamy Chocolate  
Naturally flavored

20g plant protein  
39 essential nutrients

14 FL OZ (414mL)



2. Ad headlines: Questions

# Why questions?

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- People cannot multitask very well
- Seeing a question starts a new mental ‘task’ which is difficult to avoid.
- The new task steals attention from existing browsing.

**Is there a new customer hiding in your data?**

Most organizations only use 1% of the data available to them. Smarter enterprises are analyzing more of their data to find more of their customers. By uncovering entirely new markets and improving experiences for existing customers, some businesses are getting more than \$10 back for every dollar spent on analytics.

This is Big Data & Analytics on a Smarter Planet.



[ibm.com/findcustomers](http://ibm.com/findcustomers)

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# Question headline example

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### 3) Keywords

# The Search Engine Result Page (SERP)

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- Following a search, Google checks your search term ('keyword') against billions of web pages to provide you with the best result
- One of the factors in determining SERP rank is pages with a headline (and subsequent copy) which contain the keyword.

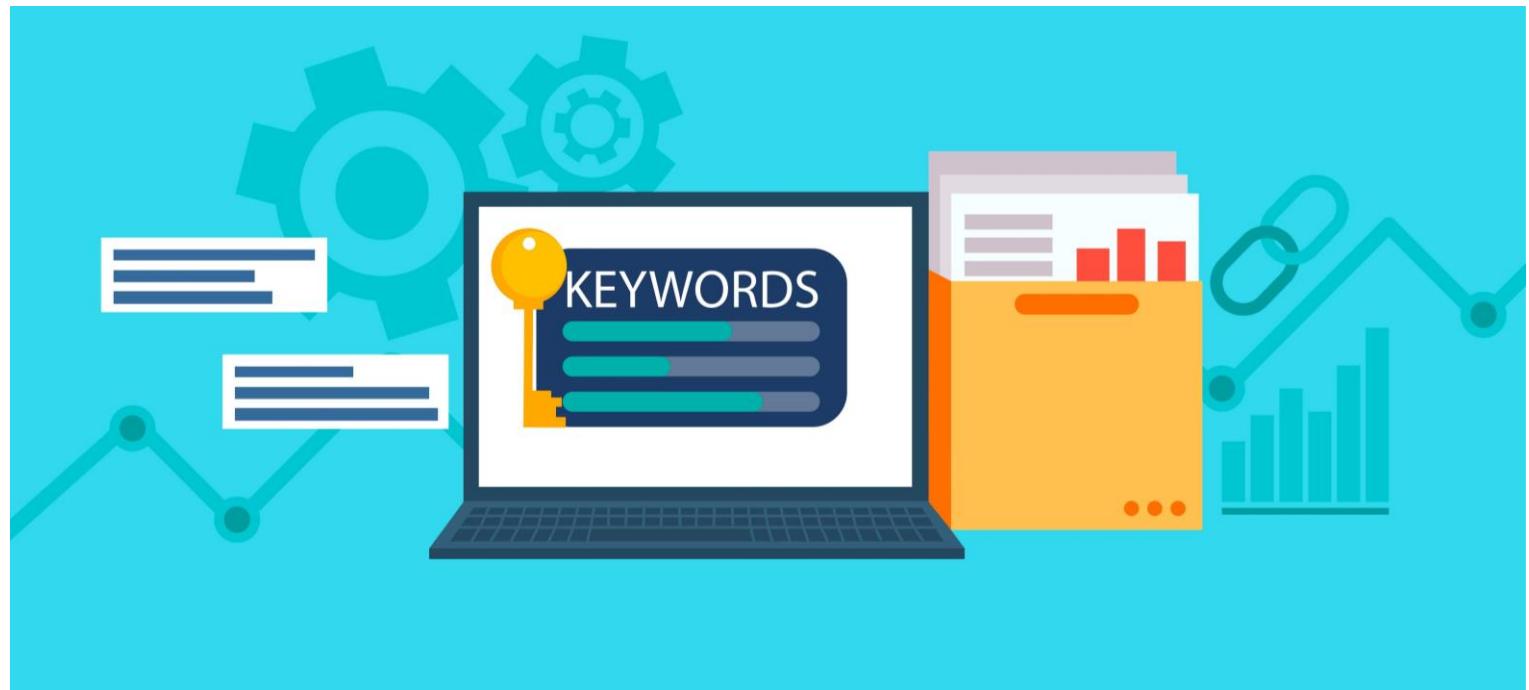
A screenshot of a Google search results page. The search bar at the top contains the text "copywriting". Below the search bar, there are four search results:

- HubSpot Blog**  
https://blog.hubspot.com › marketing › good-copywri...  
[Copywriting 101: 6 Traits of Excellent Copy Readers Will ...](#)  
20 Oct 2020 — Copywriting consists of the words, either written or spoken, marketers use to try to get people to take an action after reading or hearing them.
- Rock Content**  
https://rockcontent.com › Latest ...  
[Copywriting: Everything about and 11 techniques to craft ...](#)  
Copywriting is the art of crafting compelling content strategically designed to drive conversions and boost sales. From engaging emails and captivating ...
- Wikipedia**  
https://en.wikipedia.org › wiki › Copywriting ...  
[Copywriting - Wikipedia](#)  
Copywriting is the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, called copy or sales copy, ...  
Employment · Famous copywriters · Formats · Search engine optimization...
- Fiverr**  
https://www.fiverr.com › guides › what-is-copywriting ...  
[Copywriting 101: Benefits, Techniques, Examples \(2023\)](#)  
16 May 2023 — Copywriting involves creating compelling text that effectively markets a product, service, or concept to a target audience.  
Who needs copywriters? · Types of copywriting · Copywriting examples

The words you use in copywriting (keywords) are a major factor in where your page ranks on the SERP.

Your site's rank can have a profound effect on the business.

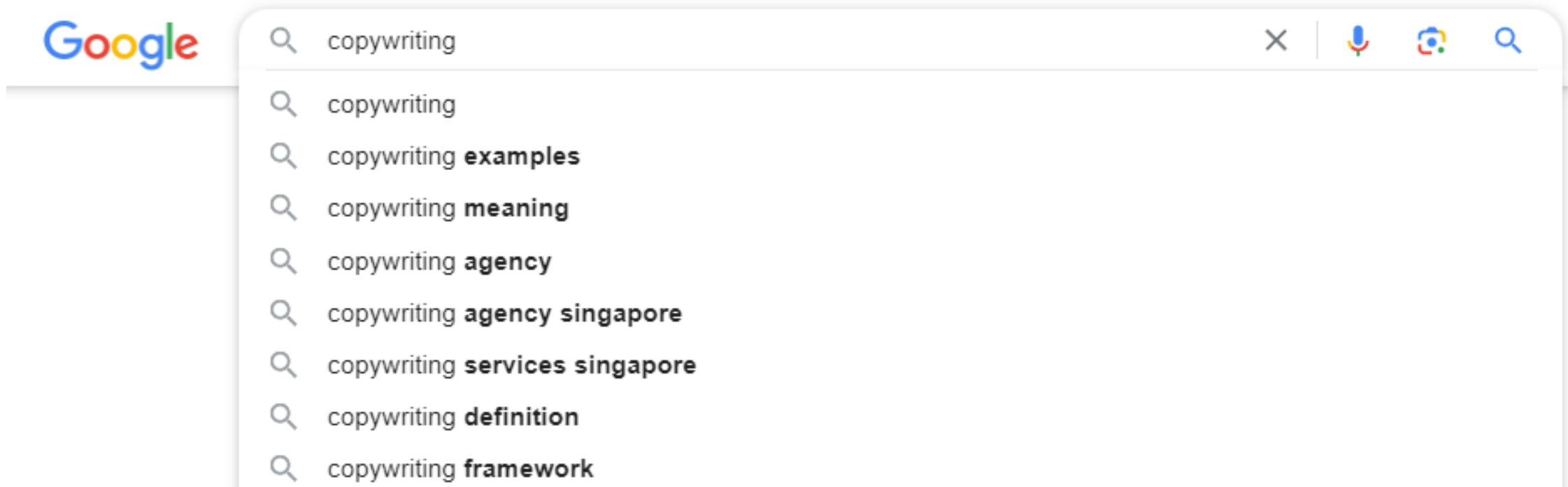
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How do you know  
which keywords  
to use for your  
headline?



# Research tool 1: Autocomplete



## Research tool 2: Searches related to

examples **of** copywriting **ads**

**great marketing copy**  
examples

**sample** copywriting  
**assignments**

**what is** copywriting

**creative copy** examples

Gooooooooooooogle >

1 2 3 4 5 6 7 8 9 10

Next

# Research tool 3: People also ask

## People also ask

What exactly does a copywriter do?



How do I become a copywriter?



Is copywriting a good career?



How much do copywriters make?



*Feedback*

 You

Please provide the top 10 keywords that a 50 year old man would use when searching for running shoes

 ChatGPT

1. Cushioned
2. Supportive
3. Shock-absorbing
4. Joint-friendly
5. Comfortable
6. Long-lasting
7. Stability
8. Arch support
9. Running longevity
10. Mature runner's shoes



 You

Please provide 10 headlines for web posts which use those keywords

 ChatGPT

1. "Explore Running Shoes Known for Their Cushioned Support and Longevity."
2. "Consider Joint-Friendly Running Shoes: A Guide for 50+ Men."
3. "Long-Lasting Comfort: Investigating Cushioned and Durable Running Shoes."
4. "Stability Matters: Researching Top-Rated Supportive Running Shoes."
5. "In-Depth Look at Comfortable and Shock-Absorbing Running Footwear."
6. "Understanding Arch Support: Key Features in Running Shoes for 50+ Men."
7. "Maximizing Comfort: A Review of Cushioned and Supportive Running Shoes."
8. "Optimal Support for Mature Runners: Exploring Cushioned Footwear."
9. "Confidence in Every Step: Evaluating Cushioned and Stable Running Shoes."
10. "Practical Insights: Choosing Joint-Friendly Running Shoes for Your Needs."



# Research tool 4: ChatGPT

# ChatGPT: Headline - Keywords

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- Top 10 keywords that my persona would use to search for my product
- 10 headlines for web posts which use those keywords



You

Please provide the top 10 keywords that a 50 year old man would use when searching for running shoes



ChatGPT

1. Comfortable running shoes
2. Cushioned running shoes
3. Arch support running shoes
4. Joint-friendly running shoes
5. Stability running shoes
6. Shock-absorbing running shoes
7. Long-lasting running shoes
8. Mature runner's footwear
9. Supportive athletic shoes
10. Running shoes for over 50





4. All headlines: Novelty

# The psychology of the new



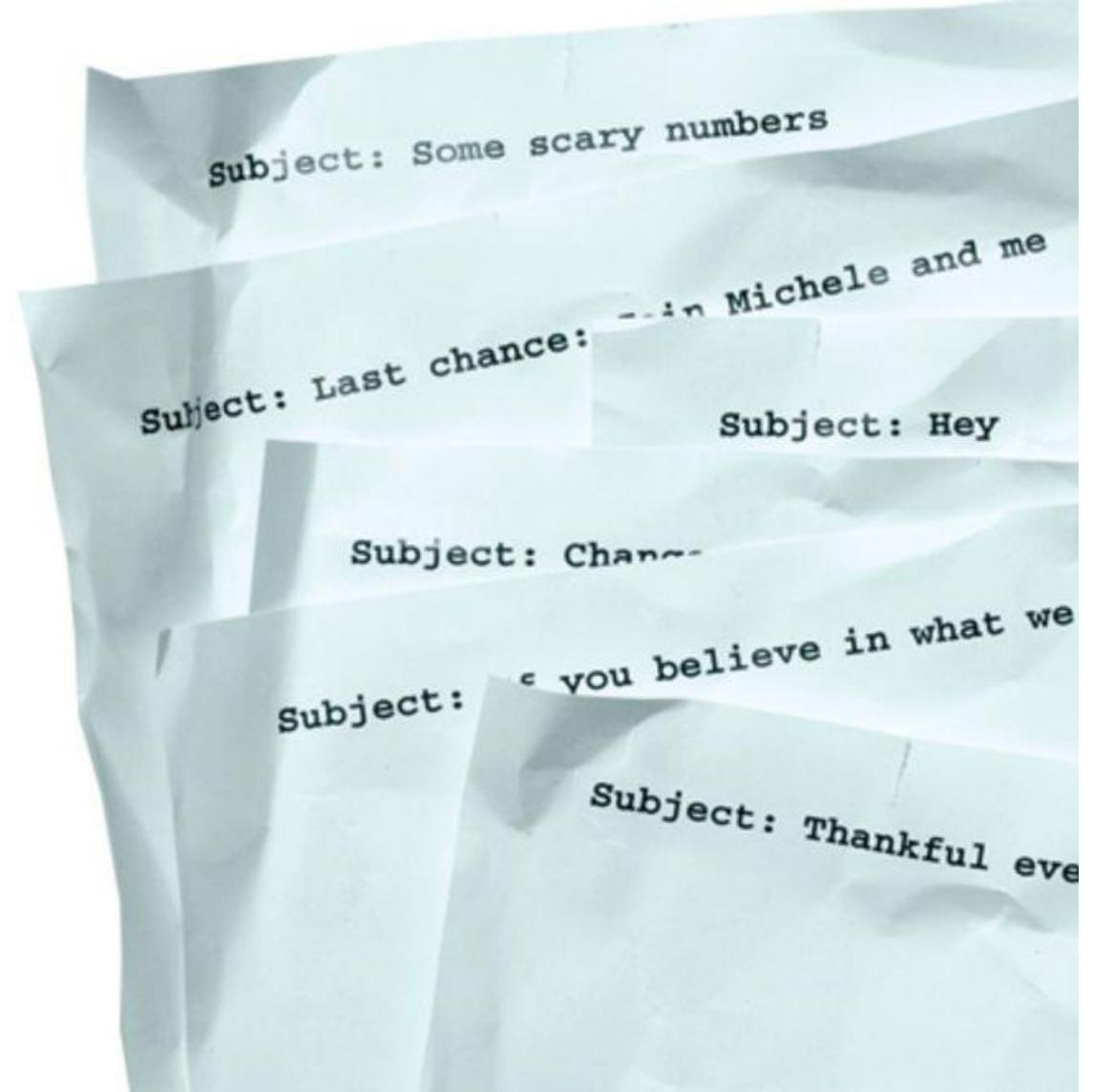
Our brains are wired to get pleasure from something new (amygdala) even over something we know we like.

