Copywriting

Description

A copywriter is a person who writes copy as a contractor or in a project basis for a business or organisation. A copy is any text used to market and sell a product, service or brand (this can include sales pages, digital media, blog posts, landing pages, social media posts, eBooks, case studies, and white papers). The copy's aim is to persuade, inform, rank well in search engines (mostly Google), and motivate the reader to take immediate action.

Copywriting is about ideas, value propositions, and communication skills!

BUILD YOUR PORTFOLIO

TAKE UNPAID WRITING FOR EXPERIENCE

PROVE YOURSELF

BE CREATIVE AND IMAGINATIVE

NEVER STOP LEARNING

ESTABLISH CREDIBILITY

LEARN MARKETING AND BUSINESS MANAGAMENT BASICS

MANAGE YOUR TIME

TAKE CARE OF YOUR CLIENT'S NETWORK

Investment or cost of entry

To start working as a copywriter, the following investment is required:

- Pencil and paper (**€**)

- Desktop PC or laptop, monitor + relevant peripherals (**€€**)

- Software such as Office programs and Word processors (**€€**)

- Phone bill (**€**)

- Training and certification, e.g., Courses, books, YouTube videos, learning is vital for becoming a successful freelance copywriter (**€€**)

- Create marketing content to promote your work (**€**)

- Create a network of potential customers and/or partners (**€**)

- Create a website and/or start building a portfolio to show your work (**€**)

Environmental Impact

The environmental impact:

- Remote working. Ongoing energy consumption (heating houses, water usage and electricity usage) remains a concern. (🍃🍃🍃)

- Paper creation, usage and printing waste (🍃)

- Energy consumption of your computer (🍃 🍃 🍃)

- Storage of data in the cloud (🍃 🍃 🍃)

Ways to reduce it include:

- Remote working reduces the carbon footprint by:

- o Less daily commuter traffic reduces CO2 admissions and improves air quality in built-up areas.

- o Less use of single-use plastics as workers typically eat and drink from home.

- o Less energy waste from computers, lights, printers etc. being left on unnecessarily for prolonged periods of the day

- o Less printing and paper wastage as e-files and PDFs are used as standard

- Paper can be recycled

- Switch off devices when not working to prevent "ghost electricity".

- Try to optimise the stored files. Delete all unnecessary files, apps, photos and videos.

- Create provisions for digital solutions (i.e., taking notes on laptops and/or note-taking apps on smartphones, content accessible digitally on the cloud)

Good Practice

- **Be curious:** Take inspiration from anywhere and everywhere

- **Respect the client/customer:** Always keep it in mind and ask good questions to obtain key info.

- **Know your audience:** It is vital to know who your audience is and how to communicate with it. Once you do, you can use the correct language to resonate with it.

- **Be methodical:** Choose the appropriate copywriting outline; plan out each section of copy, get feedback from stakeholders, and go through several rounds of editing

- **Be clear and concise:** Start with clear and compelling headlines, use simple language and get to the point, emphasise your value proposition.

- **Copywriting and sustainability:** Connecting emotionally with clients and other stakeholders by transmitting a critical, ethical and eco-friendly position is becoming essential to enhance a more sustainable livelihood.

Choosing the right structure

1. Describe a problem and position the product as the solution to it
2. Tell a story in which the product is involved and is the main character
3. Ask and answer the reader's potential questions related to the product
4. Break your content into sections
5. Describe the same situation from multiple perspectives
6. Start in a general level and then develop deeper levels of detail

Choose the right structure and leads the reader to take action!

Challenges

- **Writing without a portfolio**
- **Not understanding marketing**: Promoting yourself and the services you provide is fundamental to earn success as a freelance copywriter, thus a marketing plan can help you to improve your business.
- **Scope creep** (difficulties managing the scope of the project)
- **Time management** (Securing work (?), marketing, building your portfolio, handling administrative tasks, networking, among others)
- **Negotiating pay and getting paid**
- **Maintaining clients**

General Advice/ solutions

- **Build your portfolio, look for a job, establish credibility**
- **Educate yourself on marketing basics and business management**
- **Avoid scope creep:** Ask in advance the necessary and detailed questions that can help you to understand the amount of work involved, the programme of activities, your precise responsibilities and your client's expectations)
- **Manage your time:** you can do it by establishing working hours, creating a weekly and daily schedule to follow.
- **Do research:** it is easier to negotiate if you have good information. Investigate the standard market value before making any decision.

- **Establish a connection with your client:** It can ensure you receive frequent assignments, referrals, and more money.

Who is this tool/ activity for?

- Anyone who can write and meet the needs of their employer or client.
- Copywriters are a mix of advertising creatives, behavioural psychologists, and salespeople.
- A good copywriter is literate, curious, creative, reflective and has discipline.
- People with strong communication skills: they should be able to write well and craft persuasive content, knowing how to catch the reader's attention. They have to communicate ideas concisely and effectively, making different topics easy to understand.
- People with strong organisational skills.

