



# 6 - WORKSHEET - Copywriting Your Ship

from page 81

**cop·y·writ·ing** /'kăpē,rɪdiNG/ *noun*  
 the activity or occupation of writing the text  
 of advertisements or publicity material.

To create effective copy, don't make the false assumption that you must be a professional copywriter. With guidance, you can do this. I'm not saying it will be easy. Just like anything else, you'll have to work and focus on the mindset of this craft. The first part, pre-search, is already completed. This is the understanding of how your organization can satisfy the needs and wants of others.

On **page 82**, I mentioned Hollywood loglines and elevator pitches which answer (within thirty to sixty seconds) the simple question "What is your story about?" Rather than regurgitating a synopsis of accomplishments, this compelling story of *what you will do for me* should excite my interest to the point of wanting to learn more, leading to the act of buying your product or service.

**Promotional Ad Script**

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:05

:15

:30

:60

This blank box should be viewed as the front window to your organization. It will be your inner artist's canvas.

What words will you use to paint a positive and lasting impression on others?

Whether it's compiled as a 5, 10, 15, 30, or 60-second announcement, a compelling marketing message should be much more than some beaming resume boasting all your accomplishments and proud promises. So, what will you say? Will you overstuff this box with the same old regurgitated phrases the usual suspects use?

Or will you form an emotional relationship with all who listen?

Here is the opportunity to initiate a unique value proposition and soul connection with your next potential customer, motivating them to remember your name and alluring them to your site.

**Remember: This is not about you, it's about them.**

That blank box may seem intimidating because you'll want to say so much about what you offer. But we're not painting the

world here. Let's start at the beginning and break it down to basics.

**Who would be the one person or group you want to hear this message?** \_\_\_\_\_

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**What is their specific need or problem?** \_\_\_\_\_

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This will be the foundation for your overall message. **Write the opening line of your message combining those two elements.** (Example: If you suffer from the pains of arthritis...) You could also ask a question. (Example: Do you suffer from the pains of arthritis?) Be quick and to the point.

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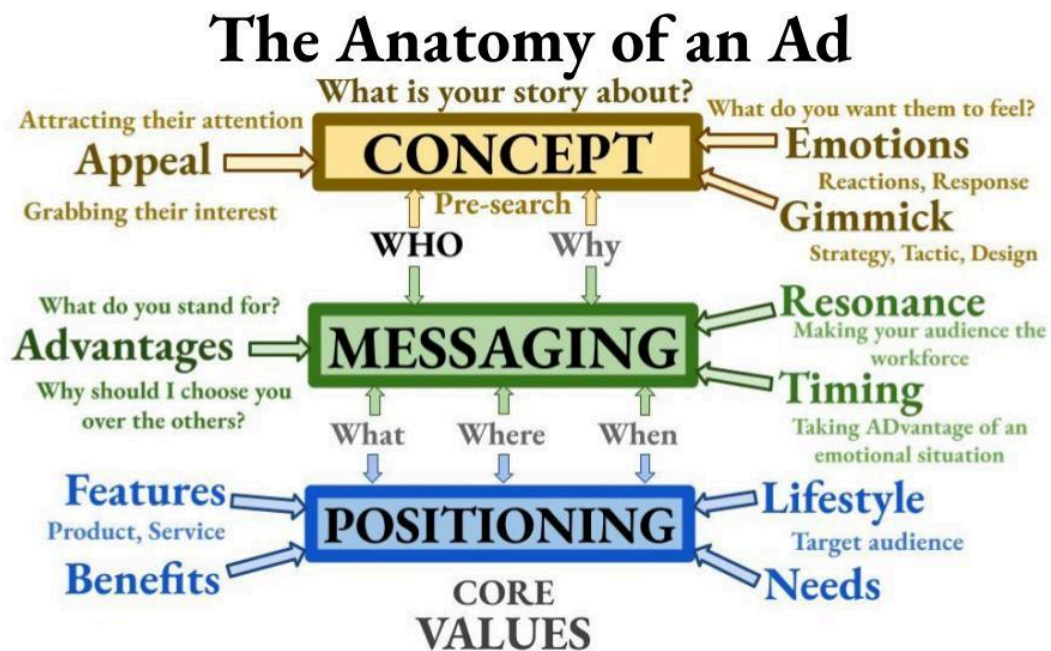
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Your product or service should be the solution to this need or problem. No need to convolute it with specials, coupons, or added features. If you want a message to resonate, it must contain true content, clear and concise. This is what gets people to notice you.

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**Study this diagram of the elements required to create a healthy advertisement.**



**What is the overall purpose of your ad?**

To promote your brand name  To promote a new item  To promote a special offer

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## CONCEPT:

A compelling way to reach these consumers is to make them feel something. It could be anything from joy, excitement, or surprise, to sadness, anger, disgust, contempt, or fear. But to tap into these basic emotions, you have to engage your audience's senses—heighten their perception, awaken their desires, raise their consciousness, fulfill their fantasies—make them feel happy.