# Novelty: Example

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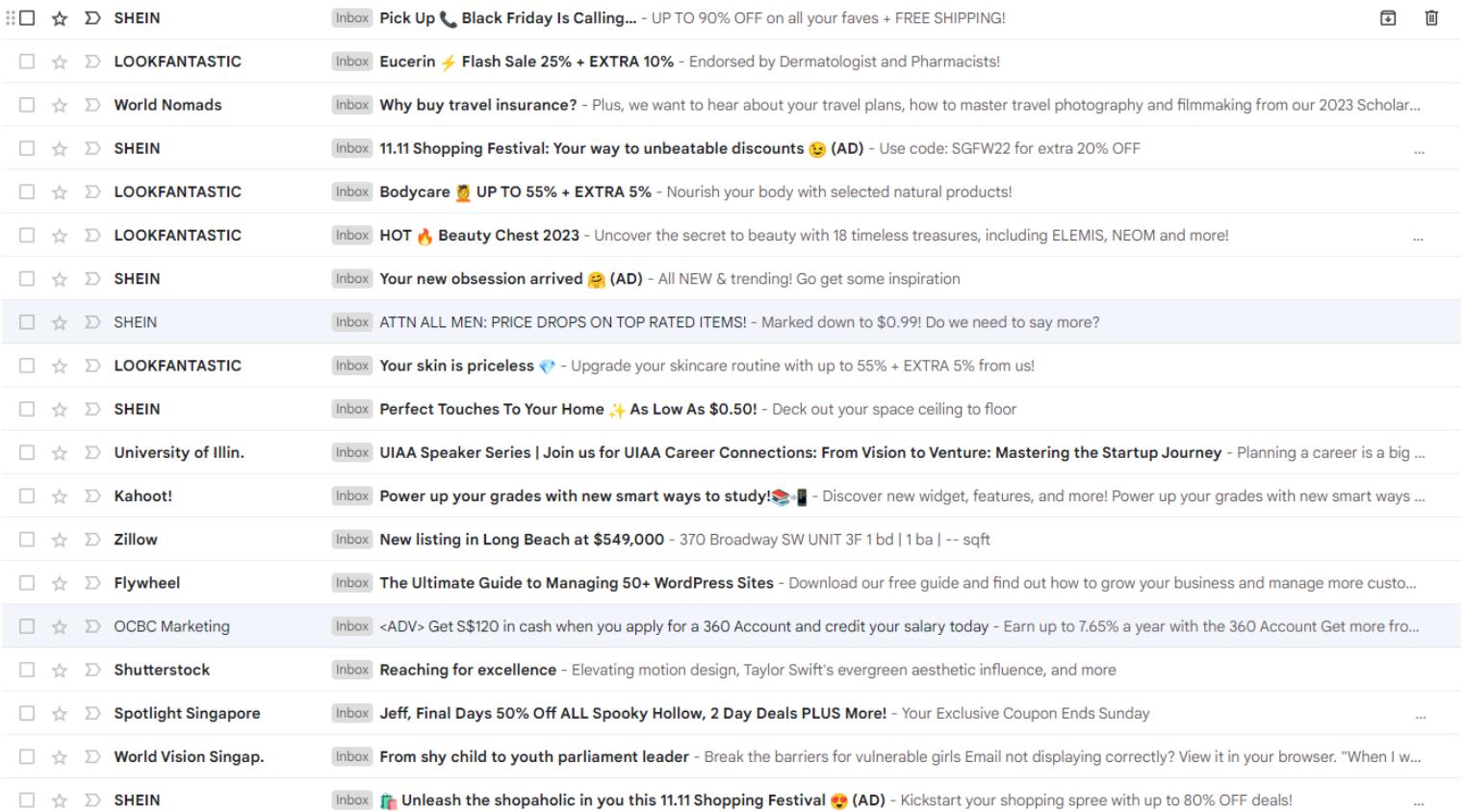
The Obama campaign fundraising email subject lines:

- Hey
- Hell no
- Dinner with the Obamas
- Meet me for dinner
- Fly in for my birthday get-together



# Novelty in the promotions tab

To stand out among thousands of other emails, email headlines (subject lines) should use novelty





9) Remember your brand:  
Ad copy

# Brand ad copy

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- Some products have FABs which are too long for just a headline
- Copywriters need to write short ad copy to help the consumer understand the FAB.

Slack shared a link.  
Sponsored · 1h

Like Page

What it feels like to sit in 25% fewer meetings.

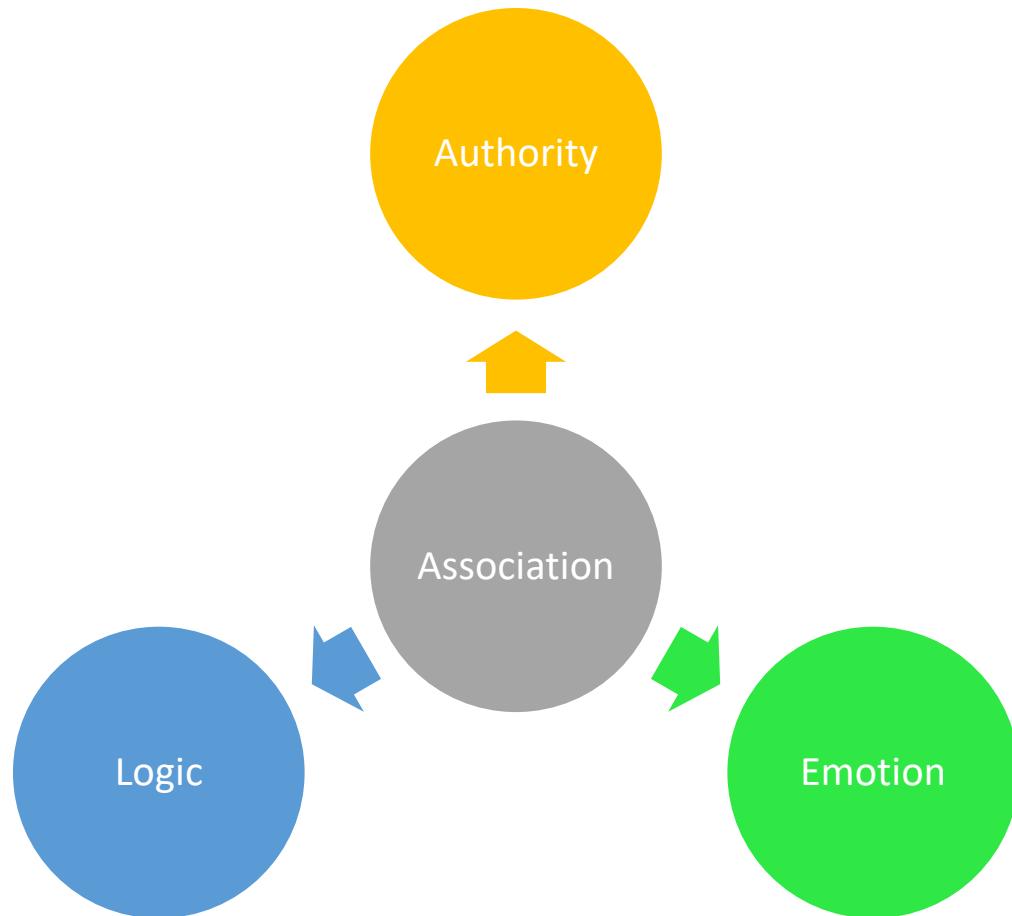
Slack: Make Work Better

Slack brings all your communication together in one place.

SLACK.COM/RESULTS

Learn More

# Using copy for brand associations



To create brand associations, copywriters can appeal to:

- Authority
- Emotion
- Logic

# Authority

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- Establishes the brand as an expert or uses credible sources.
- Ad copy intends to instill confidence in those who value ‘quality’ or ‘information’.
- Sensodyne is associating the brand with a benefit, ‘sensitivity relief’, via a dentist.

The advertisement features a female dentist with short brown hair, wearing a white lab coat, standing with her hands slightly raised in a welcoming or explanatory gesture. She is smiling. To her right, there is a quote: "I recommend Sensodyne." followed by "Dr. Alexander-Smith. Dentist, Chicago." To the left of the dentist, there is a large blue graphic element that looks like a stylized 'S' or a wave. On the right side of the image, the product name 'SENSODYNE' is written vertically in large blue letters, with 'EXPERT SENSITIVITY RELIEF' above it and 'PLUS' below it. Below the product name, the text 'THE BENEFITS OF DAILY TOOTHPASTE' is displayed. At the bottom right, there is a photograph of a Sensodyne Extra Whitening toothpaste tube. The tube is white with blue and green accents, and the text 'SENSODYNE', 'EXTRA WHITENING', and 'TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION'. Below the tube, the text '#1 Dentist Recommended Brand for Sensitive Teeth' and '\*with twice daily brushing' is shown.

EXPERT  
SENSITIVITY RELIEF

**PLUS**

THE BENEFITS  
OF DAILY TOOTHPASTE

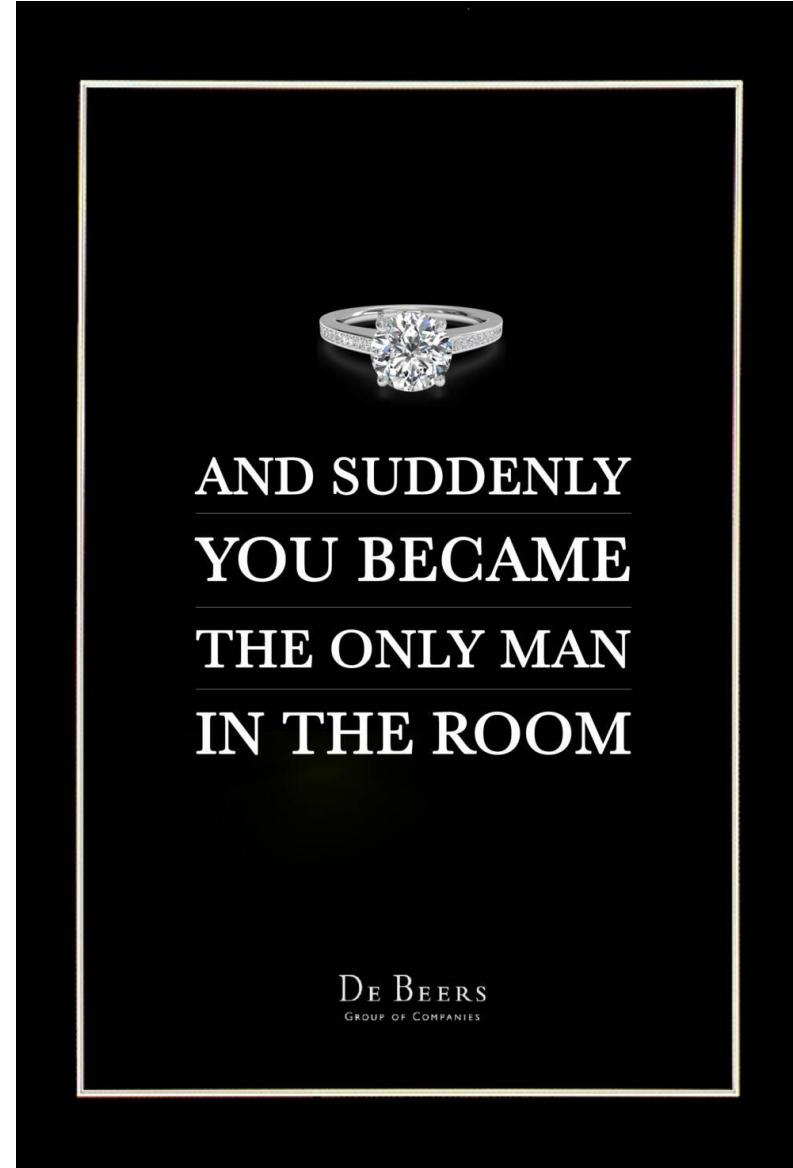
SENSODYNE<sup>®</sup>  
TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION  
NET WT 4.3 OZ (120 g)

#1 Dentist Recommended Brand for Sensitive Teeth  
\*with twice daily brushing

# Emotion

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- Copy which appeals to emotion will include
  - Inspirational stories
  - Famous quotes
  - Picturesque language
  - Humor
- Emotion works well for consumers who value ‘sensory appeal’, ‘variety’, ‘badge value’, ‘design/aesthetics’, or ‘nostalgia’.
- Through its copy, De Beers associates itself with the intangible emotion of ‘proving love’ by purchasing a diamond.



