



Copywriting Club 2: Understanding Your Audience

February 24, 2022



| Lesson 1 Recap



THE GUIDING LIGHT

Good writing is clear.



THE GOLDEN RULE

Omit needless words.



Strategy Consultation

Once your brand has been thoroughly reviewed and your unique growth strategy is established, we'll sit down with you for a **2-hour consultation** to go over your 2022 Growth Strategy in order to identify key areas of opportunity.



Strategy Consultation

Once we review your brand and establish your growth map, we sit down with you for **a 2-hour consultation** to identify areas of opportunity.



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.



Good Copywriting:

SELLS PRODUCT.



A Good Copywriter Knows:

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



| The Agenda

- 1. What is an Audience, Really?**
- 2. Jobs-first Thinking**
- 3. Where to Meet Your Audience**
- 4. Q&A**



CHAPTER ONE

What is an Audience, Really?

Does this look familiar?





Meet Natalie.





Meet Natalie.

Age: 28

Lives in: Williamsburg, NY

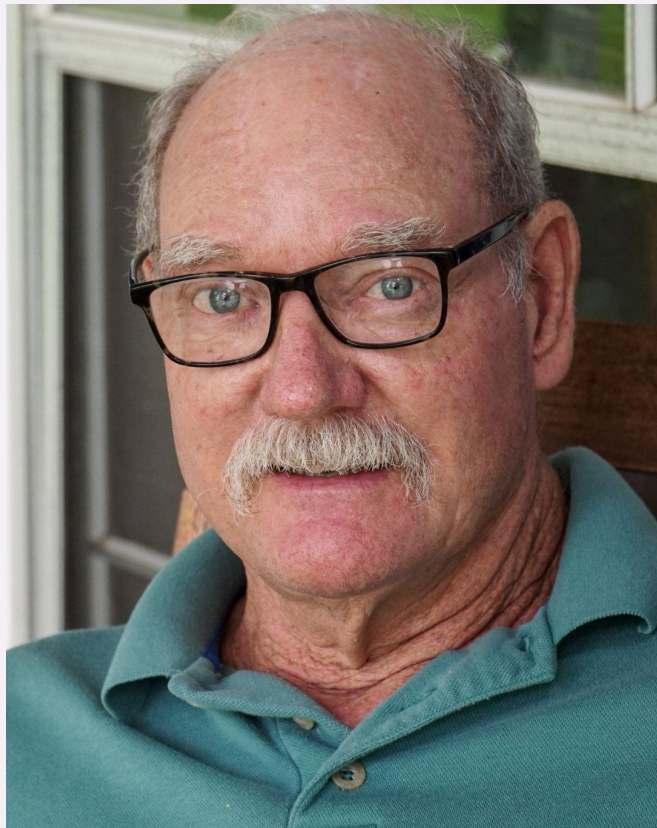
Job: Social Media Manager

Dog mama to her Mini Aussie, Fletcher

Loves her daily oat milk latte

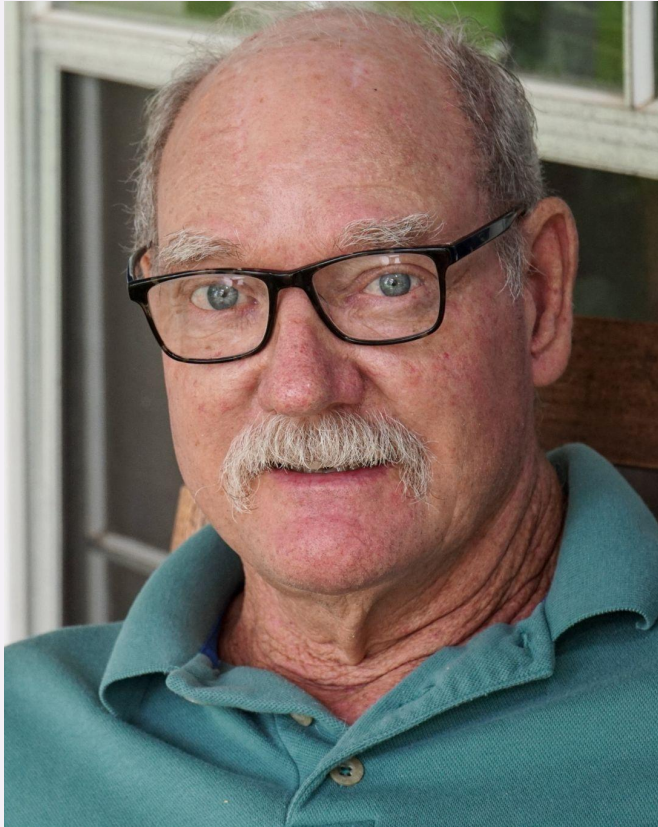
Thought Emily in Paris was “pretty good”





Meet Steve.





