

100 Copywriting Ideas

Copywriting is extremely important. An intriguing headline is often the difference between reeling in a potential customer or losing them. Good copy creates interest and interest leaves people with the desire to learn more about your offer. Below are 100 copywriting marketing ideas to help you improve your headlines.

Strategy # 1 - "Whether it's a headline or a title to your book, the first words your prospect sees need to be compelling and create a desire to find out more."

Strategy # 2 - "You will find that the best headlines are those that either give news or appeal to the reader's self-interest."

Strategy # 3 - "Prospects want specific statements about the benefits of your product, not general statements or clichés."

Strategy # 4 - "Not only should you write about the benefits of your product, be sure to include what the prospect will lose if they don't buy your product."

Strategy # 5 - "Your prospect will best remember important points if it's repeated in a variety of ways at least three times."

Strategy # 6 - "The old adage, 'The more you tell, the more you sell' is true. Long copy always out sells short copy."

Strategy # 7 - "To find an ad writer that will help your ad stand out from all the clutter, you need to find a hungry reader of great literature. They will create vivid ads that will be remembered."

Strategy # 8 - "A good copywriter doesn't work 9 a.m. to 5 p.m. They always have a paper and pencil in hand to write down ideas the minute they occur so their thought isn't lost on the way to work."

Strategy # 9 - "Your headline should appeal only to your target prospect. When you qualify your prospects you prevent wasted follow-up marketing efforts. "

Strategy # 10 - Your headline should offer your biggest benefit to get their attention and to answer their gnawing question, 'What's in it for me?'"

Strategy # 11 - "Even though curiosity is one of the most powerful emotions, don't trick prospects into reading. Your headline should include real benefits."

Strategy # 12 - "News is a great way to get attention in your headlines. So when you have news, shout it loud and clear."

Strategy # 13 - "Including 'Easy and Quick' in your headlines gets great results. Be sure your claim is believable and accurate."

Strategy # 14 - "Your copy should be written like you're talking to a friend. Be friendly and show your personality in your writing."

Strategy # 15 - "Be enthusiastic and passionate in your writing. It may seem like you're going overboard, but it will get read."

Strategy # 16 - "Write to your ideal prospect and make it very personal using 'You and Your' often. Your letter may be going to thousands of people, but its being read by one individual at a time."

Strategy # 17 - "To keep your prospect reading, always end your page in the middle of a sentence so they are in mid-thought."

Strategy # 18 - "It is easier to read your letter if there is lots of white space. Your paragraphs should be only 5 or 6 lines long."

Strategy # 19 - "To make your letter easier to read, you should indent your paragraphs. Indented paragraphs automatically draw your eye into the paragraph."

Strategy # 20 - "Your letter should include multiple compelling sub-headlines. These sub-headlines keep the reader focused on the real purpose of your letter. "

Strategy # 21 - "Your sub-headlines should be able to stand alone as your selling message. Prospects who only scan your letter will also be sold."

Strategy # 22 - "Use graphic tricks to draw attention to your message and make it easier to read. Graphics such as bullets, numbers, all CAPS, underlining, italicizing and boxes will help keep your prospect reading."

Strategy # 23 - "Effective copywriters will identify their prospects' greatest pain, get them all worked up about the pain, then provide the solution through their product."

Strategy # 24 - "You should think of your 'P.S.' as your second headline. It is the 2nd most read part of a letter, so give it some power."

Strategy # 25 - "Your prospect is essentially purchasing from a stranger. When you provide a guarantee of your product or service, you will go a long way in resolving the concerns of your prospect."

Strategy # 26 - "Use your guarantee to do more than explain policy. It's another opportunity to creatively sell to your prospect, make the guarantee unique but believable."

Strategy # 27 - "Multiple guarantees work better than a single guarantee and be sure one of the guarantees is unconditional."

Strategy # 28 - "There are obvious benefits that you need to tell your prospect about. However, many times the most compelling information is when you identify the hidden benefits."

Strategy # 29 - "Prospects buy according to emotion, not logic. The 5 emotions that are key in selling are love, greed, pride, fear and guilt. Appeal to these emotions and your copywriting will become more effective."

Strategy # 30 - "You must believe in what you're selling. If there is no passion in your copy, your prospects won't read past the first line."

Strategy # 31 - "Keep your copy at the 5th grade reading level because more than 30% of Americans cannot read above that level. If you want your prospect to understand your marketing campaign, keep it simple."

Strategy # 32 - "Copywriters should have the final say on the graphics used to enhance the message. Graphics are not meant to make it look good, they're meant to draw the reader into the message."

Strategy # 33 - "The words you choose and combine in your copy significantly affect the selling of your product. Learn to use more of the successful key words and less of the turn off words."

Strategy # 34 - "Most direct sales are made between the third and seventh contact. So if you want to sell a prospect in one letter, you will need to sell them seven times in that same letter."