# Logic

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- Logical ad copy creates an association using logic by:
  - Making a logical ‘true’ statement
  - Offering a case study
  - Providing a comparison
- Consumers who value ‘saving time’, ‘reducing risk’ or ‘avoiding hassle’ will respond well to logical ads.
- In this print ad, Bounty is making a logical claim:
  - If you use more absorbent paper towels,
  - Then you will use less of them





10) Understand your  
brand: Website copy

# Website copy

- Once a consumer has clicked on an ad, they have shown interest in your product.
- Website copy should, then, develop consumer interest and give them reasons to purchase from you rather than competitors (i.e., increase desire).



Jun 1, 2023

Minimalism as a lifestyle is rising in popularity. Many people are opting for less — of everything. The benefits of this approach can be multifaceted: you can save money, decrease stress, and also reduce your environmental footprint.

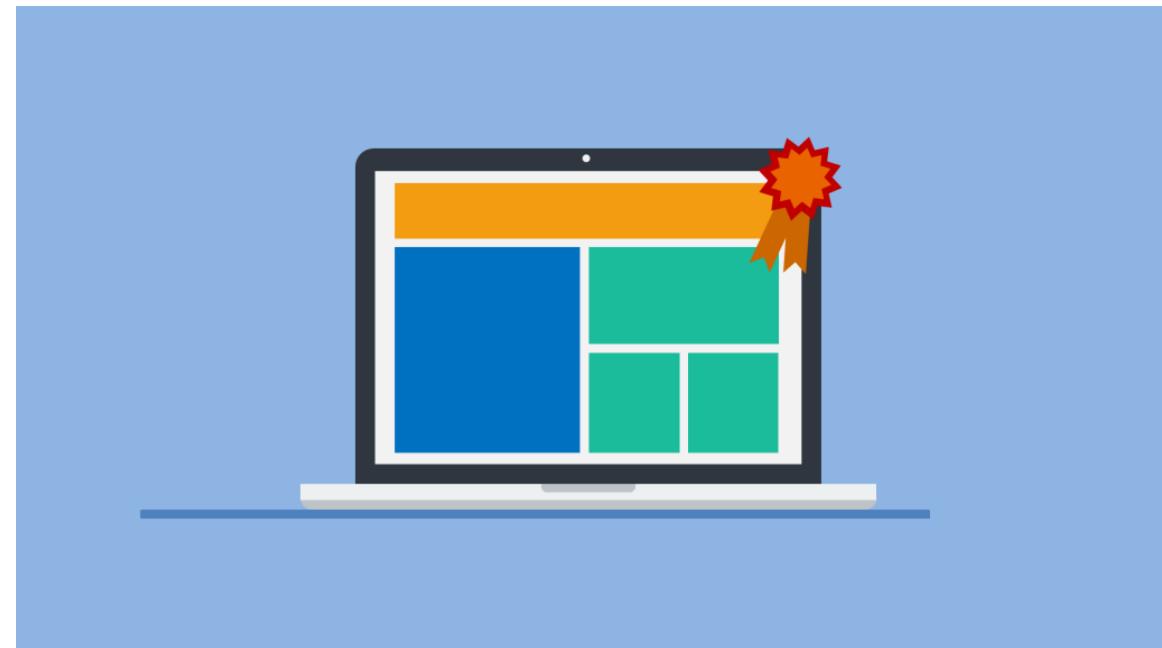
Because a laptop fulfills multiple needs for most users, it is often considered an essential item. Here are some tips for aspiring minimalists who need a laptop.

- 01 [Shop Quality, Not Quantity](#)
- 02 [Buy a More Powerful Laptop Than You Need Right Now](#)
- 03 [Pick a Minimalistic, Elegant Design](#)

# Website functions and copy formats

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- **Persuade:** Landing page
- **Inform:** Product info
- **Entertain:** Blog posts



# Persuade: Landing page

- A landing page is the first page a consumer sees after clicking on an ad.
- For a direct response offer, it can be the beginning of the end of the customer journey – or it can be the start of a much longer customer journey.

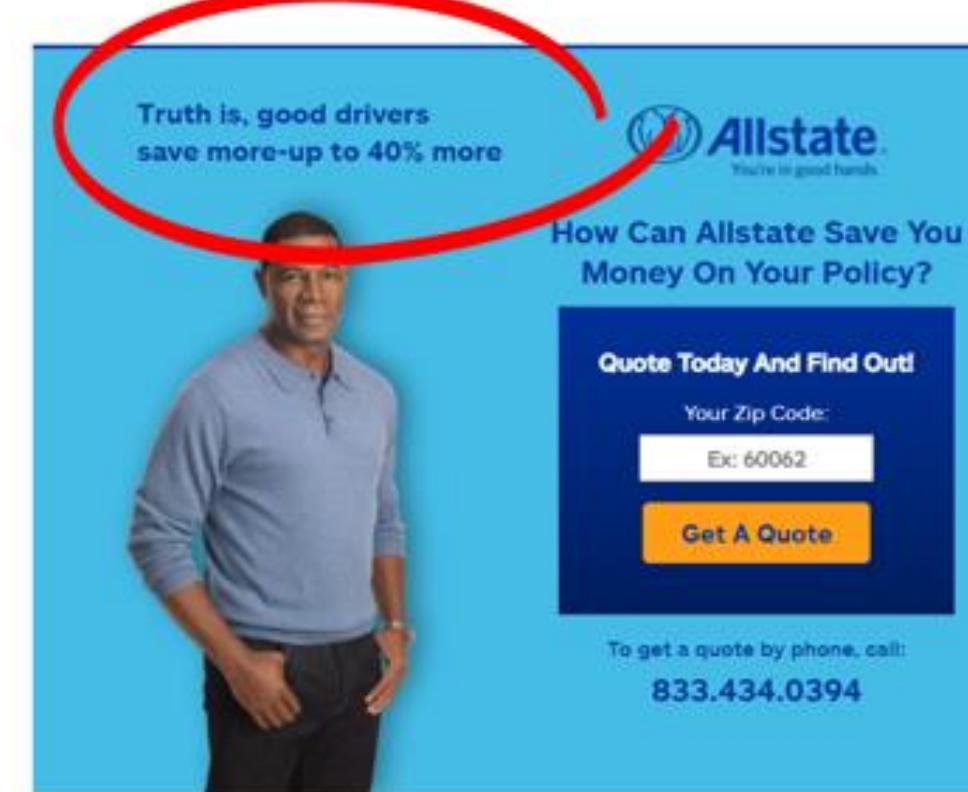
Landing  
page

Ad · www.allstate.com/ \*

Allstate® - Official Site - Safe Drivers Save 40%

Allstate® Insurance gives you quality coverage at a great price. At Allstate, safe driving pays. Connect to Drivewise® and save. Quote now! Multiple policy discount. Many discount offerings. Insurance coverage: Auto, Homeowners, Renters, Motorcycle.

Bundle Policies and Save · Switch & Save w/ Allstate · Find Discounts and Save



# Amex KrisFlyer Ad and Landing Page

The diagram illustrates the user flow from an advertisement to a landing page and finally to a detailed card offer.

- Advertisement:** On the left, there is a small screenshot of an advertisement for the Amex KrisFlyer Credit Card. It features a blue credit card with the Amex logo and KrisFlyer branding, along with some promotional text.
- Landing Page:** In the center, there is a larger screenshot of the landing page for the Amex KrisFlyer Credit Card. The page includes:
  - A main headline: "Amex KrisFlyer Credit Card | Receive S\$80 NTUC Vouchers".
  - A sub-headline: "Upon First Spend. Apply by Feb 23rd to Enjoy This Offer. T&Cs Apply."
  - Links to other Amex cards: "KrisFlyer Credit Card · Amex True Cashback Card · Amex Platinum Credit Card · Amex CapitaCard".
  - A sidebar with sections like "View All Cards", "Most Popular Cards", "First Year Fee Waiver", "CARD TYPE" (Credit), "PREFERRED CLOUD PROGRAM", "STARS", "Membership Rewards", "BENEFITS", "WANT AMEX?", and "CREDIT KNOW-HOW".
- Detailed Offer Page:** On the right, there is a large screenshot of a detailed offer page for the "The American Express® Singapore Airlines KrisFlyer Credit Card". The page includes:
  - A large image of the blue credit card.
  - Text: "The new travel back to fly Singapore Airlines".
  - Buttons: "Apply now" and "Add to compare".
  - Social media links: Facebook and Twitter.
  - Card details: "Card Type: Credit Card", "Annual Fee: \$8170.00 (inclusive of GST)", "Annual Supplementary Card Fee: \$850.00 (inclusive of GST)", and "Earn rate: 1.1 KrisFlyer miles for every SGD spent on all your eligible purchases with your Card".
  - A section titled "Receive 1,500 KrisFlyer miles each, for the first two approved Supplementary Cards".
  - A section titled "Welcome Offers" featuring an image of a red envelope with Chinese characters and the text "Receive S\$80 NTUC VOUCHERS upon first spend on Card".

American  
Home  
Shield ad



# American Home Shield landing page

[TAKE SURVEY](#) Questions? Call us. **866 406 0440**

**American Home Shield**

1 What is a Home Warranty? 2 Avoid Unexpected Costs 3 Testimonials 4 Choose Your Plan

**Might happen.**

**See if your area is protected from what **WILL** happen.**

ZIP Code\* **GET STARTED**

**Will happen.**

Homeowners Insurance covers things that **might** happen. We help protect you from the things that **will** happen.

An AHS® Home Warranty Plan protects your budget from unexpected covered repairs to your home's systems and appliances. That means whether it's your A/C unit burning up in summer, your pipes freezing in winter or any number of other covered systems and appliances calling it quits, you and your family will have one less thing to worry about.

How does it work?

- Call or request your service online
- We assign the appropriate repair professional
- For each visit, you pay a small service fee (\$75 - \$125)
- Your covered item is repaired or replaced – simple as that

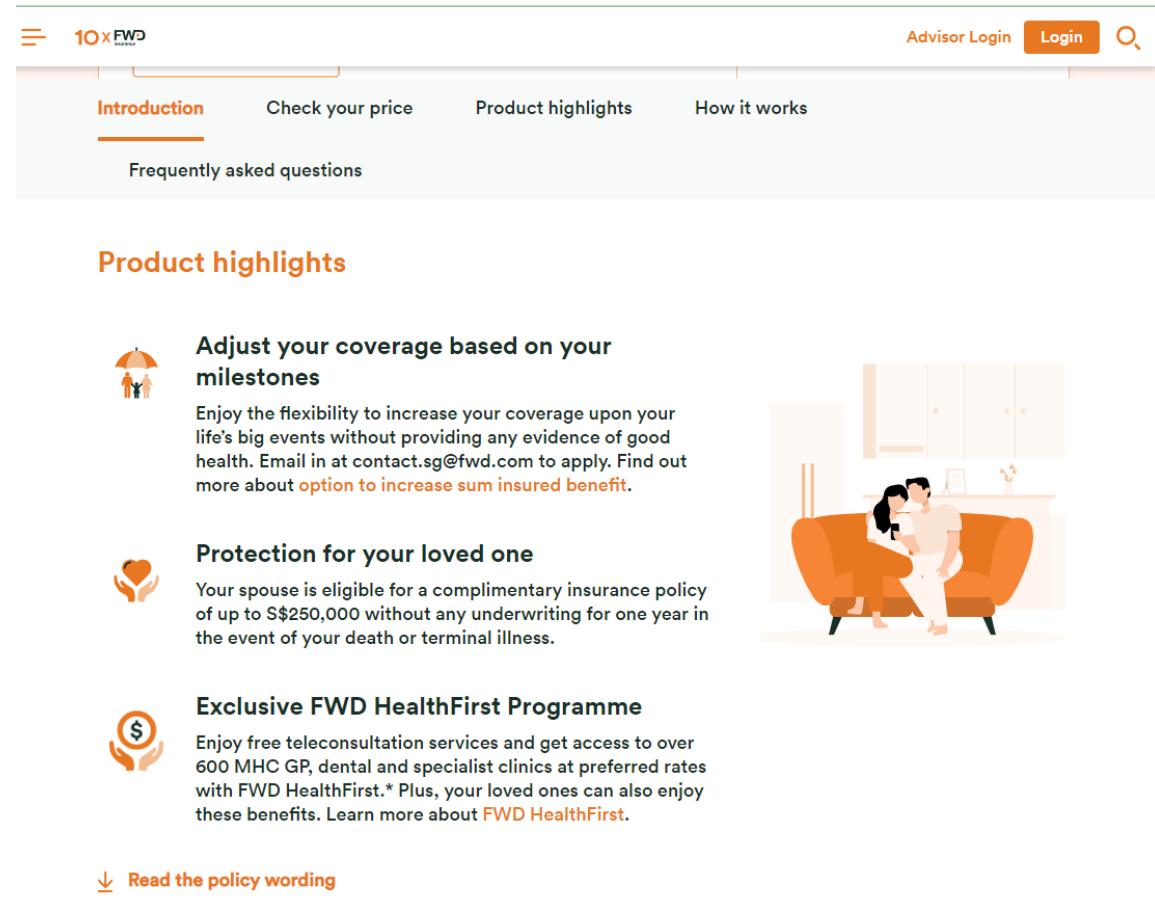
**GET COVERED**

**AVOID UNEXPECTED REPAIR COSTS**

How much have you spent in the last year to repair and replace essential home items?  
Stop paying out of pocket and start saving money with an AHS® Home Warranty.