Conclusions

- **Copywriting is writing with an intended purpose.** The copywriter aims to advise the reader as well as to encourage them to take action.
- **Copywriting is about ideas, value propositions and communication skills:** it is about the ability to craft a concept into a creative, effective, and persuasive language that inspires the reader.

- **It does not need any high investment or entry costs** but it takes time to consolidate a basis consisting in confidence, customer network and credibility.

- **The environmental impact is rather low** and is mainly related to the use of energy needed for performing computer and online tasks. There are ways to reduce or compensate it.

- **Copywriters need to be empathetic and know how to pitch to clients.** They also have to know the audience and suit their language to their potential readers. They need to be great story crafters and technical writers.

References

- 9 problems every freelance writer faces when starting out. (2021, May 6). Wave Freelance Hub. Retrieved June 14, 2022, from https://www.waveapps.com/freelancing/writing/freelance-writing-challenges

- CopyPress. (2022a, May 2). Freelance Copywriters: Your Best Content Solution? Content Marketing Agency | Content Marketing Services by CopyPress. Retrieved June 14, 2022, from https://www.copypress.com/kb/copy/what-is-a-freelance-copywriter/

- CopyPress. (2022b, May 2). Freelance Copywriters: Your Best Content Solution? Content Marketing Agency | Content Marketing Services by CopyPress. Retrieved June 14, 2022, from https://www.copypress.com/kb/copy/what-is-a-freelance-copywriter/

- Copywriting, A. (2013, January 28). Copywriter | Copywriting | Copywriters in Norwich, Norfolk, UK. ABC Copywriting. Retrieved June 14, 2022, from

https://www.abccopywriting.com/

- Copywriting challenges you will have to face. (2021, August 3). GigLeads. Retrieved June 14, 2022, from https://gigleads.uk/copywriting-challenges-you-will-have-to-face/

- DIGITAL CLEANUP DAY. (n.d.). DIGITAL CLEANUP DAY – Digital Cleanup Day. Retrieved June 14, 2022, from https://www.digitalcleanupday.org

- Greene, S. (2020, February 14). Want to Be a Freelance Copywriter? Consider These Challenges First. Susan Greene Copywriter. Retrieved June 14, 2022, from https://www.susangreenecopywriter.com/articles/freelance-copywriter-challenges.html

- H. (2017, October 1). Top tips from a freelance copywriter. Honchō. Retrieved June 14, 2022, from https://www.honchosearch.com/blog/digital-content/top-tips-freelance-copywriter/

- Halstead, J. (2022, February 21). A Beginner's Guide to Freelance Copywriting. Honchō. Retrieved June 14, 2022, from https://www.honchosearch.com/blog/digital-content/beginners-guide-freelance-copywriting/#:%7E:text=A%20freelance%20copywriter%20is%20someone,)%2C%20convert%20customers%20and%20more.

- How To Become a Freelance Copywriter (With FAQ). (n.d.). Indeed Career Guide. Retrieved June 14, 2022, from https://www.indeed.com/career-advice/finding-a-job/how-to-become-freelance-copywriter

- Kardos-Latif, D. (2022, May 19). 16 Copywriting Tools For More Effective Writing You Should Start Using Today. UX Studio. Retrieved June 14, 2022, from https://uxstudioteam.com/ux-blog/copywriting-tools/

- Kreimer, I. (2021a, June 22). How to Become a Freelance Copywriter: A Beginner's Roadmap. Foundr. Retrieved June 14, 2022, from https://foundr.com/articles/marketing/how-to-become-a-freelance-copywriter

- McCoy, J. (2020, November 6). What Does a Copywriter Do? (Infographic). Entrepreneur. Retrieved June 14, 2022, from https://www.entrepreneur.com/article/355287

- McMillen, J. (2021, December 19). What Does A Copywriter Do? Successful Writers Do These 4 Things. Jacob McMillen. Retrieved June 14, 2022, from https://jacobmcmillen.com/what-does-a-copywriter-do/

- McMillen, J. (2022, January 10). How To Become A Copywriter & Earn Six Figures+ In 2022. Jacob McMillen. Retrieved June 14, 2022, from https://jacobmcmillen.com/how-to-become-a-copywriter/

- Morollo, M. K. (2021, December 9). The Challenges of Being a Freelance Writer - The Startup. Medium. Retrieved June 14, 2022, from https://medium.com/swlh/the-challenges-of-being-a-freelance-writer-967d24386c01

- Patel, S. (2022, June 8). Best practices for effective copywriting. Olivine — A Product Marketing Agency. Retrieved June 14, 2022, from https://www.olivinemarketing.com/articles/best-practices-for-copywriting

- Reducing the Environmental Impact of an Online Business. (n.d.). Alice Writes Copy. Retrieved June 14, 2022, from https://www.alicewritescopy.com/sustainability-online-business

- The copywriting infographic. Abc copywriting. Retrieved June 14, 2022, from https://www.mdgadvertising.com/wp-content/uploads/2012/12/copywriting_infographic_full.jpg

Co-funded by the European Union