

## THE COPYWRITER'S HANDBOOK

Robert W. Bly

### AN INTRODUCTION TO COPYWRITING

"A copywriter is a salesperson behind a typewriter."

That quote comes from Judith Charles, president of her own retail advertising agency, Judith K. Charles Creative Communication. And it's the best definition of the word *copywriter* I've ever heard.

The biggest mistake you can make as a copywriter is to judge advertising as a lopsided juggle. If it's your job, you'll end up as an artist or an entertainer—but not as a salesperson. And your copy will be wasting your client's time and money.

Let me explain a bit. When you're talking about advertising, they talk about the ads or commercials that are the funniest, the most entertaining, or the most unusual or provocative. They come up with the talking points. The "Shadesy's 'real men of genius'" radio spots, and the annual creative TV Globo extravaganza broadcast called the "Super Bowl" are the ads people point to and say, "I really like that."

But the goal of advertising is not to be liked, to entertain, or to make people laughing out loud. The goal is to sell. And if you're smart, don't care whether people like his commercials or are entertained or amused by them. If they are, fine. But commercials are a means to an end, and the end is increased sales—and profits—for the advertiser.

This is a simple and obvious thing, but the majority of copywriters and advertising professionals seem to ignore it.

1

**DOWNLOAD**  
**FILE**

Edrhodg

The teacher should make sure that a message is mutually understood. Thus whereas previously, the emphasis was on the structure of the language learning language rules , the emphasis in the communicative approach is on what we can do with the language, that is, to communicate.

**The Project Gutenberg eBook of How To Write Special Feature Articles, by Willard Grosvenor Bleyer, Ph.D.**

There is no one best method of teaching a language. Remember, whole class teaching is not a sin. New education needs come to the fore as society changes; an education system must thus change on a continual basis if it is to meet the changing education needs of society.

## Related Books

- [Developmental counseling in secondary schools - an operational manual](#)
- [Working light - the wandering life of photographer Edith S. Watson](#)
- [Vostell - Retrospektive 1958-1974.](#)
- [Estudios sobre el criollo](#)
- [Camcorder in the classroom - using the videocamera to enliven curriculum](#)