



THE CONTENT VIXEN PRESENTS

COPYWRITING

& THE



GREAT

PRINCIPLE



5 EASY STEPS TO
CREATING GREAT CONTENT

Joy A. Burke

www.thecontentvixen.com

What is Copywriting?

There are **three main types** of styles or focuses in copywriting.

1. **Sales** is the most widely known.
 - The entire purpose of the writing is to persuade and generate sales.
2. There is also **marketing** or **advertising** copywriting.
 - This is geared more toward informing readers about a specific product or service yet working them through the funnel toward the sale.
3. Finally, there is **content** copywriting.
 - Content copywriting focuses on delivering valuable and usable content to readers which not only educates them, but builds trust. There is no obligation or pressure to purchase anything as the content is freely given.

Copywriting should not be confused with copyediting

Copywriters write fresh text – also known as copy – or combine and polish existing material into a new format.

For example, combining old ads and flyers into a new tri-fold brochure with updated company information.

Copyeditors on the other hand review what any writer – including a copywriter – has written for grammar, punctuation, readability etc. Essentially – copyeditors need to have very strong grammar and language structure skills. Copywriters need to know how to speak to an audience. They need to know when to choose between grammatically correct, and colloquialism. In turn, copyeditors need to know when to allow them that freedom.

What Makes Great Content?

What Keeps You reading?

Some of the most obvious attributes that keeps us tuned in are:

- Engaging Information
- Humor
- Visuals
- Text that evokes our emotions
- Relevance
- Free Giveaways
- Informative
- We believe in the cause

There are undoubtedly many more contributors but what this all boils down to is content. Content is the key to visitors, recommendations, and purchases. Therefore, with that in mind, I'd like to share a philosophy I try to stick to when I write. I call it **The GREAT™ Principle**.

The GREAT™ Principle

The GREAT™ Principle is one I created to help other writers and web developers understand the power of valuable content.

Anyone who writes a blog or creates marketing material should consider this as they craft their piece. It's an easy acronym meant to help you draw your readers in.

All content should be GREAT™. Broken down, this means content should be:

Gripping

Relevant

Engaging

Applicable

Targeted

The short descriptions that follow are meant to provide a general guideline as to what each component should be doing for your reader if following The GREAT™ Principle.

You are the expert. So whether you write your own content or receive assistance, you know best what your readers will respond to and what's hot in your industry. Use that to your advantage and share it.

The GREAT™ Principle

Gripping

Content that grips your reader keeps them on your page. You have a very short time in which to do this when a visitor stops by – so do it quickly! And do it above the fold.

When you believe you've written gripping content, don't be too confident just yet. Ask someone else. If possible, try to get the opinion of someone in your field and someone who could care less. If the person who would not normally visit your site is actually interested – you've done your job!

Relevant

Content that is relevant to your reader speaks to them where their industry is, at that very moment. Write about current issues they are dealing with – not what was hot five years ago that you may still find interesting. It's about them – not you.

Engaging

Content that is engaging keeps them reading. You've grabbed their attention with your gripping statement or headline. You've assured them that what you have to say is relevant to their industry.

Now, make it interesting to read. Would you want to read what you wrote? Or would it put you to sleep? Is what you wrote engaging enough to keep you reading while that adorable kitten video with over a million views is playing on You Tube?

Applicable

Applicable content has your reader nodding his head and bookmarking your page. He agrees with most if not all of what you have to say and wants to be sure he can come back later to reference your comments. What you have said hits home and is something he can implement and is actionable either physically or mentally.

Targeted

Finally, your content is targeted to a specific group of people. You may have even envisioned her in your mind when you wrote it down – just so you could relate that much more. And when your reader reads, she says ‘This is about me and my situation!’ And you can sit back and say, ‘Why yes, that is correct.’

Half your job is already done. If your readers already feel that everything on your website reads as if it was written for them, they are 50% sold already. Now, you simply need to be sure your products or services are just as targeted and you’ve got another 25% wrapped up. You really only need to close the sale by the time they contact you, because those that do, have pretty much made the decision to buy based solely on your targeted website content.

Don't Forget Your USP

Unique Selling Proposition: What Sets You apart

GREAT™ content is imperative. But before you can truly have it, you need to define your USP. Without it, you won't know who you are speaking to, and your GREAT™ content will fall short. Focus on one aspect of your business that is going to set you apart. If you focus on too many, you won't do any of them well enough to be ‘known’ for them.

This is a huge stumbling block for most people and companies. Get this down and you are step above the rest.

Here are a couple of companies with a clear USP:

- Zappos: have the best return policy ever.
- Starbucks: make high-quality coffee beverages.

Questions to Consider:

1. *What is GREAT™ about your current content?*
2. *What websites, magazines, journals, etc. do you read that have attributes that you would like to emulate? What are they? List them and think of ways you can incorporate those into your own industry and marketing materials.*
3. *What do you love most about what you do? Does that come across clearly when you speak, when readers visit your website, or read your marketing material? If not, consider updating your approach so it does.*
4. *Have you asked a friend outside your field to review your website for you? Not only for any typos, but to see whether or not it is of interest to them and can keep them engaged. If it does, you've done very well!*
5. *Have you thought about adding a survey to your website? Asking every fifth or eighth or tenth visitor to rate your site on a variety of criteria you find important – or even the GREAT™ criteria?*
6. *Do you have a newsletter or sign up box where visitors can voluntarily sign up to receive valuable content from you on a regular basis?*
7. *What is your method of creating GREAT™ content? Do you work with someone as a sounding board? Read on-line? Part of a group?*

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@ don't have
the time u @

We'll come up with a content strategy that is just right for your business and one you'll be confident with moving forward.

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Meet the Author



Hi! I'm Joy, and I'm a writer at heart.

I never thought I'd be writing *copy* – I always believed it would be short stories full of adventure, flying boats, and magic. In truth, I still write short stories. In fact, I can't help it! So while my own stories are full of adventure and talking animals, the stories I write for you are full of messages that move your audience. They speak to the hearts and minds of your tribe and compel them to take action.

Story is the most powerful medium of any culture. Put it to use in your business and watch the transformation. We're not robots – we're humans. And I take the human approach to marketing and invite you to join me.

Here's to your success!

A handwritten signature in black ink that reads "Joy Burke".

Let's connect!

Website: www.thecontentvixen.com
Twitter: @joyaburke
Facebook: www.hahainkcreativestudios.com
LinkedIn: <https://www.linkedin.com/in/joyaburke>