# Inform: Product info

Websites are the best place to provide detail about product features, advantages and benefits, building interest among consumers.



The screenshot shows a navigation bar with '10x FWD' logo, 'Advisor Login', 'Login', and a search icon. Below the navigation are tabs: 'Introduction' (underlined), 'Check your price', 'Product highlights', and 'How it works'. A 'Frequently asked questions' link is also present. The main content area is titled 'Product highlights' and includes three sections: 'Adjust your coverage based on your milestones', 'Protection for your loved one', and 'Exclusive FWD HealthFirst Programme'. Each section has an icon, a title, and a detailed description. An illustration of a couple sitting on a couch is on the right.

**Product highlights**

**Adjust your coverage based on your milestones**  
Enjoy the flexibility to increase your coverage upon your life's big events without providing any evidence of good health. Email in at [contact.sg@fwd.com](mailto:contact.sg@fwd.com) to apply. Find out more about [option to increase sum insured benefit](#).

**Protection for your loved one**  
Your spouse is eligible for a complimentary insurance policy of up to S\$250,000 without any underwriting for one year in the event of your death or terminal illness.

**Exclusive FWD HealthFirst Programme**  
Enjoy free teleconsultation services and get access to over 600 MHC GP, dental and specialist clinics at preferred rates with FWD HealthFirst.\* Plus, your loved ones can also enjoy these benefits. Learn more about [FWD HealthFirst](#).

[Read the policy wording](#)

# Copywriting for product info pages

---

Copywriters can use short-form bullet points for easy consumption or long-form paragraphs for more detailed information.

The screenshot shows the Amazon EC2 product page. At the top, it says "Amazon EC2" and "Secure and resizable compute capacity for virtually any workload". Below this are two buttons: "Get Started with Amazon EC2" (orange) and "Connect with an Amazon EC2 specialist" (blue). To the right, a box highlights "750 hours per month for 12 months with the AWS Free Tier". The main content area has four sections with arrows pointing right:

- Access reliable, scalable infrastructure on demand. Scale capacity within minutes with SLA commitment of 99.99% availability.
- Provide secure compute for your applications. Security is built into the foundation of Amazon EC2 with the AWS Nitro System.
- Optimize performance and cost with flexible options like AWS Graviton-based instances, Amazon EC2 Spot instances, and AWS Savings Plans.
- Migrate and build apps with ease using AWS Migration Tools, AWS Managed Services, or Amazon Lightsail. Learn how AWS can help.



# Entertain: Blog posts

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- Besides providing information about your product/service, your site can also provide short, entertaining blog posts to keep people on the company site.
- These do not necessarily have to inform about the product but should be relevant to your category.

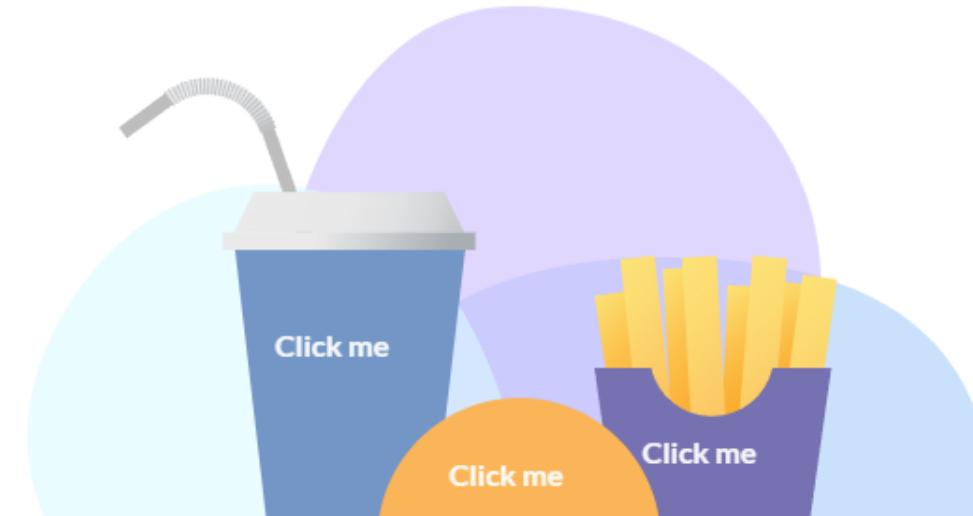
## Secrets to Outsmart the Silent Killer

Kidney disease is a silent killer, which develops over time and usually does not have any obvious symptoms until later stage. A healthy diet and lifestyle can make a difference in preventing kidney disease!

Here are 8 secrets to reduce the risk of developing kidney disease:

1

Make a Conscious Effort to opt for Less Sugar, Sodium and Fats when dining out!





# Blog post ideas

- There are hundreds of different blog post topics which you could write about, but here are a few common ones:
  - Listicles
  - FAQs
  - Guest writer
  - How-to post
  - Free resources
- ChatGPT is good at coming up with other ideas.

## Questions? We have answers.

### ▼ What is Adobe Creative Cloud?

Adobe Creative Cloud provides apps, web services, and resources for all your creative projects — photography, graphic design, video editing, UX design, drawing and painting, social media, and more. Build your own plan with individual app subscriptions or subscribe to the Creative Cloud All Apps plan. [Learn more about the apps in Creative Cloud](#)

### ➢ What is Adobe Creative Cloud pricing?

### ➢ Is Adobe Creative Cloud free?

### ➢ What is Creative Cloud used for?

### ➢ What is the Creative Cloud All Apps plan?

### ➢ How do I download and install Creative Cloud?

### ➢ Are Substance 3D products included in the Creative Cloud All Apps plan?



11) Encourage to buy:  
Email copywriting

# Email copywriting

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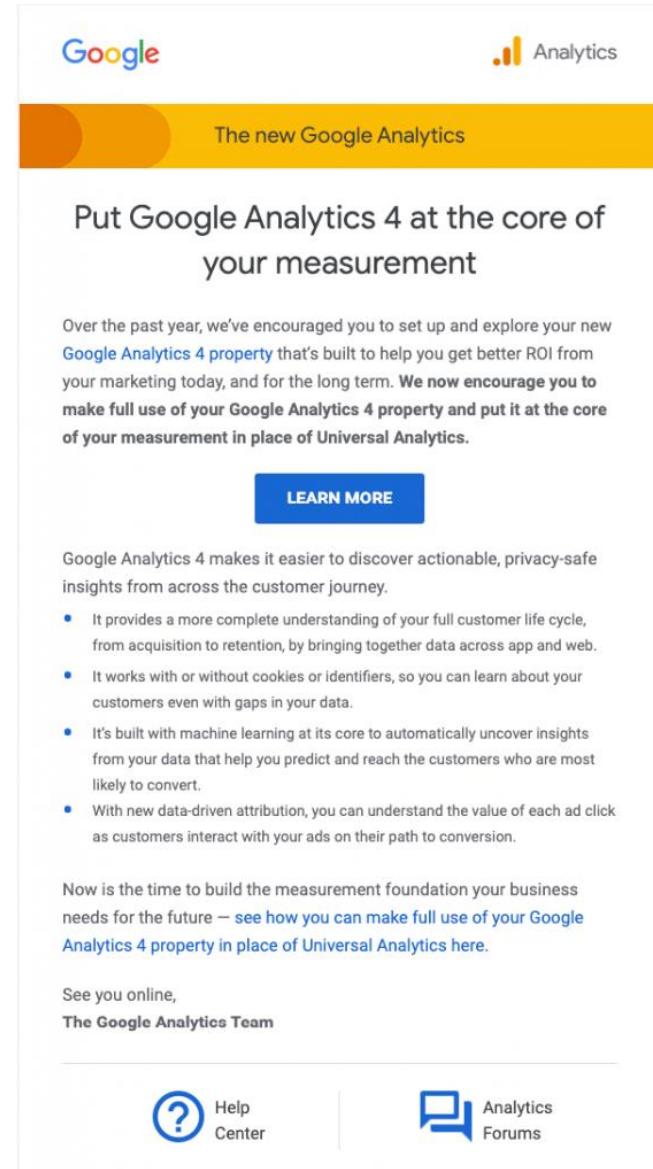
- Email is usually used for re-engaging existing customers
- As they may not remember many details about your brand, the email should remind them about your FABs.
- An existing customer, however, is a much better prospect than an ad viewer.



# Email components

Each component of a commercial email can be changed, but the main items for copywriting are

- Email subject line
- Email body copy
- Call-to-action



The image shows a screenshot of the Google Analytics 4 landing page. At the top, there are the Google logo and the Analytics logo. Below them is a yellow banner with the text "The new Google Analytics". The main headline reads "Put Google Analytics 4 at the core of your measurement". A paragraph explains the benefits of GA4, mentioning its ability to provide better ROI from marketing today and long-term, and encourage users to make full use of the property. A blue "LEARN MORE" button is located below this text. To the right, a list of six bullet points highlights features like a complete understanding of the customer life cycle, machine learning for uncovering insights, and data-driven attribution. Further down, another paragraph encourages building a measurement foundation for the future, linking to the "Google Analytics 4 property". The bottom of the page includes a "See you online," message from "The Google Analytics Team", and links to "Help Center" and "Analytics Forums".

Google Analytics

The new Google Analytics

Put Google Analytics 4 at the core of your measurement

Over the past year, we've encouraged you to set up and explore your new [Google Analytics 4 property](#) that's built to help you get better ROI from your marketing today, and for the long term. **We now encourage you to make full use of your Google Analytics 4 property and put it at the core of your measurement in place of Universal Analytics.**

[LEARN MORE](#)

Google Analytics 4 makes it easier to discover actionable, privacy-safe insights from across the customer journey.

- It provides a more complete understanding of your full customer life cycle, from acquisition to retention, by bringing together data across app and web.
- It works with or without cookies or identifiers, so you can learn about your customers even with gaps in your data.
- It's built with machine learning at its core to automatically uncover insights from your data that help you predict and reach the customers who are most likely to convert.
- With new data-driven attribution, you can understand the value of each ad click as customers interact with your ads on their path to conversion.

Now is the time to build the measurement foundation your business needs for the future — see how you can [make full use of your Google Analytics 4 property](#) in place of Universal Analytics [here](#).

