



# YOUR COPYWRITER: THE SALESMAN THAT INKS MORE DEALS

Great Copywriting Connects You  
with Your Customers.

GREEN & WHITE PAPER:  
No 4 in a series





# GREAT COPYWRITING CONNECTS YOU WITH YOUR CUSTOMERS.

## How important is good copywriting to a business? Depends. Does the business like having customers?

Though the world's largest companies have long recognized the power of breakthrough copywriting (see: "*Madmen*"), too often small and mid-sized businesses fail to understand its purpose and its power. They know they need to increase leads, revenues and market share, but is the ability to powerfully articulate why people should do business do with you really that integral to greater success? Yes. Yes, my friend! And it's exactly what's been holding you back! Of course, it's easy to understand why the often time- and cash-strapped entrepreneur would challenge what may seem like a superficial or cosmetic investment. But when you look at what a proven copywriter or copywriting agency can do to accelerate the growth of your business and you understand what separates extraordinary copywriting from ordinary copywriting, the benefits become obvious.

The biggest challenges for brand-managers and CMO's are finding a copywriter or copywriting agency who can rapidly understand the business model, the brand's voice and the current marketing objectives. But for smaller business owners and entrepreneurs there is an even more daunting obstacle: understanding how this seemingly "big business" activity applies directly to them. Most companies recognize on some level that they could be saying it better, but they fail to calculate the bottom-line impact and efficiency you bring to your company when you can cleanly and clearly spell out what makes your products and services uniquely valuable. When businesses want to better connect with their customers, every startup company and every entrepreneur needs to know he/she can also be leveraging the tool that sits at the very heart of marketing success. That tool is professional copywriting. A proven, experienced copywriter can be more than just your word spinner; he/she can prove to be a growing business's staunchest ally and behind-the-scenes sales engineer.

## IDEAS ARE MORE IMPORTANT THAN WORDS.

One of the very first things savvy marketers need to understand about powerful, persuasive copywriting is that it's not always about words. An experienced, professional copywriter or copywriting agency will help you translate

your fundamental product and service offerings into ideas that your prospects and customers can latch onto. By hiring a copywriter that helps you think more conceptually about your business, you will have instantly elevated your marketing communications to the top five percent of what we see everyday.

## YOUR TARGETS DON'T CARE. YOU'VE GOT TO MAKE THEM CARE.

One of the reasons why most marketing is annoying, ineffective, and annoyingly ineffective is because it presumes target interest. But your dedicated, business-minded copywriter helps you overcome that very first hurdle of marketing and advertising. If we are going to commit our precious resources to getting the word out, shouldn't the very first measurement of your company communications be: were we at least able to capture attention? After all, what good is that tradeshow booth, that often prohibitively expensive print campaign in the trade magazine or thousands of dollars in media expenditures if we can't even get them to pay attention to us? Not only is the presumption of reader, viewer, or trade show attendee interest utterly wasteful, it's kind of obnoxious when you really think about it. Do we, as consumers, want to dig deep into the weeds to learn more about a company, product or service if we haven't first been intrigued, enthused and cajoled into believing there is something there that exists that will uniquely serve our individual needs and wants? Great copywriting helps you break through.



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## ME-CENTRISM WILL SUCK YOUR MARKETING BUDGET DRY.

The next huge thing you'll thank your copywriter for is his/her ability to get you to start thinking outside of your own immediate needs and interests. I call this overwhelming tendency for small and medium-sized business marketers to



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speaking only about themselves “Me-centrism.” Now, of course, it’s more than okay in your marketing to celebrate your own greatness and uniqueness. The tricky part—and the reason why most companies welcome the fresh objectivity offered by a copywriter or copywriting agency—is drawing the connection between your greatness and how that greatness will facilitate your target’s own greatness. This is often referred to as WIIFM (What’s in it for Me?) You’d think this fundamental precept of good marketing and good copywriting would be in evidence everywhere. But it’s not. It’s harder than it sounds. Seasoned copywriting demonstrates an ability to put your company in your target’s shoes. The result: greater target interest, greater target understanding, greater target excitement, and greater target engagement.