Meet Steve.

Age: 68

Lives in: Grand Rapids, MI

Job: Hydraulic Parts Sales Manager

Married, father of 3 adult children

Misses the "Good Old Days"

Fights with his kids about politics





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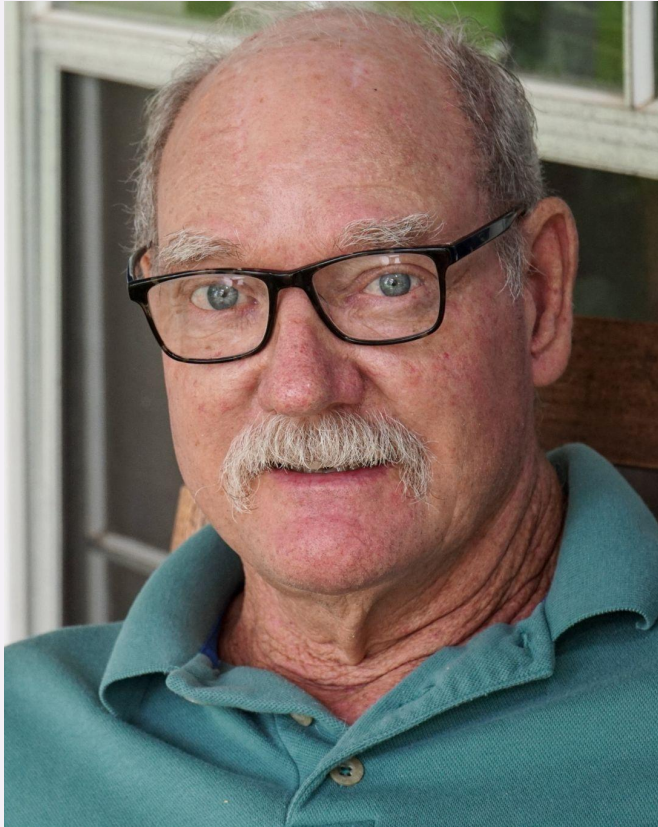
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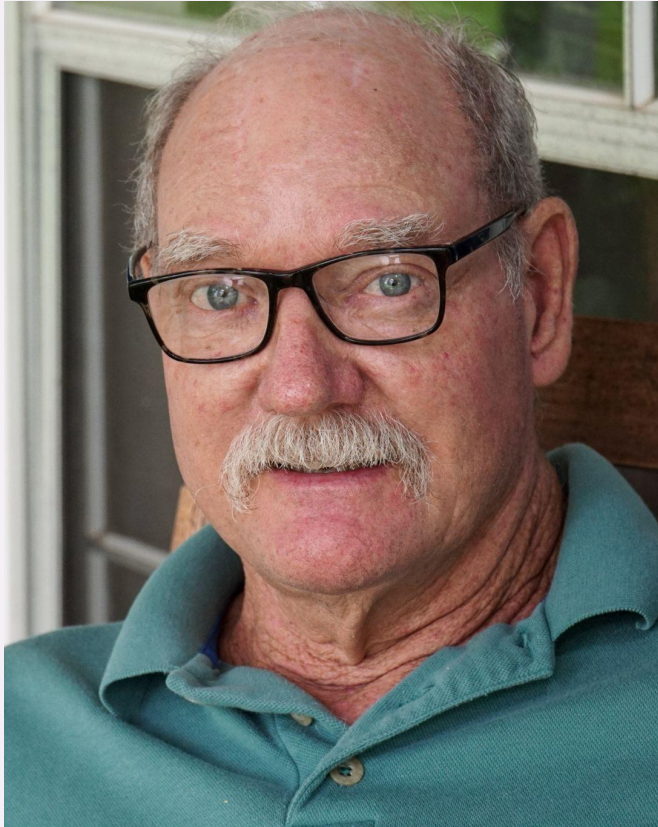
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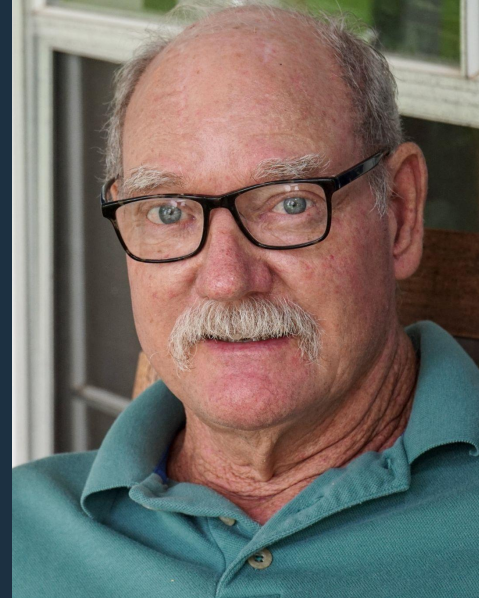
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If you're selling **this:**