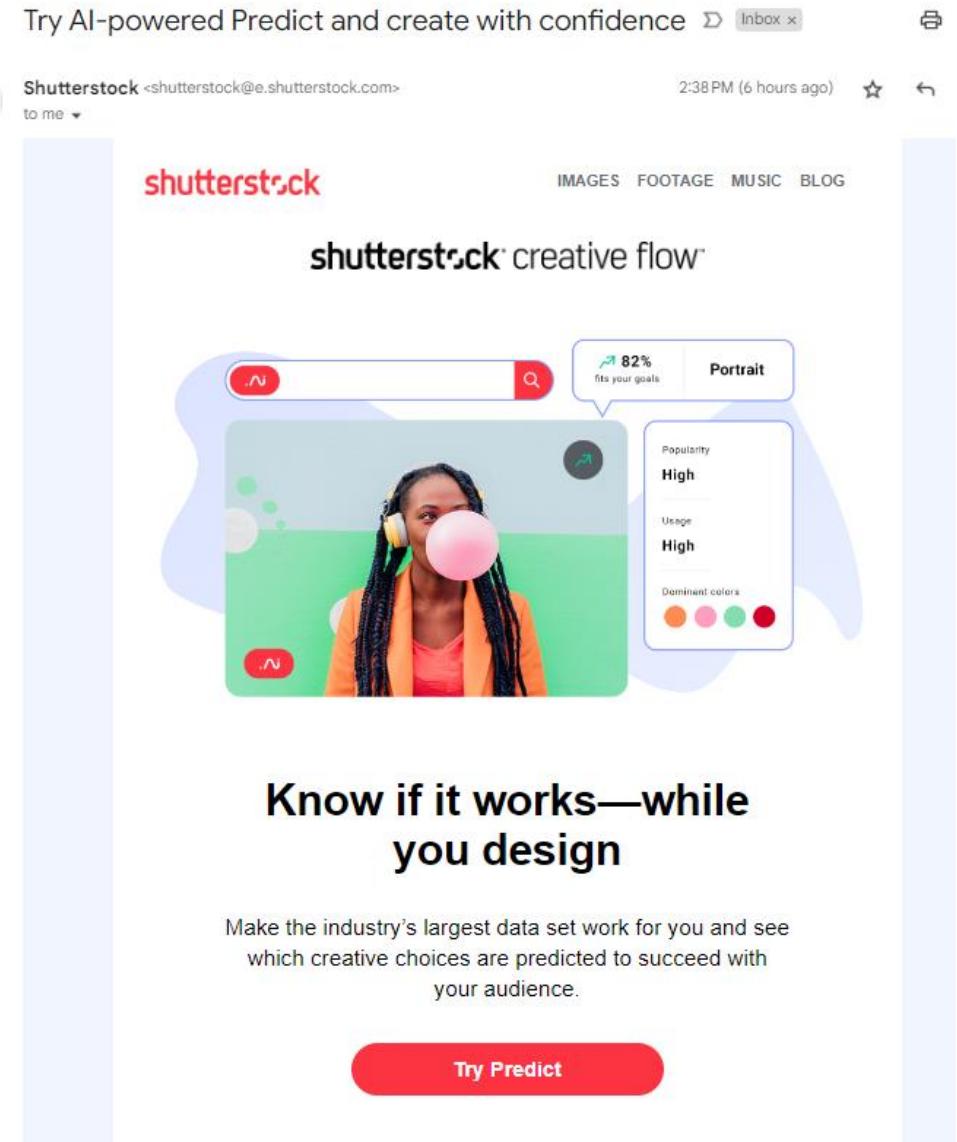
See you online,  
The Google Analytics Team

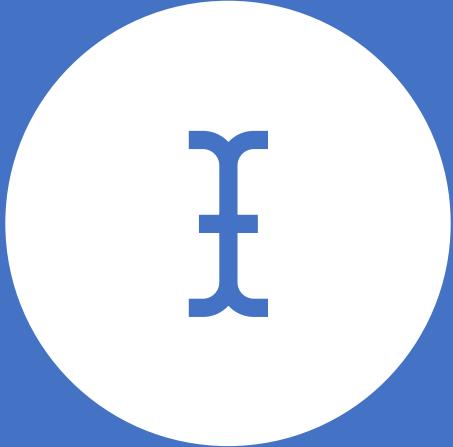
Help Center

Analytics Forums

# Emails

- Email subject lines and copy should encourage people to come back to the site and:
  - Learn more,
  - Try,
  - Buy now,
  - Buy again, and/or
  - Buy more often



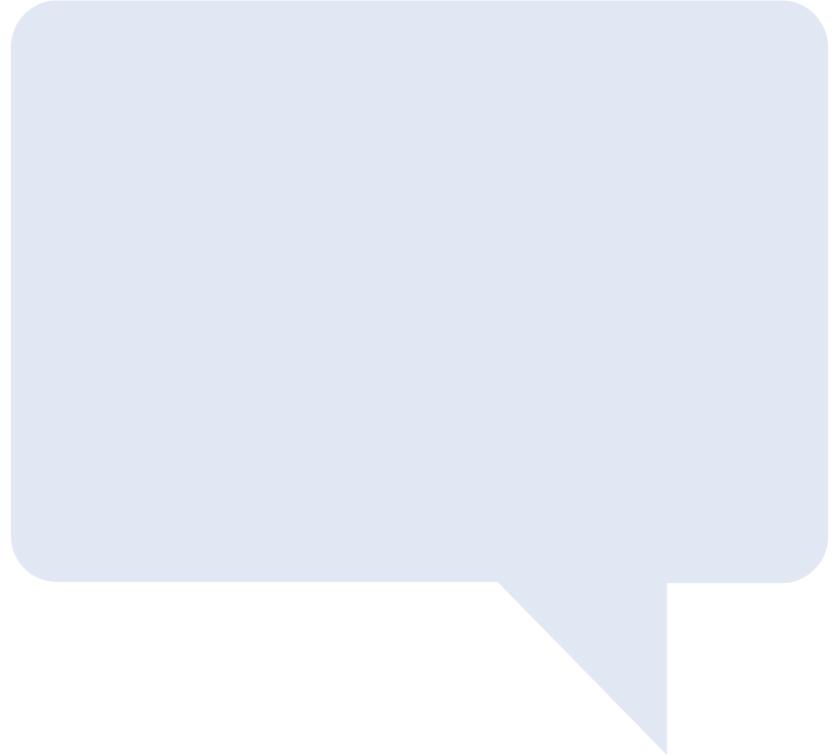


f

12) Key grammar concepts  
for copywriting



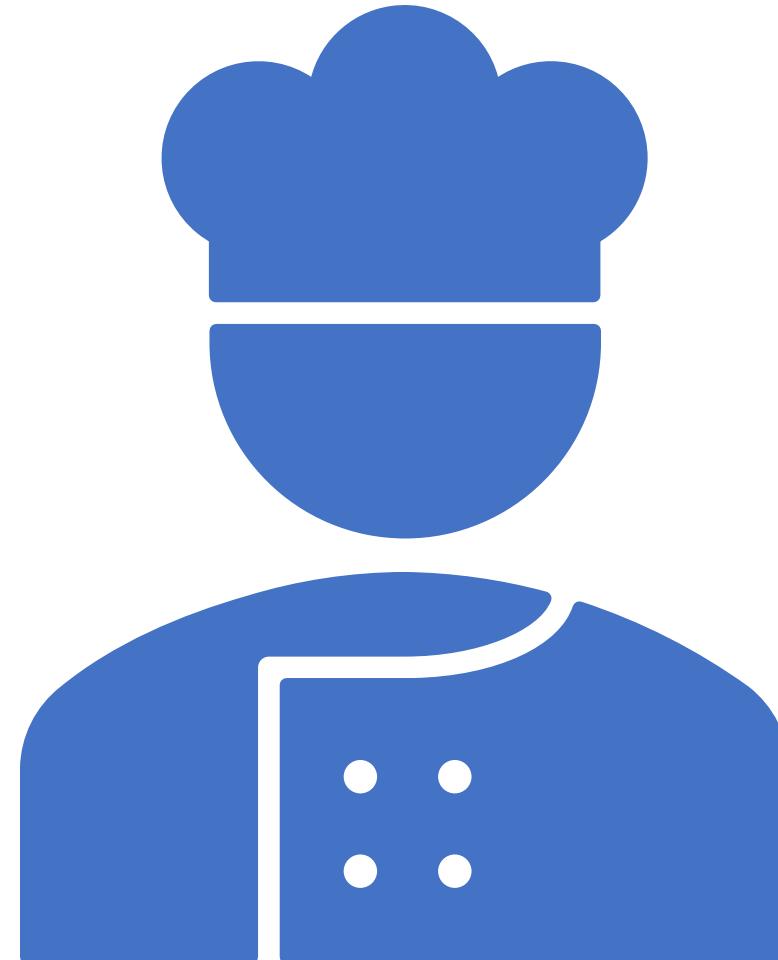
1. Write in the  
correct voice  
(Active vs.  
Passive)



# Active vs Passive voice

---

- Active: "The chef (subject) prepared (verb) the meal (object) before 6PM."
- Passive: "The meal (subject) was prepared (verb) before 6PM *by the chef (agent - optional)*."



Passive voice

MAKE SURE IT GETS DONE.



Active voice

MAKE SURE IT GETS DONE.



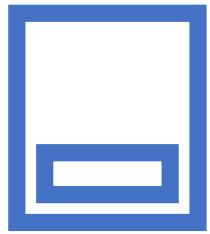
JUST DO IT.



