

What on Earth is a Copywriter and Who Needs One?

“Tell me and I forget. Teach me and I remember. Involve me and I learn”. -Benjamin Franklin

Ok, what is a copywriter exactly?

I get this question thrown at me often, so decided to answer it the best way I can. According to the Oxford dictionary; ***a copywriter is a person who writes the text of advertisements or publicity material.***

And according to Wikipedia; Copywriters are used in helping create direct mail pieces;

- Jingle lyrics.
- Web page content.
- Online ads.
- Email and other Internet content.
- Television or radio commercial scripts.

Also;

- Press releases.
- White papers.
- Sales letters, and other marketing communications media pages.

“ You cannot open a book without learning something”. – Confucius

Furthermore, who needs one, who needs a copywriter?

A copywriter writes copy or content for-

- Businesses
- Websites
- Magazines

- News rooms and many other businesses including fund raisers etc.

When you need compelling and engaging copy written, you go to a copywriter. Some copywriters call their writing 'copy' while others say 'content', but when you come from where I do, both words mean the same:)

Who would profit from a copywriter and how?

A company may have a great business going but it needs a boost. Usually, they have been around awhile and things are getting a bit stale. They need new ideas, new ways to market their products. You can probably relate to this as we all tend to run out of ideas from time to time.

One of the best ways to achieve this is by employing a freelance copywriter. By bringing a well-trained direct response copywriter on board, things can change for you dramatically. She can attract prospects and also convert to buyers or clients.

“I never learn anything talking. I only learn things when I ask questions.” - Lou Holtz

But what's a direct response copywriter?

Well, a *direct response copywriter* writes copy designed to lead the reader to a buying decision there and then, in that very moment.

Direct-response copywriting compels prospects to take some specific action like;

- Opting into your email list.
- Or newsletter.
- Picking up the phone.
- Placing an order.
- Or directing you to a web page.

The truth is, by hiring the right copywriter your sales can really take off dramatically. You could recoup the extra cost of hiring him or her tenfold or more.

So where do I find one of these business saving copywriters. And how do I know they can perform?

I would suggest you start with an AWAI trained direct response copywriter.

Why? Because they have been taught their skills from some of the best copywriters in the world today.

**If you enjoyed this article, please share it so someone will benefit from it.
*Want more tips or are you making too much money?***

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“Public sharing is an important part of science” - Richard Dawkins