

COPYWRITING IS CREATIVE WRITING



SELLING FOR AUTHORS

How Bryan Cohen learned to love the creativity of marketing  
and how you can too

# What You'll Learn

- » Why copywriting is more artistic than you think
- » Four rules for writing more effective copy
- » How to turn better copy into sales and subscribers



# A Very Academic Proof

- » Poetry is a type of writing where each word counts toward the ultimate goal of evoking an emotional reaction.
- » Copywriting/Advertising is a type of writing where each word counts toward the ultimate goal of evoking an emotional reaction.



Therefore...

Copywriting is Poetry.



# That's Bullfeathers, Bryan



# Serious Trolling

- » “I don’t hate copywriting because it’s poetic.”
- » “I hate it because it’s sales-y.”
- » “I’d rather walk on hot coals than write a book description.”



# How long did it take you...

- » To learn a second language?
- » To learn your favorite sport?
- » To learn all of your spouse's subtle cues?
- » Probably more than a few hours.



# And yet...

- » Despite the fact that copywriting/poetry is a whole different animal
- » We expect to be masters at it with a few hours of practice
- » Most of us didn't learn Spanish in a few hours
- » So you need to expect a struggle and be willing to work



# How the Brain Works

- » An ever-changing system of highways
- » To learn something new...
- » The road requires repetition, focus, and learning



# Let's Train Our Brains



# The Skills You Need

- » Learn to write things in fewer words
- » Learn to hear flow and momentum
- » Learn effective copywriting words
- » Learn how to edit down to the essence



# Rule #1: Less is More

- » You must say things in fewer words
- » Make sentences shorter and denser
- » Before: No matter what Kayla does, she seems to suffer every bad break known to man.
- » After: Kayla can't shake her lifetime of bad luck.



# Rule #2: Choose Emotion Over Explanation

- » Readers don't need to know the whole plot
- » Aim for an emotional connection instead
- » Before: Shortly after his painful divorce, former cop Marcel London started a private investigation business, only to run out of clients six months in.
- » After: Private investigator Marcel London is divorced, broke, and down to his last case.



# Rule #3: Copywriting Must Flow & Grow

- » Plot is less important than momentum
- » You need to leave readers wanting more
- » Before: The dastardly villain may have numbers, but Hansen has his friends Victor and Dottie by his side. The three heroes have a hard road ahead of them.
- » After: When Hansen's team comes up against incredible odds, they'll need to fight with everything they have to save the human race.



# Rule #4: Use the Right Words

- » Certain words work better than others
- » Selling can be scientific
- » Before: An electrifying adventure with constant twists and turns.
- » After: If you like electrifying adventures with constant twists and turns, then you'll love Eric Hand's latest thrill-ride.



# Where do I apply these rules?

- » Book descriptions
- » Emails to bloggers/reviewers
- » Ads (Facebook/Twitter/Instagram)
- » Your website (for your landing page, bio, etc.)
- » Emails to readers

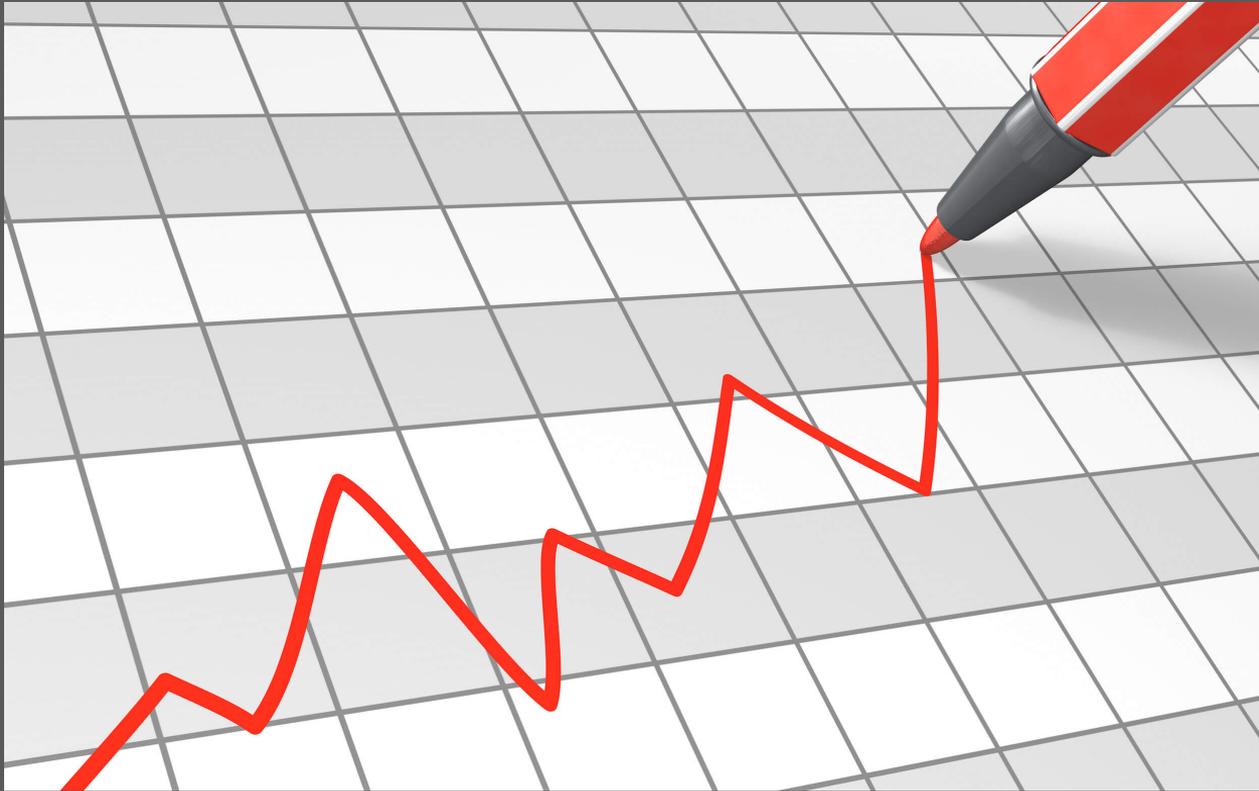


The big question is...

What kind of results  
should I expect?



# Increased Backlist Sales



# Double the Value of Big Promos



# Improve the ROI on Ads



# Get More Readers to Join Your List



# Open Up New Opportunities



# Recap

- » Copywriting is poetry
- » Writing copy is hard because you need to work on it
- » Less is more & emotion beats explanation
- » Copy needs to grow and flow & some words work better than others
- » Applying strong copy can improve your entire platform



# Learn More

- » Visit [SellingForAuthors.com](https://SellingForAuthors.com) to get a free cheat sheet and video course on copywriting.
- » Thanks for watching!



# Learn More

- » Visit [SellingForAuthors.com](https://SellingForAuthors.com) to get a free cheat sheet and video course on copywriting
- » Thanks for watching!