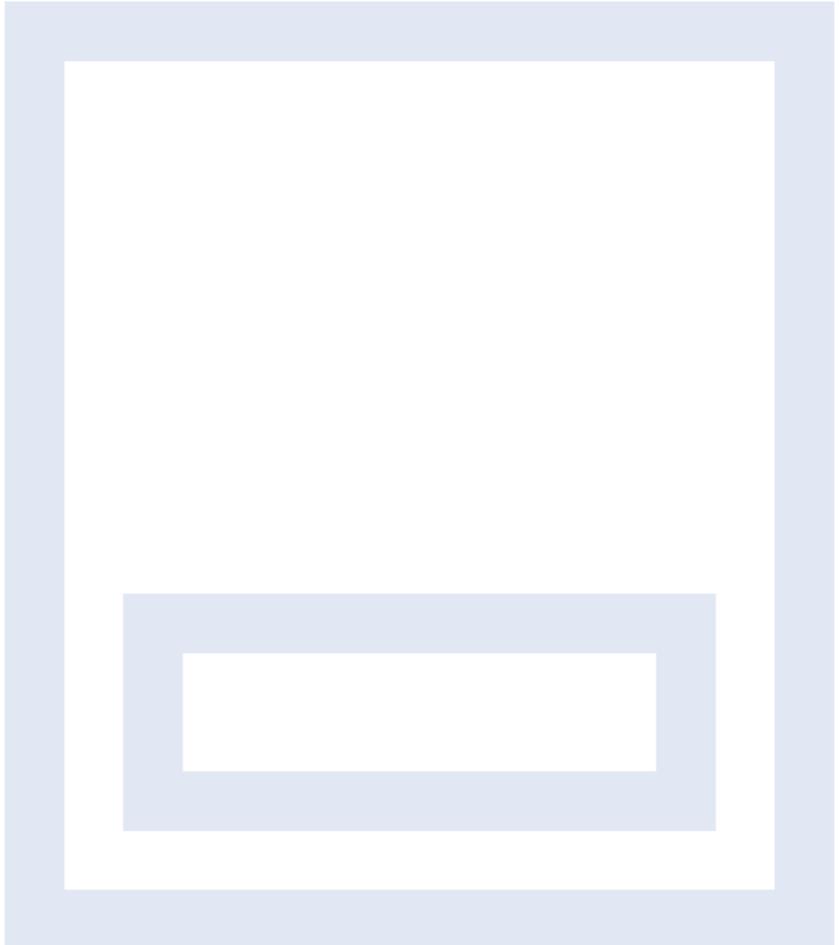
Passive voice



Active voice

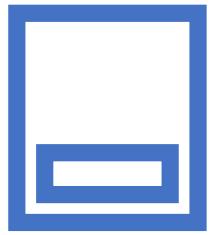


## 2. Ensure subject-verb agreement

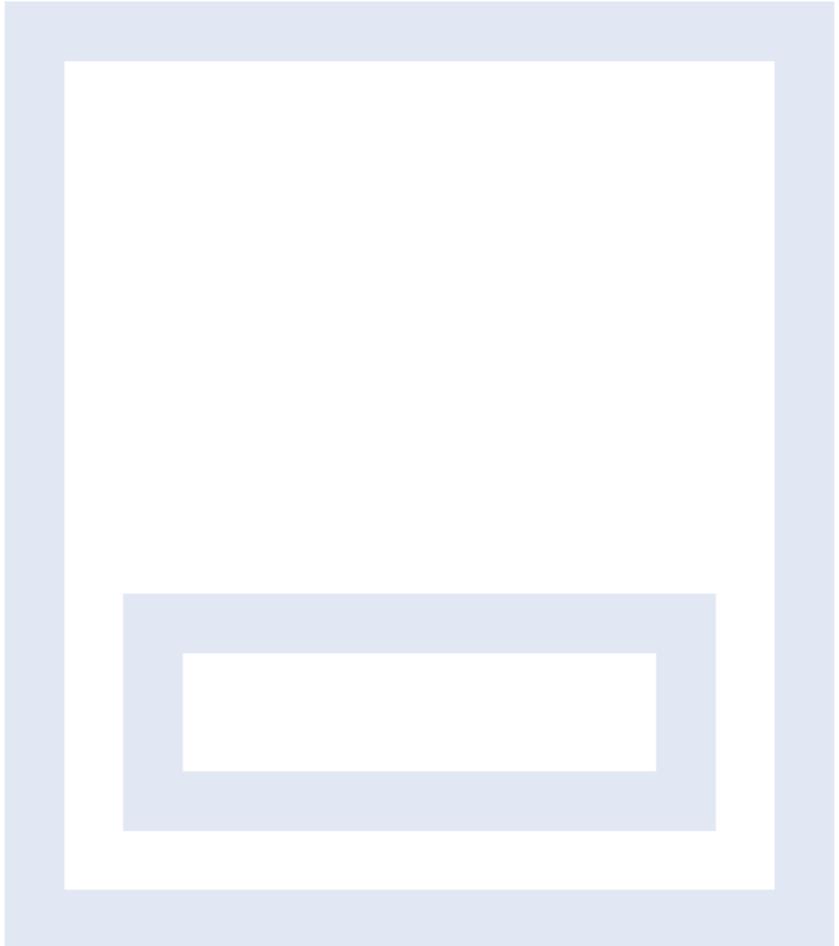


# Subject-Verb Agreement

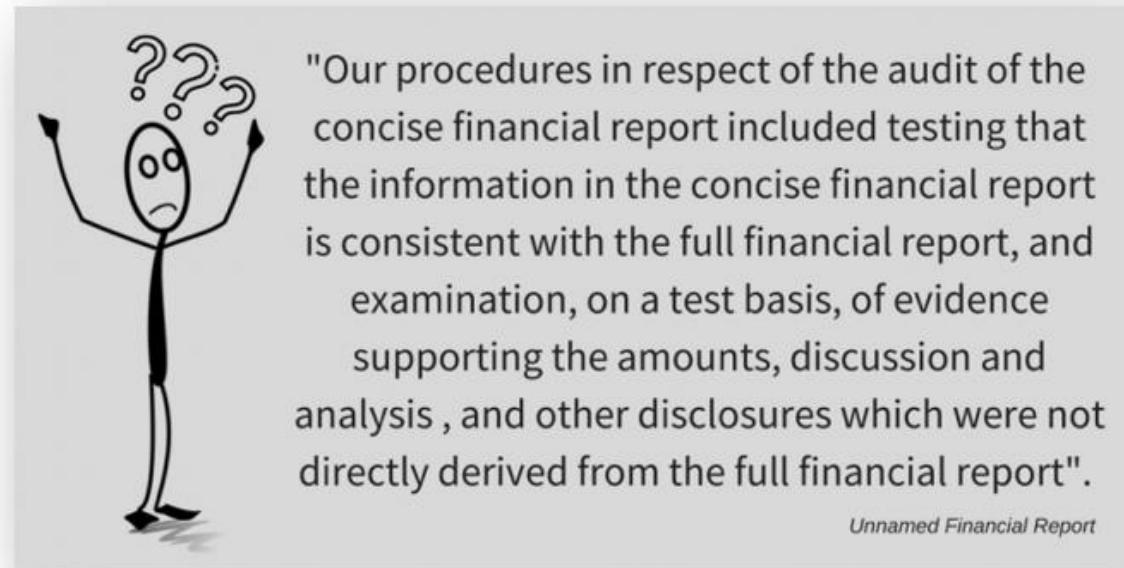
- **Subject-Verb Agreement:** Ensures grammatical harmony between subjects and verbs in sentences.
- **Singular Subjects:** Demand singular verbs (e.g., "She walks").
- **Plural Subjects:** Require plural verbs (e.g., "They walk").
- **Collective Nouns:** Treated as singular or plural based on context (e.g., "The team is winning" vs. "The team are celebrating").



### 3. Sentence length / Style



# Long sentences reduce comprehension



- 100% for sentences < 8 words
- 80% for sentences with 14 words
- 10% for sentences 43 words long

(Actual financial report: 50+ words!)



## IV. Intro to long-form online copywriting

# Learning outcome, Knowledge and Abilities

- LO4 Edit copy so it is consistent with the brand's style guidelines and legal and ethical constraints
  - A5 Edit copies to maintain consistency with the publishing house style
  - A3 Identify legal and ethical constraints impacting copies to be developed



13) Brand voice

# 1. What is your brand's voice?

---

- Understand your brand's 'voice' before publishing long-form copy.
- Brand voice is often set at a corporate level – or copywriters should choose one so that writing is consistent across pieces of copy.



## **Our Company**

# Brand voice: Passionate

### Starbucks

- Laser-focused on coffee
- Enthusiastic
- Neither ironic or playful
- Sample:  
<https://www.starbucks.com/about-us/>



## **Our Heritage**

Our story begins in 1971 along the cobblestone streets of Seattle's historic Pike Place Market. It was here where Starbucks opened its first store, offering fresh-roasted coffee beans, tea and spices from around the world for our customers to take home. Our name was inspired by the classic tale, "Moby-Dick," evoking the seafaring tradition of the early coffee traders.

# Brand voice: Quirky

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Dollar Shave Club

- Straight-talking
- Unexpected
- Funny, but always real
- Sample:

<https://www.dollarshaveclub.com/content/story/article-dsc-magazine-october-16-2022>

DOLLAR SHAVE CLUB

≡ MENU

DSC



DSC  
MAGAZINE

---

## The Truth Behind Spooooooky Grooming Myths

There are a lot of horror stories around shaving – let's see which are true, and which are big, hairy lies.

Since we're counting down to Halloween, we thought we'd get into some weeeiiiiirrrd grooming myths and see if we can bust the fakes once and for all. Because, well, bustin' makes us feel good (sorry).

## Shaving Makes Your Beard Grow Back Like a Werewolf

False! It's truly shocking how prevalent this myth is, but it's patently false. While shaving can make it *look* as though your beard hair grows back thicker, what's actually happening is that shaving leaves your beard hairs with blunt ends, rather than their naturally tapered tips. End result, your hair looks a little thicker, but

# Brand voice: Irreverent

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Skittles

- Does not take brand seriously
- Has fun
- Sample:  
<https://www.skittles.com/our-story>



208 million years ago, from the ocean below, a colorful force with the strength of a thousand rainbows pierced the surface, cracked Pangea's supercontinent, and altered the atmospheric levels of fruity juiciness on planet Earth forever.

# Brand voice: Authentic

KFC

- Honest
- Storytelling
- Straight talk
- Sample:

<https://www.kfc.com.sg/food-philosophy>

**KFC**

**ABOUT US**

Our Story      **Food Philosophy**      Social Responsibility      Leadership Team      Careers



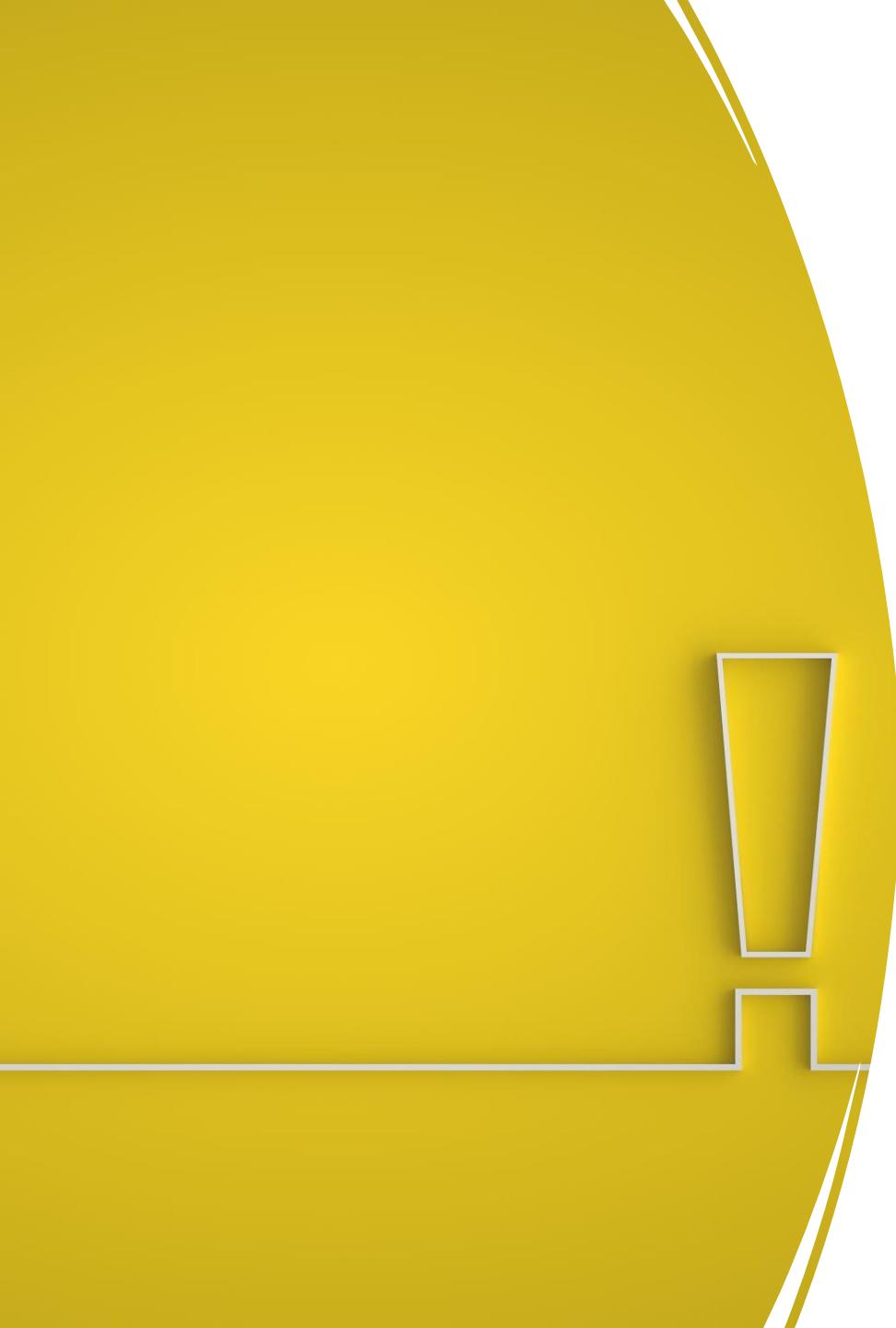
Colonel Sanders is best known for his secret recipe of 11 herbs & spices, but many may not know KFC's tender and juicy chicken was the result of Colonel's persistence to freshly prepare chicken using a unique hand-breading technique that he invented. In order to perfect this method of cooking chicken, it took him up to 1,000 attempts, and he surely did not allow any shortcuts. Colonel's attitude of hard work and no shortcuts is deeply ingrained in the DNA of KFC.

At KFC Singapore, Colonel's food philosophy has been embraced passionately. Everyone involved in serving a piece of signature fried chicken at KFC is trained with the goal to serve only the best tasting chicken, prepared fresh in the kitchen every day.





14) Ethical and legal  
constraints



# Ethical constraints for copywriters

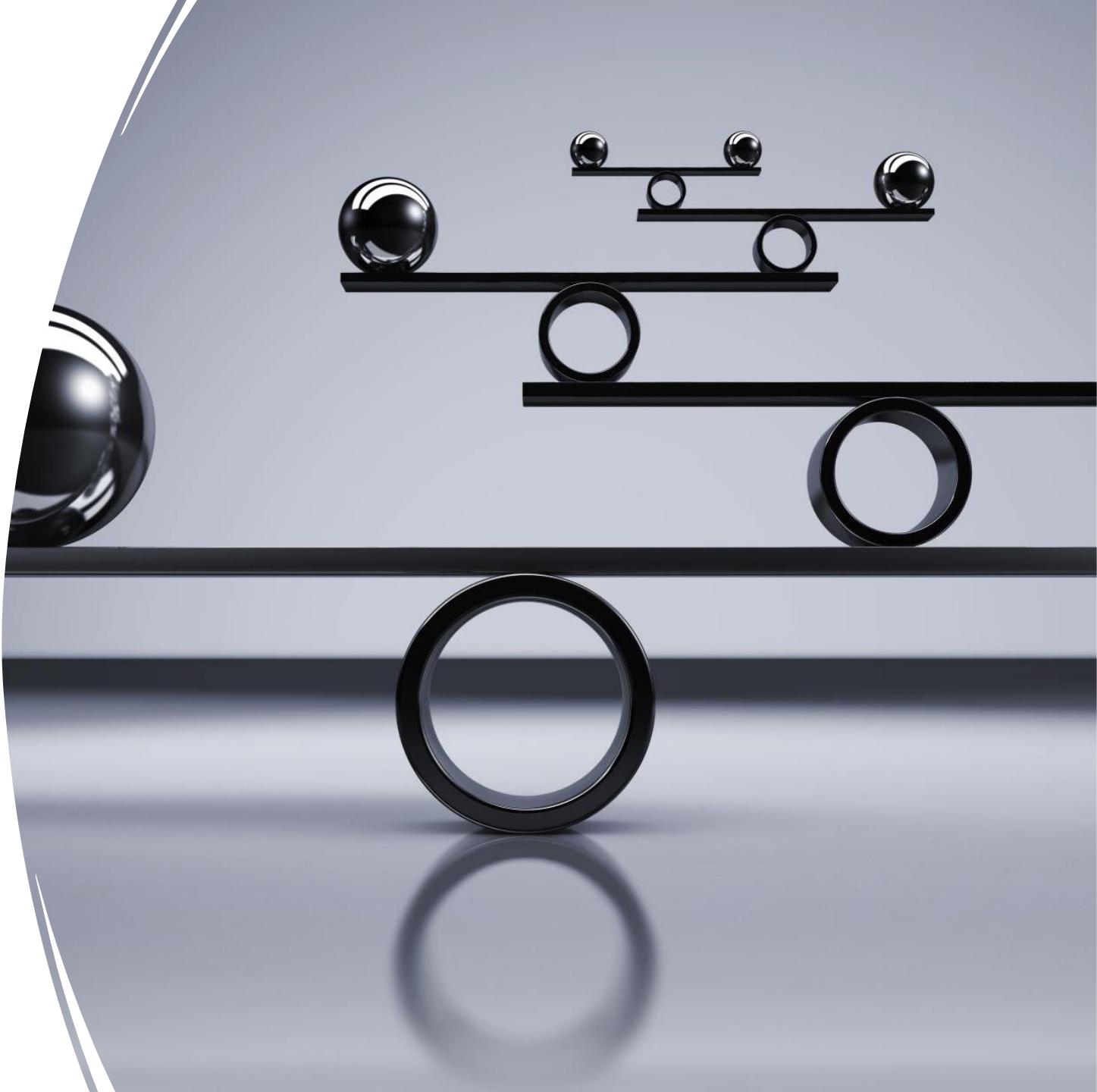
---

- Be truthful and accurate
- Disclose affiliations or customer review relationships
- Avoid stereotypes and bias
- Age discrimination
- Respect intellectual property
- Consider consumer welfare
- Follow data privacy laws
- Be socially responsible

# Legal constraints for copywriters

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- Medical claims may require regulatory compliance
- Avoid copyright and trademark infringement
- Avoid personal defamation
- Follow advertising regulations and privacy laws
- Be sensitive to cultural and social norms





## VI. Storyboards

# Learning Outcome, Knowledge and Abilities

- LO6 Plan, draft and deliver storyboard for broadcast and interactive media, including instructions for interactive events, audio and animations
  - K8 Key characteristics of a storyboard
  - K9 Processes related to creating storyboards for broadcast and interactive media
  - A6 Develop storyboarding templates to present and describe interactive events, audio and motions
- LO7 Create advertising copy for broadcast and interactive media based on a storyboard which includes required media elements (e.g., images) and fulfils marketing objectives.
  - K10 Moving images such as flash images
  - A1 Develop advertising copies for broadcast and interactive media containing required images, features and benefits of the products, services or ideas.



