

# What is Copywriting & Why Is It So Important?

Simply put, copywriting is the writing you use to promote your online business. This can include your newsletter advertising messages, product sales information on your website and articles that promote your product. Basically, any writing you use to promote your website or product is what's known as copywriting.

Copywriting is what you use to get your customers and potential customers to take a particular action. For example:

- Place an order
- Sign up for your mailing list
- Click an affiliate link
- Get them to refer a friend to your business

Many online business owners make the mistake of thinking they can just throw some words together, get some traffic and they'll be set. I'd like to congratulate you for taking the time to read this guide because the information in it will put you ahead of many other internet business owners who make the mistake of thinking that copywriting isn't important.

## **Consider this:**

When people visit your website, **you aren't there** to answer their questions or to convince them how great your product is. Your words need to do that for you. In other words, you need effective copywriting and that's exactly what I'm going to show in this guide.

# The Basics of Copywriting: Important Terminology

In this chapter, I'll go over some terminology that will help you in understanding the principles of copywriting. Read each one in detail as not only have I included the definition of the word, I've also added:

- Examples and further detail for deeper understanding of these important concepts.
- Exercises to apply these concepts.

This information will serve as your foundation of knowledge in all the copywriting you do for your business. Even if you are familiar with some of the terminology, going through this chapter will give you a deeper understanding.

## ***Target Market:***

Your target market is the group of people you're selling your product to. You have to be very specific when you define your target market, in order to make your copywriting is most effective. You can't just say "women, moms or pet owners" because that is still vague.

What women?

Which moms?

Which pet owners?

When defining your target market, there are many things to consider. I've included a small list below, but it only touches the surface. For each target

market, there are so many different factors that can make up your specific target market:

- Age
- Income
- Interests
- If it's a woman, her marital status may come into play
- If it's mom, you might want to have an idea about the age of her children; if she works outside the home, etc.
- If it's a pet owner, what kind of pet she has, what breed, etc.
- Wants, wishes and desires \*
- Problems she needs solved \*

\*These last two are particularly important because this is what really motivates people to spend their money and buy products. Yes, they buy to satisfy their immediate needs, but desire is what drives people to spend their money readily.