

# COPYWRITING

B.Y. Communications Worldwide, [www.bycomworldwide.com](http://www.bycomworldwide.com)

**Copywriting articulates words that create sales. It raises awareness and engages the customer. The copy speaks to the target audience by letting customers realize how the product helps them and nudges a prospective customer to take action.**

## BENEFITS

- ◆ Converts prospects into buyers
- ◆ Launches a sales explosion
- ◆ Highlights the problem that the product or service solves
- ◆ Builds credibility
- ◆ Boost sales and profits
- ◆ See a higher return in your advertising investments
- ◆ Create fresh and original content



Copywriting is a specialized skill that involves the creative and appropriate marriage of words.

The crisp cadence of words draws the readers into the message and makes a connection by pulling at people's emotions in order to achieve a response. When selling a product, copywriting gets people to focus on the value and to see the price as nominal compared to the benefits it can provide. This helps to maximize the sell of a well-thought-out or effective product or service.

Copywriting understands an audi-

ence. It knows what motivates them to take action by using a natural conversational style that speaks the audience's language. The bold headlines grasp the customers attention by speaking directly to them. The writing is not long-winded, it leads with points that matter to the customer and those points are discussed as if a conversation already began.

When done well, the writing feels more personal to readers. The readers feel as though the business knows their concerns, needs and wants. (continued)

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Good copywriting gets customers to care.

Outsourced copywriting provides an objective view of the company and fresh ideas. Let B.Y. Communications Worldwide help you to open up your business to more markets.



Sources:

Chart of Profits," Image courtesy of suphakit73 at FreeDigitalPhotos.net