Then these two people
are **the same.**





Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
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Or **this:**





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But if you're selling **this**:



Bat Wings Costume | Etsy



Personas *can* matter for
branding purposes.

But for writing sales copy,
remember that ...



**Audience verticals aren't
united by demographic info.**

They're united by **problems
& desired **solutions**.**



CHAPTER TWO

| Jobs-first Thinking

JOBS TO BE DONE

THEORY TO PRACTICE

ANTHONY W. ULWICK

FOREWORD BY **ALEX OSTERWALDER**

"I call him the **Deming of Innovation** because, more than anyone else, Tony has turned innovation, into a science." -**PHILIP KOTLER**



PRODUCT



What does the product do?

What features of the product help it do what it does?



PERSON



Who is making the purchase decision?

What job do they need to get done?



PRODUCT



PERSON



PRODUCT



AD



PERSON



What is a job?



A job is the **underlying process** the customer is trying to execute.



**Customers “hire” a
product to do a “job.”**



**They expect that job to
lead to a specific outcome.**



Job Statement

The customer's perspective, without emotion. **Not** the situation

verb + object of the verb (noun) + contextual clarifier

Get breakfast while waiting.



Special thanks to Prof. Capetola



Outcome Statement

The goal, the desired improvement **with** a linked performance metric (usually time or likelihood)

direction of improvement + performance metric + object of control + contextual clarifier

Minimize the likelihood that music sounds distorted when played at high volume



Special thanks to Prof. Capetola





Arm & Hammer Case Study

“...the customer was the dairy producer, not the nutritionist.”

“The job they were trying to get done ... was focused squarely on optimizing herd productivity.”





“In reality, every product you are given to sell is actually **two products**. One of them is the **physical product** ... the other is the **functional product** — the product in action — the series of benefits that your product performs for your consumer, and on the basis of which he buys your product.”

- Eugene Schwartz, *Breakthrough Advertising*



Physical

The product itself

Functional

The practical thing this product does

What problem will owning it solve for me?

Identity

The role this product plays in your customer's life

Will owning this thing make me feel like the person I want to be?



