



Copywriting Club 1: Intro & Writing Basics



February 17, 2022

Faculty Members



Prof. Gaffin



Prof. Bogert



| The Agenda

1. **How to Make Your Writing Instantly Better**
2. **Review: Dumb Things About the English Language**
3. **Good Writing v. Good Copywriting**
4. **What Makes a Good Copywriter?**
5. **Q&A**



CHAPTER ONE



How to Make Your Writing Instantly Better

THE GUIDING LIGHT

Good writing is clear.



THE GOLDEN RULE

Omit needless words.



Omit needless words



“Vigorous writing is concise.

A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.

This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word *tell*.”

- Strunk & White, *The Elements of Style*



Strategy Consultation

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5. KILL FILLER PHRASES

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ONE RULE

Omit needless words.

FIVE TOOLS

- ◆ Check for repetitive words.
- ◆ Check for passive voice.
- ◆ Kill adverbs & pointless adjectives.
- ◆ Use the present tense whenever possible.
- ◆ Kill filler phrases.



CHAPTER TWO

Dumb Things About the English Language

DUMB THING 1

Your/You're



DUMB THING 1

Your = Possessive

You're = You are



DUMB THING 2

**There/their/they'r
e**



DUMB THING 2

There = Location

Their = Possessive

They're = They are



DUMB THING 3

Its/It's



DUMB THING 3

Its = Possessive

It's = It is



DUMB THING 4

Affect/effect



DUMB THING 4

Affect = verb

Effect = noun



CHAPTER THREE



Good Writing vs. Good Copywriting

Good Writing is:

- 1. Clear**
- 2. Concise**
- 3. Engaging**



Good Copywriting:

1. SELLS PRODUCT.



Wait.

**Good copywriting *doesn't*
have to be clear, concise,
and engaging?**



Well ... it does.

**But a piece of writing can be
clear, concise, and engaging ...**

And sell nothing.



Most writing **is the final product.**

Good copywriting **points you to the final product.**



What Makes a Good Copywriter?

**Good copywriters understand
three things:**



Exactly who their reader is ...



Where their work will be seen ...



What action they want the reader to take.



What We're Going to Cover



Copywriting Club

Week 1 | Writing Basics

**Week 2 | Understanding
Your Audience**

**Week 3 | Understanding the
Medium: Shortform**



What We're Going to Cover

Copywriting Club

**Week 4 | Understanding the
Medium: Longform**

**Week 5 | The Psychology
of Choice**

Week 6 | Tips & Tricks



| Questions?

| Thank You!