

Copywrong to Copywriter: Worksheet

STRATEGY

VOICE

1 What are your objectives?

Begin with a shortlist. What do you want to achieve?
Keep them short. Be specific.

1. _____

2. _____

3. _____

4. _____

5. _____

Now pick one:

2 What strategy will you choose?

Action

Do you want your reader to:

- ☐ Make quick decisions
- ☐ Find specific information
- ☐ Scan your writing
- ☐ Get on with their life

Education

Do you want your reader to:

- ☐ Make an informed decision
- ☐ Learn something new
- ☐ Think deeply
- ☐ Take their time

3 What is your tone of voice?

Do you want to sound authoritative, clever, witty, subdued, enthusiastic, weird, experienced, youthful?

Start by creating three separate tones of voice. When it comes time to start writing, it will be easier to find the right way to express your ideas.

Tone 1

Tone 2

Tone 3

The basics
of an authoritative
voice

1. Good grammar
2. Don't fluff
3. Find examples

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AUDIENCE

4 Who are you talking to?

Pick one person

It can be someone famous or someone you know

What do you want them to think?

What do you want them to do?

5 What is their context?

Physical mode

What is your reader doing while they're reading?

Cognitive mode

What is your reader capable of?

Emotional mode

How is your reader feeling?