Physical

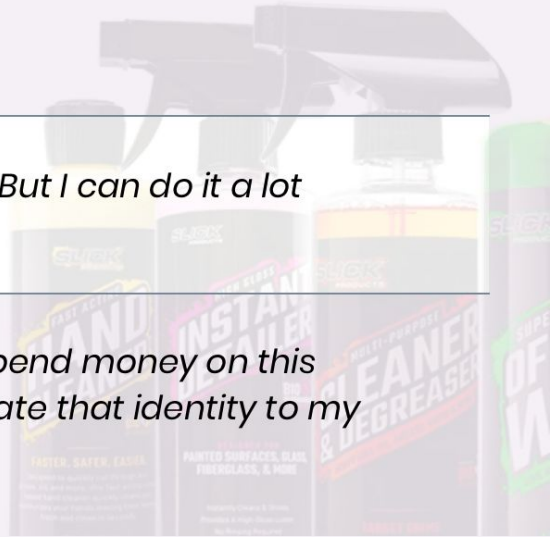
Dirt-bike wash

Functional

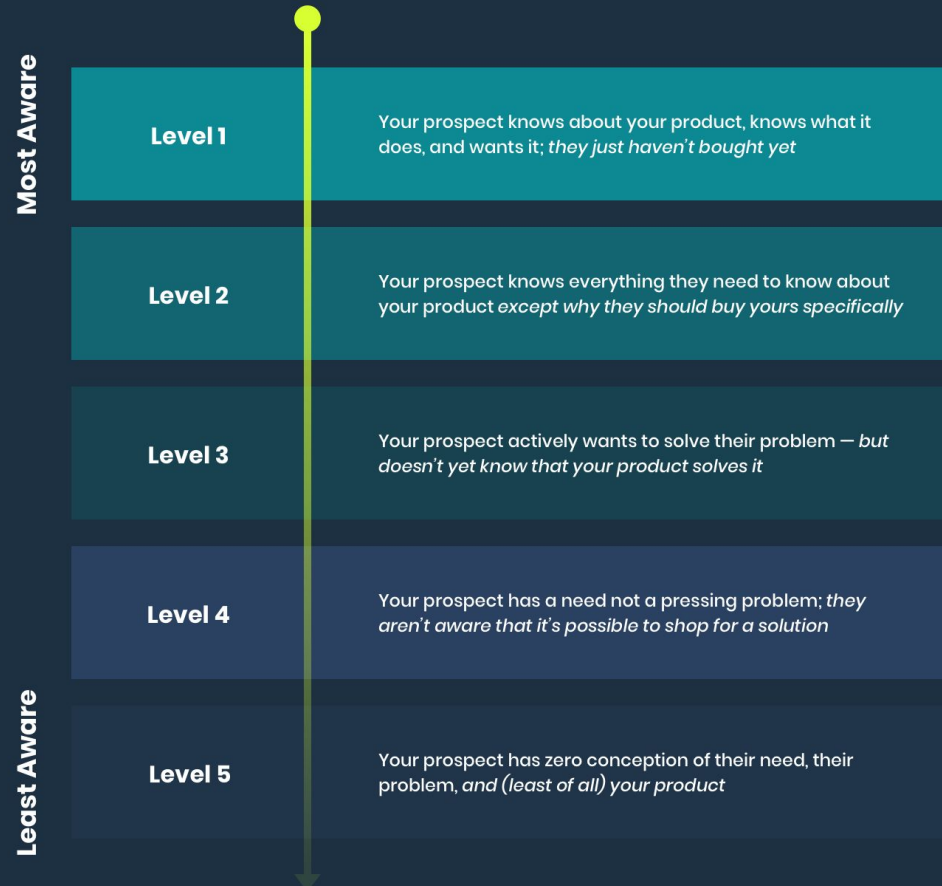
I need to clean my dirt bike. But I can do it a lot cheaper myself.

Identity

*Offroading is who I am. If I spend money on this product and it doesn't validate that identity to my peers, it can f*** right off.*



States of Awareness in Advertising



YOUR JOB AS A COPYWRITER:

- 1. Define the Customer**
- 2. Define the Job**
- 3. Define Awareness**
- 4. Articulate a Solution**



CHAPTER THREE

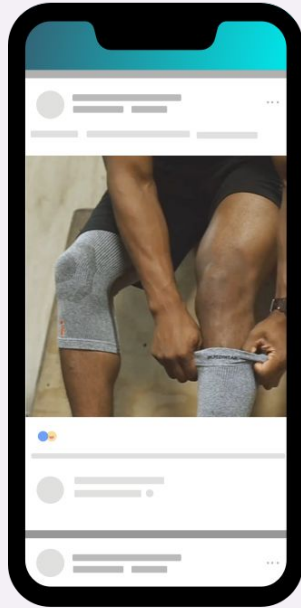


Where to Meet Your Audience

**So ... how do I figure
this stuff out?**



Search Reviews for Common Themes



Crystal P. **Verified Buyer**

03/25/2021

 United States



Arthritis

I have arthritis in my knee and this sleeve has helped my knee pain so much that when I stand the pain is so much better. I stated walking again, outside. I sleep with it on. Thank you

 Share

Was this helpful?  2  0



Other Examples:

Go on Reddit

Look at Google Trends

Read competitor reviews



**“... customers cannot
articulate the solutions
they want.”**



THE SOLUTION:

Look for people whose
needs have **already been**
satisfied by the product ...



THE SOLUTION:

**... they're writing
your copy for you.**



| Questions?

| Thank You!