15) Social media and  
broadcast storyboards



# Translating copy to video

---

- Brands must produce videos to be competitive on modern digital platforms.
- But translating copy to video is difficult.
- Copy-led corporate videos do not grab and hold consumer attention.
- Storyboards are an essential tool for creating compelling videos.

# Key characteristics of a storyboard

- Frames
- Scene
  - Description
  - Location
  - Props
- Dialogue
- Shot
  - Camera angle
  - Shot type

Storyboard with Script

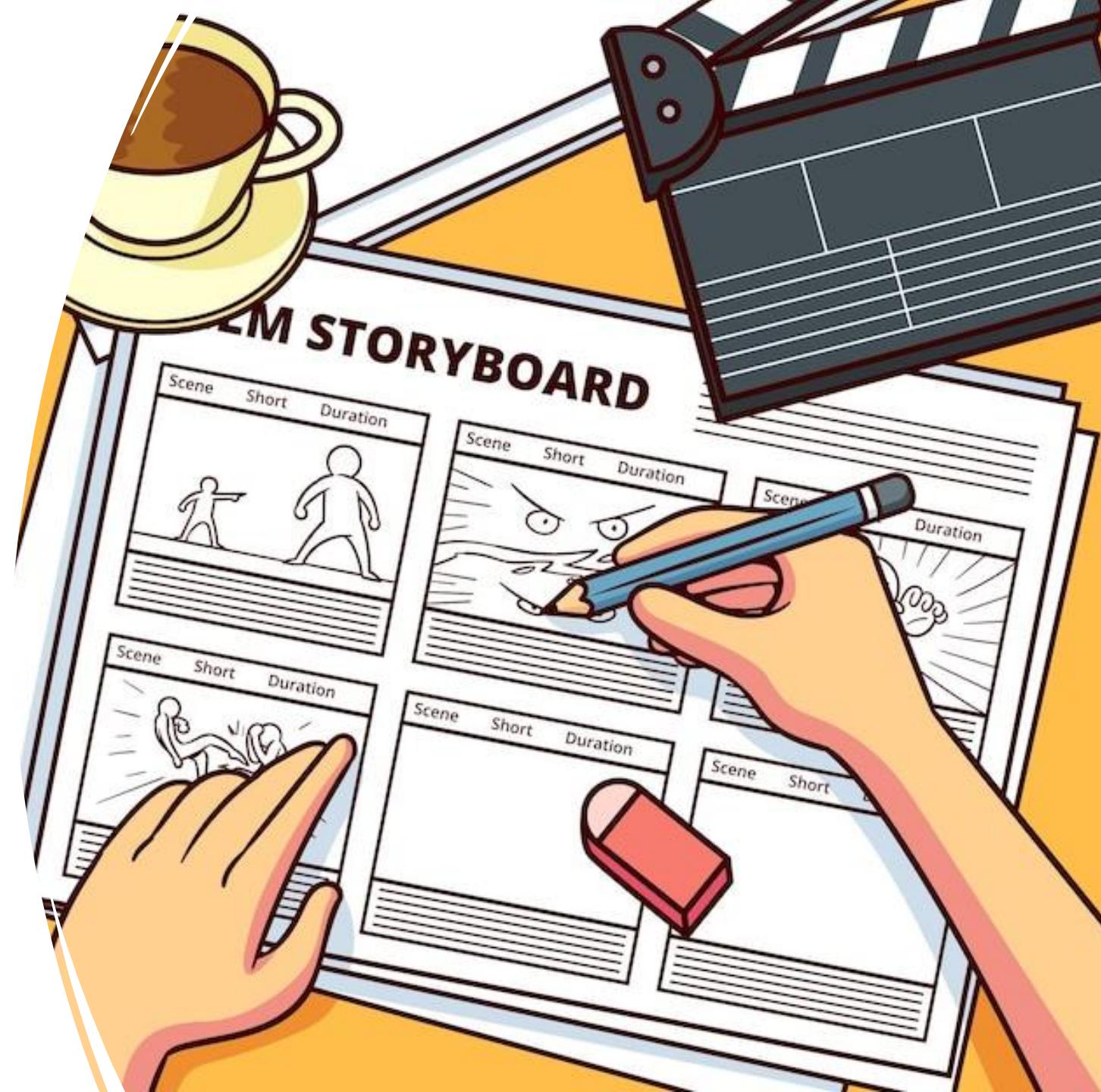
(use as many pages as you need)

Group Members _____		Video Title: _____
<b>Scene</b> (what will we see?)	<b>Dialogue</b> (what will the actors say?)	<b>Camera Angle</b>
Location/Set		Shot Type
Props		
*****		
<b>Scene</b> (what will we see?)	<b>Dialogue</b> (what will the actors say?)	<b>Camera Angle</b>
Location/Set		Shot Type
Props		
*****		
<b>Scene</b> (what will we see?)	<b>Dialogue</b> (what will the actors say?)	<b>Camera Angle</b>
Location/Set		Shot Type
Props		

# Storyboard process

---

- Before starting on a storyboard, need to decide on the overall framework of the video.
- What is your
  - Pitch
  - Audience
  - FAB
- Then, how would you like to tell your story?



# Video storytelling: POV

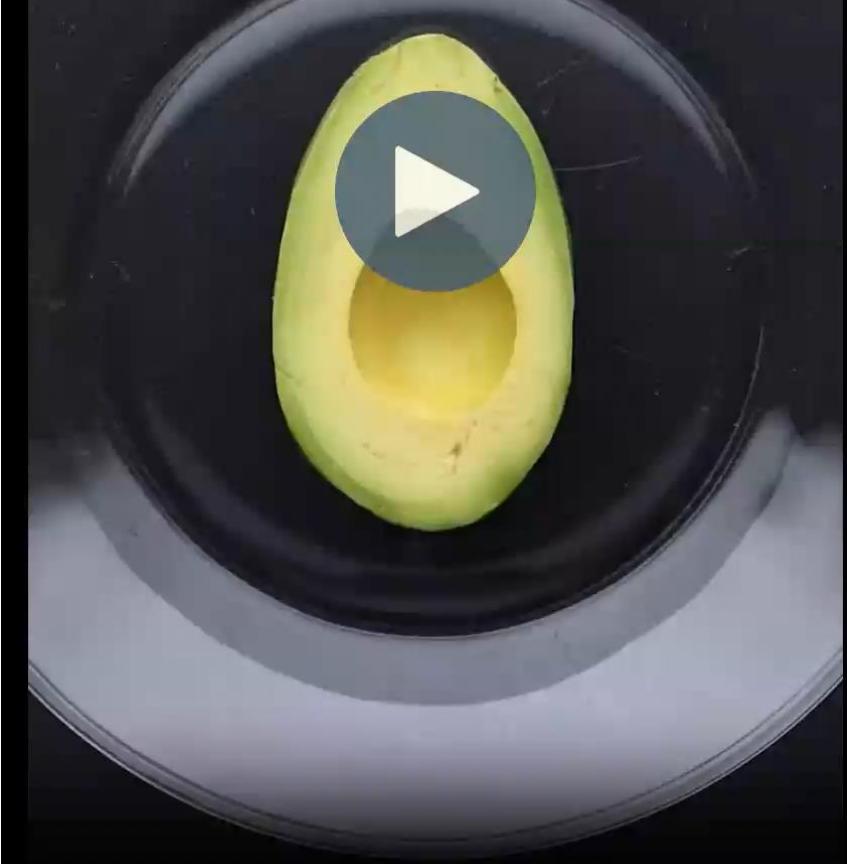
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- A popular storytelling format currently is Point of View
- For POV videos, the narrator of the story states a problem and how they have personally overcome it – often using first-person camera shots.
- Format: Problem, Solution, Features, Result, CTA
- The storyteller's journey must be relatable to the target audience and reflect their values.



POV:  
HelloFresh

We haven't gone  
grocery shopping in  
4 months.



# Video storytelling: Problem, Agitate, Solution

---

- Similar to POV, PAS videos describe a problem, but use the third person (not the narrator).
- The narrator then ‘agitates’ the problem, indicating how the problem results in other consequences.
- Finally, the story ends with the product solving the problem, often beyond what the person could have imagined.

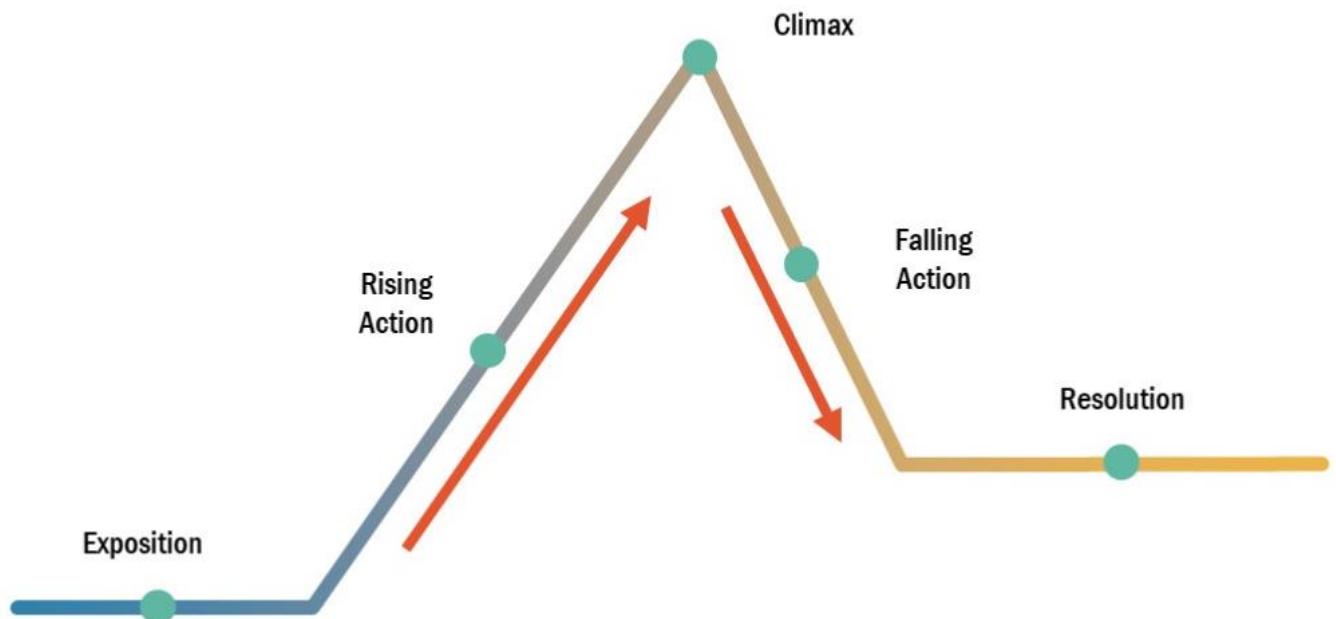


# PAS: Grammarly



# Video storytelling: Story arc

- The story arc describes a traditional storytelling technique which is often used in commercial videos
- The video will tell a story and highlight a FAB of your product or service which the audience will relate to.