## APPEAL:

**Write three different attention-grabbing lines to entice listeners toward your brand.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## EMOTIONS:

**Create an alluring statement about what you can do for your target client using these emotions.**

Fear; \_\_\_\_\_

Guilt; \_\_\_\_\_

Shame; \_\_\_\_\_

Wonder; \_\_\_\_\_

Hope; \_\_\_\_\_

Relief; \_\_\_\_\_

Happiness; \_\_\_\_\_

## GIMMICK:

**What type of gimmicks could you establish (slogan, jingle, testimonial, endorsement, mascot, coupon, contest) to enhance your brand's memorability?**

Create a 3-second slogan for your brand \_\_\_\_\_

What about a 5-second jingle? \_\_\_\_\_

Who would you get (an influencer within your budget) to endorse you? \_\_\_\_\_

What mascot might represent your brand? \_\_\_\_\_

Think of a contest or event that might increase awareness of your brand. \_\_\_\_\_

\_\_\_\_\_

## MESSAGING:

### ADVANTAGES:

**Look into the core values of you and your business. What do you stand for?** \_\_\_\_\_

\_\_\_\_\_

**Why should I choose you over your competitors?** \_\_\_\_\_

\_\_\_\_\_

**What is your overall goal in airing this message?** \_\_\_\_\_

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## RESONANCE:

A successful message makes its audience a workforce. On **page 36**, *Resonance Theory* suggests that audience members will recognize and discern more information than they are being given (Sunday, Monday, \_\_\_\_\_?). *Evoked response* is an alteration in the brain as a result of receiving a sensory stimulus (Buy “A Better Message” for a colleague). *Responsive chord* explains how one piece of audio or visual material could be used to create a resonating impact with the listening audience (Daisy Ad).

**Using what the public already knows about your organization, plant an auditory seed incorporating Resonance Theory, Evoked Response, or Responsive Chord making your audience work a bit to remember you better.** \_\_\_\_\_

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## TIMING:

For an ad to make your audience feel something, you’ll need to assemble a blend of logic and emotions. **Page 56** notes that emotional ads take **ad•vantage** of emotional situations. Whether it’s capturing the spirit of the local team winning, concerns of changing weather, or economy, or what it’s like to fall in love, tapping into the sensations of what your product or service summons can prove immensely successful.

**Write a few concepts on how your organization could align itself with public sentiment in light of an emotional situation.** \_\_\_\_\_

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## POSITIONING:

Positioning is about situating your brand not necessarily always in the lead but enough to stand out from the pack during this never-ending marketing marathon. Positioning is also about timing — knowing when and where to spend your hard-earned money on promoting your brand or a new item.

A bevy of ads can be created from just one specific feature of one specific product you have in your company’s arsenal. If it’s a benefit to your target audience’s needs, then you should be highlighting it.

## BENEFITS:

**Generally speaking, what are the benefits you offer (service, attitude, speed, quality, etc) that might set you apart from the others?** \_\_\_\_\_

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Saying things like you’re “the best,” “superior,” or “number one” have become worn-out phrases. You have to go into detail about why you’re making these grandiose claims. **Tell me a story about what makes you stand**

**out from the others.** (It could be about going out of your way to help a customer or why your waiting area serves fresh coffee every morning.) Delve deep into your core values of why I should buy from you.

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## FEATURES:

**Are there any features your brand offers that stand out from your competitors?** \_\_\_\_\_

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**Don't just say they're better, tell me why. Avoid using your 'inside language' here. Educate me.**

## LIFESTYLES:

Here, it's not about *your* customs and behavior, this is about your targeted clients. Lifestyles are constantly changing but your alignment with these bulls-eye clients should be persistently examined.

**Explain the overall way in which your loyal customers live. Beyond selling them stuff, in what ways does your brand enhance their lifestyle?** \_\_\_\_\_

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## NEEDS:

**Your targeted customers expect things when they visit you. What are these expectations?**

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Your **ad•vantage** over the competition is your unique value proposition UVP, an explanation to prospective clients why they should hire or work with you instead of someone else. It's your clear and concise story establishing a personal connection with others articulating what makes you distinct, describing who you are, what services you offer, and how they work. It also defines why you are exclusively qualified to deliver these services to your target market.

Study your mission statement. If you don't have a mission statement, create one. Place it above your desk and use it as the bible of your brand. If you must, alter it, and constantly improve it. Just remember, the core values within it should be burned into your brain. Once these values are absorbed into your persona, you must teach them to your fellow employees.

**What is your Unique Value Proposition (UVP)?**

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Values have little purpose unless they're displayed and shared through your everyday actions. Once others learn these values, you'll realize how much easier it will be to create great stories in your messaging.

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**Vol. 6 - Copy Righting Your Ship**

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