

COPYWRITING ... salesmanship in print; explaining the benefits

“COPY” is the text or words that you see on websites and billboards, in newspapers and magazines, in books, brochures and posters. (Nothing to do with *copyright*.)

POOR copywriting bangs on about what goods or services **we** have, and their features (not the same as benefits). It ignores you and your needs.

GOOD copywriting explains how the benefits of a certain product or service helps you, the customer, to solve your problems or fulfil your dreams.

It uses the magic words **you** and **your** often.

And it's always ...

- concise
- persuasive
- easy to understand
- truthful. Yes, truthful!

That's what you'll get from me.

Let's talk about your project

Contact me, Josephine Brown ➡

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*Be understood...
in print and online!*