Stellar copywriting helps you break through, and, in its most exemplary, brand-building form, helps you speak from a place beyond self-interest. Targets like this. The greatest copywriters throughout history have helped their clients think and communicate NOT in the way that best serves internal needs and definitions of “who we are,” but in the way and with the language that best matches who their targets are, where they are in their own minds and what’s going to make them care about you and your company’s products and services.

### LOOK FOR THE SALES-SMITH WHO’S A MASTER OF WORDS... NOT A WORDSMITH.

The third element that distinguishes best-in-breed copywriting from the also-rans is genuine sales savvy and psychological insight. Language itself can exert a power that too frequently in marketing proves only to be an illusory power. The experienced copywriter or copywriting agency will help you steer clear of too many ten-dollar words or purple prose, the use of too many adjectives or the tendency to wax a bit too poetic, which only invites further skepticism on the part of an already cynical marketplace. What your business really needs is a judicious use of language so that targets can clearly understand why they should do business with you.

This is yet another balancing act when engaged in the process of creating killer copy: how do we blueprint and construct the SALE in the underneath of your company’s product or service’s narrative? Too many calling themselves copywriters these days

may be extremely proficient linguists, grammarians, journalists, and storytellers, but too few have mastered the art and science of the long-term, structured sale. This is exponentially more important if you’re in B2B marketing, but even on the B2C marketing side, we see too many examples of copywriting where it’s not just sizzle over steak, it’s all sizzle and no steak.

### ORDER IN THE HOUSE!

The fourth reason any small business or startup would be wise to leverage the tools, talents, and marketing experience of a veteran copywriter is his/her ability to help you organize, condense, and edit your materials. Too often in marketing, the tendency is to laundry-list. The thinking is that if we throw all of this great ammunition we have at them, they’ll have no choice but to surrender. Who ends up perishing in this attack? Your sale. Targets tune out. Nobody welcomes or responds enthusiastically to such a bombardment. You’ve gotta know how to top-level your most important points, be selective, and distill those key messages down to salient message bites.



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### BUSINESSES LANGUISH UNTIL THEY FIND THE RIGHT LANGUAGE.

While some of the previous points may seem to have downplayed the role of language, make no mistake: it’s critical. When evaluating samples from copywriters and copywriting agencies, a solid vocabulary and command of grammar are only the beginning. To me, the true copywriting masters also exhibit an uncanny ability to strike the right tone, as well as a musician’s understanding of rhythm and how that impacts engagement and influences the sale. But the element that really impresses me in standout copywriting is the capacity of the copywriter to harness the fundamental tools of poetry—metaphor, simile, allusion, imagery, and sometimes even rhyme itself—to make your story and your product or service truly come alive in the hearts and minds of your prospects.



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### **DIFFERENT GETS NOTICED. DIFFERENT COMMANDS A PREMIUM. DIFFERENT IS GOOD.**

As an award-winning marketing copywriter for over twenty years, I've worked in almost every imaginable industry, for clients of every size and budget. How am I able to go from niche to niche, industry to industry? Because, quite frankly, you don't need an industry specialist, and you don't need a wordsmith. Your business needs a copywriter who is also a marketing specialist that helps you position your company for maximum near-term impact and optimum long-term differentiation.

The trouble with industry specialists in copywriting (and branding) is that while it may help ease the anxieties of the owner, board, marketing director, CMO, etc.—the act of making you look and sound like everybody else in your industry is a crime. It is the very opposite of what most businesses need to be doing today: stepping bravely apart from the competition and from industries filled with parity by better defining and articulating their points of distinction, difference and (target) desire.