# Food Panda



# Scenes by Storytelling style

- POV
  - Problem
  - Solution
  - Features
  - Result
  - Action
- PAS
  - Problem
  - Agitate
  - Solve
- Story arc
  - Exposition
  - Conflict
  - Climax
  - Resolution



## VII. Professional copywriting

# Learning Outcome, Knowledge and Abilities

- LO8 Develop schedules and budgets required for delivering commercial advertising and broadcast media copy.
  - A2 Confirm schedules and budgetary requirements for creating copy



16) Social media and  
broadcast content delivery

# Production considerations: Video

---

- When shooting video, you need to use:
  - A high-quality camera, though can be recent smartphone
  - High-powered lighting if indoors
  - A gimbal or tripod to keep camera steady
  - Green screens for easy background replacement



# Video: Upsides and Downsides

---

- **Upsides:** Social media videos can be self-produced which lowers production costs compared to moving images.
- **Downsides:** Shooting video is time-consuming and often requires many ‘takes’



# Production considerations: Moving images

---

- Moving images were previously known as ‘flash images’ but are now in common video formats.
- Creating moving images requires sophisticated drawing and editing tools for a high-quality result.



# Moving images: Upsides and downsides

---

- Upsides: Moving images are much easier to plan, edit and update in the future.
- Downsides: Moving images are more expensive than self-produced video on a per minute basis and require a graphic design expert.





17) Professional  
copywriting

# Every company needs copywriting

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The image shows the homepage of the Johnson Controls website. At the top, the Johnson Controls logo is displayed next to a navigation bar with links for 'PRODUCTS AND SOLUTIONS', 'SERVICES AND SUPPORT', 'INDUSTRIES', 'INSIGHTS', 'ABOUT US', and a search icon. Below the header, there are six main content cards arranged in a grid:

- Top Left:** A blue circular graphic with a keyhole icon. Below it, buttons for 'FEATURE STORY' and 'DIGITAL SOLUTIONS'. Headline: 'Become a Pro About Cyber Security >'
- Top Middle:** An image of three people wearing face masks working at a table with laptops. Below it, buttons for 'IN THE NEWS', 'HVAC EQUIPMENT', and 'COMMERCIAL'. Headline: 'Covid-Proofing Air Is a \$10 Billion Opportunity >'
- Top Right:** An image of several people in a large industrial facility. Below it, buttons for 'FEATURE STORY' and 'DISTRIBUTED ENERGY STORAGE'. Headline: 'University of North Dakota Celebrates Opening of Sustainable, Industry-Leading Natural Gas Plant >'
- Bottom Left:** An image of students in a classroom setting. Below it, buttons for 'CASE STUDY', 'FIRE DETECTION', and 'EDUCATION'. Headline: 'Upgraded Network of Fire Alarm Systems Provides University with Data-driven Cost Efficiency >'
- Bottom Middle:** An image of a healthcare professional in a white lab coat and mask. Below it, buttons for 'CASE STUDY', 'SECURITY', and 'HEALTHCARE'. Headline: 'Upgrading Alarm Systems for a Cohesive Hospital Campus >'
- Bottom Right:** An image of a woman in a business suit holding a tablet, looking out over a city skyline. Below it, buttons for 'FEATURE STORY' and 'COMMERCIAL'. Headline: 'How to keep Covid-19 from Derailing Building Efficiency Efforts >'

# But copywriting has become a commodity

---

Many agencies hire copywriting talent in low-cost countries, crowding the market and reducing earning potential.

A screenshot of a Google search results page. The search bar at the top contains the query "copywriting services". Below the search bar are navigation links for "All", "Images", "News", "Maps", "Videos", "More", "Settings", and "Tools". The search results section shows the following entries:

- Ad · www.contentfly.com/**  
[High-quality content writing - \\$250/month - contentfly.com](http://www.contentfly.com/)  
ContentFly - Fast & Simple Content Writing **Service**. Sign-up and request content in under 5 minutes. 24/7 Live Chat Support. 3-5 Days Content Delivery. Money-back Guarantee. Flat Monthly Fee. Original Topic Research.  
[About Us](#) · [Content Samples](#) · [Sign Up](#) · [Pricing Information](#) · [Content Types](#)
- Ad · www.clearvoice.com/**  
[Crazy-Good Copywriters - Copywriters Who Get Your Brand](http://www.clearvoice.com/)  
Position your website for long-term success with a talented **copywriter** from ClearVoice. Give your brand the boost it needs with a talented **copywriter** from ClearVoice. Easy to Use. DIY or Fully Managed. All in One Place. **Services**: Articles & Blogs, Ebooks, Case Studies.
- Ad · www.contentdevelopmentpros.com/** +1 877-897-1725  
[Content Writing Services - ContentDevelopmentPros.com](http://www.contentdevelopmentpros.com/)  
High Quality Custom Content Writing Fast **Service**. #1 **Copywriting** Agency. SEO Friendly.
- Ad · www.fiverr.com/**  
[Find a Freelance Copywriter for Hire Online | Fiverr](http://www.fiverr.com/)  
At Fiverr, We're Working Together To Work Better And Make Sure No Task Is Out Of Reach.

# 3 ways to become a professional copywriter



# 1) Write for your existing company

---

- Most companies and organisations do not have a dedicated team to generate and review website and other corporate copy.
- Volunteer to write and it could quickly become a new responsibility at work.
- Customer questions, objection handling, product descriptions and even testimonials can be regularly reviewed and improved.
- Video production is especially in demand – if you're willing to do it at no extra cost!

## HEAR WHAT CLIENTS SAY ABOUT OUR SERVICE

Since our founding in 2014, we have accumulated many satisfied clients



" Athel manages our corporate compliance so well that I have not thought about late filings for a long time. "

Daphne Goh



" Excellent service by Athell They help us manage all our accounting matters and we have more time focusing on growing our business."

Leslie

## 2) Volunteer to write for an organisation

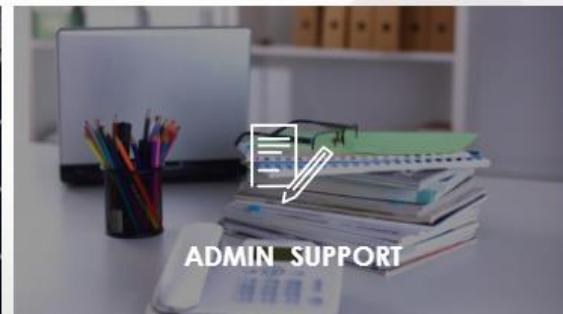
---

- Most charitable and other non-corporate institutions underinvest in copywriting.
- Find one which looks like they could use some help and volunteer your services, initially.
- If nothing else, it will be some professionally published copy for your portfolio.



HOME STORIES WHAT WE DO RESOURCES ABOUT US CONTACT US

### Areas of Volunteering



# 3) Guest post

---

- Many large websites accept guest blog posts.
- Most require that you have some expertise or background in the field, but a good idea always stands a chance to get through!
- With enough writing credits, it is possible to transition to paid posts.

## 1) Forbes

DA: 95 Alexa: 271

Posting Guidelines: Submit story pitches to [ideas@forbes.com](mailto:ideas@forbes.com).

At number one on the list, this is also one of the most difficult sites on which to get published. Read [this article](#) for tips.

Topics: Business, Investing, Technology

## 2) Business Insider

DA: 94 Alexa: 246

Posting Guidelines: [Contributors FAQ](#) How to Submit: Contact Debbie Strong at [dstrong@insider.com](mailto:dstrong@insider.com) or Laura Casado at [lcasado@insider.com](mailto:lcasado@insider.com) with pitch ideas.

Topics: Business, Media, Technology

## 3) Survey Monkey Blog

DA: 93 Alexa: 432

Posting Guidelines: The Survey Money Blog only accepts original guest posts. Guest Post Submissions need to have a word count of between 400 to 2000 words. Survey Money Blog welcomes the use of SEO Keywords or backlinks, but they need to be kept to a minimum and be relevant to the topic you are writing about. How to Submit: [Guest Posts and Contributors](#)

Topics: Market Research, Public Opinion, Small Business

# 3) Review LinkedIn

- LinkedIn always has jobs for copywriters in Singapore
- Usually, the jobs require several years of experience
- Having additional skills will make you stand out:
  - Marketing experience
  - Relevant technical skill
  - SEO / Web development
  - Video production / editing
  - Large social media following

The screenshot shows a LinkedIn search results page for 'copywriter jobs' in Singapore. The search bar at the top has 'copywriter jobs' and 'Singapore' entered. Below the search bar, there are filters for 'Jobs', 'Date posted', 'Experience level', 'Company', 'On-site/remote', 'Easy Apply', and 'All filters'. The main results area shows 73 results for 'copywriter jobs in Singapore'. Each result includes the company logo, job title, company name, location, and a brief description. On the right side of the results, there is a detailed view of a specific job listing for a 'Creative Copywriter (3+ Month Contract)' at GetGo Carsharing. This listing includes the company's logo, job title, company name, location, a note about 11 school alumni working there, and an 'Easy Apply' button. To the right of this, there is a section titled 'Meet the hiring team' featuring a profile picture of Bobby Tay, Creative Director at GetGo, and a 'Message' button. Below this, there is a section titled 'About the job' with a detailed description of the role and its requirements.

# The copywriting job market

- After writing for 1-2 years of work, job opportunities will almost certainly emerge.
- Have work handy including evidence – research, drafts, ChatGPT prompts.
- Pay is low at first, but freelance copywriting can be lucrative – with the right experience and clients!

## Copywriter Salaries in Singapore

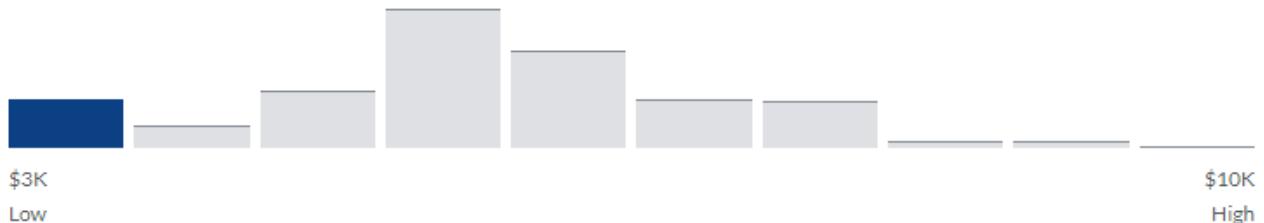
Updated 2 Aug 2023

 Very High Confidence

**\$5,600** /mo

Average Base Pay

164 salaries



# My guest post to professional blogging history



## Jeff Rajeck

### About Jeff Rajeck

Jeff Rajeck is a researcher, trainer, and consultant for Econsultancy in APAC.

[Twitter](#)

[in LinkedIn](#)

### Three ways to duplicate LinkedIn ad campaigns

ARTICLE PROGRAMMATIC

August 28th 2014

### New Facebook Ad Scheduler: A step-by-step guide

ARTICLE DIGITAL ADVERTISING

August 7th 2014

How to use machine learning to enhance your marketing campaigns

ARTICLE BEHAVIOURAL TARGETING

August 4th 2014

### Has Facebook quietly dropped the 20% text limit for promoted...

ARTICLE PROGRAMMATIC

July 22nd 2014

### Seven reasons why Facebook is more effective than LinkedIn fo...

ARTICLE DIGITAL STRATEGY

July 16th 2014

### Facebook vs. LinkedIn: which is better for B2B marketing?

ARTICLE DATA AND ANALYTICS

July 9th 2014



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### Is social commerce finally taking off in Southeast Asia?

ARTICLE COMMERCE

October 29th 2019

### How global brands are participating in Rugby World Cup 2019

ARTICLE DIGITAL ADVERTISING

October 9th 2019

### Four funny ad campaigns from Asia which may actually make you laugh

ARTICLE DIGITAL ADVERTISING

October 1st 2019

### 5 examples of quirky KFC marketing campaigns in Asia

ARTICLE DIGITAL ADVERTISING

September 24th 2019

### The biggest ecommerce sales events in Asia: From 9/9 to 12/12

ARTICLE ECOMMERCE

September 17th 2019

### The potential and pitfalls of data-driven marketing: Feedback from marketers in Jakarta

ARTICLE DATA AND ANALYTICS

September 9th 2019

<https://econsultancy.com/author/jeff-rajeck/>

# Resources

- Comparing ChatGPT 3.5 with 4 for copywriting
  - <https://zapier.com/blog/chatgpt-marketing-writing/>
- Additional copywriting techniques to plug into ChatGPT
  - <https://medium.com/@KanikaB/prompt-engineering-master-content-strategy-with-chatgpt-prompts-and-6-powerful-copywriting-18dc646fac1b>
- Using ChatGPT to write headlines (long post)
  - <https://copyhackers.com/ai-prompt/use-chatgpt-to-write-headlines/>
- Famous copywriters on ChatGPT
  - <https://www.selectweb.co.za/chatgpt-marketing-experts-weigh-in-on-the-impact-of-the-ai-chatbot/>



# Fast Track Copywriting Mastery – Day 2

Jeff Rajeck, Senior Trainer