### **GREAT MARKETING ISN'T A VALEDICTORY SPEECH OR A MONOLOGUE; IT'S A ONE-TO-ONE.**

For the small business owner or startup marketer, one of marketing's most common flaws is happily one you can correct immediately. With no out-of-pocket expenses! When sitting down to craft marketing communications, the tendency is to speak as if one is addressing a group. While there are many instances when I encourage my brand marketing clients to think of their marketing as a whole as if giving a speech (preparation, thinking about your audience, being engaging, being memorable, being human), when you are trying to forge and nurture more profitable, more enduring target connections, the last thing you want to be doing is broadcasting. Like Sales itself, marketing is personal. And the more personal, the better. If you begin to approach your marketing pieces with more of a one-on-one mindset, you will experience immediate increases in impact and effectiveness.

### **COPYWRITING IS SERIOUS BUSINESS. EXCEPT, OF COURSE, WHEN IT ISN'T.**

As understandable as it is that many of my B2B prospects would question the appropriateness of humor in their marketing communications, the thing I like to remind them of is this: people don't do business with buildings made of concrete, steel and brick. People do business with those whom they like, those whom they respect and admire. Since one of marketing's biggest obstacles is how to overcome the big, cold, impersonal corporate and get to the personal, humor provides a great way to disarm and create instantaneous rapport. The company who isn't afraid to laugh (even sometimes at itself) not only does a better job capturing attention and increasing memorability, but they wind up with a brand that is ultimately warmer, more human, and more in sync with its targets. The greater their reception, the greater you lead generation efforts close or for conversion.



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Of course, as everybody knows—not all jokes are good ones. Most aren't. The genuinely humorous copywriter will create for you the kinds of observations and expressions that make you sound smart, witty, and wise. Steer clear of puns and banana peels. (Unless of course you're in the puns and banana peels business.)

### **THE PEOPLE MAKE THE PARTY AND THE PROCESS DRIVES SUCCESS.**

The web is crawling with people calling themselves copywriters these days. The plight of the small to medium-sized business marketing director and the entrepreneur is how to distinguish the one who will help guide you to greater target interest, excitement, and engagement? Of course, respect and client service are mandatory. But in this uniquely pivotal role, your business needs are truly better served by someone who will



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challenge you to think more deeply about the assignment, your business, and your fundamental marketplace position. A track record of successful marketing initiatives and client relationships should attest to the copywriter or copywriting agency's ability to serve not simply as order-takers, but as a vested, major contributors to the overall, long-term success of your business.



### ABOUT ARTICULATED BRANDS®

When you want to accelerate the pace of growth, Articulated Brands® specialty is helping you identify the two things that sit at the very core of all marketing and business success: what to say and how to say it best. A twenty-year award-winning marketing copywriter and pragmatic brand consultant, Scott Silverman founded Articulated Brands in 2007 so that companies of every size and industry, including smaller businesses and startups, could leverage the tools and techniques of the big brands.

Operating as a brand strategy, brand development, copywriting and company naming agency, Scott Silverman's Articulated Brands® collaborates with savvy marketers who know increasing performance starts with increasing resonance. With a reputation for digging deeper into a company, its vision and its values, what sets his work apart is his track record for setting his clients' businesses apart.

What do targets want? More meaningful marketing. What do businesses want? Marketing that actually means something. When you want to better connect with those who matter most to your success, there's Scott Silverman's Articulated Brands®. He helps you *Say it like nobody else can.*™

For an uplifting chat about upping your marketing performance, give Scott a call at 310.826.8518 or shoot him an email: [scott@articulatedbrands.com](mailto:scott@articulatedbrands.com).



**The more you view your copywriting as a mission-critical initiative that serves to offset the high cost of personal sales, the better your marketing results and your business will be!**

### IF THEY DON'T GET THE MESSAGE, YOU DON'T GET THE SALE.

To increase leads, revenues and market share, you've gotta spell it out for 'em. The more you view your copywriting as a mission-critical initiative that serves to offset the high cost of personal sales, the better your marketing results and your business will be! You know your business is special. To make sure *they* know why it's special, make fast friends with a copywriter. He or she has made growing your business his/her business. With the proper experience and brand-building mindset, your copywriter will help you transform ordinary pieces of marketing into extraordinary examples of how to create deeper, more profitable target connections.



- BRAND STRATEGY
- COPYWRITING
- COMPANY NAMING
- DESIGN

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