Strategy # 35 - "Be subtle when you incorporate your seven sales efforts in your copy. State it obviously once, then subtly in guarantees, testimonials, relevant stories, bullet points, the P.S. and in the 'Yes' section of the order form."

Strategy # 36 - "The 'P.S.' is a perfect time to add another offer, reinforce both the sales message and the guarantee."

Strategy # 37 - "To make your 'P.S.' more noticeable, you should vary the typestyle with different fonts, sizes, colors, bolds, all caps or handwriting up the side."

Strategy # 38 - "People remember the first and last thing they see or hear. So put your best copy and offers in the beginning and end of your sales letters."

Strategy # 39 - "All successful direct marketing has a call to action that gets results, so don't be wimpy on this part of your copy."

Strategy # 40 - "Your call to action isn't worth a penny if it doesn't clearly tell your prospect what you want them to do, how you want them to do it, when you want them to do it and have a clear incentive to do it."

Strategy # 41 - "A successful call to action will include a summary of the offer, clearly show the value of the product and enhance the value with discounts and a final net cost. It will also provide installment Options and bonuses."

Strategy # 42 - "If your prospect puts your sales ad aside to look at later, you've lost the sale. Thus, you need to have such compelling copy that they will not hesitate to take immediate action."

Strategy # 43 - "A good way to move your prospect to action is with deadlines, expiration dates, increased prices after a certain date or with discounts and special bonuses for the first 100 responses."

Strategy # 44 - "Additional incentives to encourage immediate responses include mystery bonuses, a limited supply, the fear of losing a bonus from the sale or the fear of losing the benefit of the product."

Strategy # 45 - "As long as you write compelling copy, your target prospect will keep reading for as long as you write. If they aren't your target prospect, even short ads will lose their interest quickly."

Strategy # 46 - "Advertisements are read more often when they are in the form of an article. These 'Advertorials' are an easy way to help the prospect get past the idea that they're being sold to."

Strategy # 47 - "Since fear is a strong emotion, and most people make emotional buys, using a 'Warning' in an advertorial style ad will pull well."

Strategy # 48 - "It's difficult to obtain and maintain a prospects attention. Using drama in your advertising copy will help grab and keep more readers."

Strategy # 49 - "By using rage, anger or resentment toward some problem that your product solves, you are tapping into powerful emotions that will keep people reading your ad."

Strategy # 50 - "Customer response is what should drive you copywriting efforts, not criticism from your peers, spouse or others."

Strategy # 51 - "When writing copy, use verbs and adjectives that paint a vivid picture, it will keep your prospect reading and remembering your copy."

Strategy # 52 - "When your prospect finished reading your copy, they should feel as if they have felt, heard, smelled, tasted and seen your product."

Strategy # 53 - "Your copy is extremely important, it will be read by those wanting to know more about your product, so use it well to sell."

Strategy # 54 - "To write compelling copy, you often need to warm up to the ad. Consider writing from the middle of the ad to get you started."

Strategy # 55 - "Another way to get started writing your copy is to write down everything that comes into your head regarding the product. The rest of your job is just editing your work."

Strategy # 56 - "Consider writing your copy in the form of a letter to a friend, just tell them all about this great product."

Strategy # 57 - "The first sentence of your copy needs to be either novel, shocking, newsy, a preview of the article, a quote, a story or continues on with the same thought that was in your headline."

Strategy # 58 - "One writing style that works for many products is the 'chatty' copywriting. It is written as if the manufacture is actually speaking to the customer."

Strategy # 59 - "Factual copywriting works best when it tells a large number of facts about your product or service."

Strategy # 60 - "Don't save your best benefit for last. Always put your strongest benefit in the first paragraph or it may never be read."

Strategy # 61 - "Your headline needs to do more than just get the attention of the reader. It needs to get the attention of readers who are your target market."

Strategy # 62 - "There are many ways to get your creative juices flowing, they usually include clearing your mind first and being in a relaxing environment."

Strategy # 63 - "It's best to write only at a word processor so you can write fast and furious and edit later."

Strategy # 64 - "The best way to get a good feel for your target market is to study the demographic and psychographics data about your prospects."

Strategy # 65 - "It is best to have only one copywriter create the first draft of copy."

Strategy # 66 - "You should continually test updated versions of successful direct mailings so they will stay successful."

Strategy # 67 - "Find ways in your copy to stress the ease and convenience of buying by mail and your responses will increase."

Strategy # 68 - "Explaining why your guarantee is better than that of others will go a long way in reducing your prospects natural fear or risk of buying from an unknown."

Strategy # 69 - "Urgency will drive your response rate up so try and find ways to have a cut off date, expiration date, deadline date or time limit so your prospect responds quickly to your offer."

Strategy # 70 - "Your prospect may not understand your ad if you use slang unique to your industry so keep it simple."

Strategy # 71 - "Everyone wants to know what's in it for them, so list your benefits up front."

Strategy # 72 - "If you have a large customer base, include specific numbers in your copy. Your prospects will feel as if they're joining a group of like minded people and they're missing out if they don't join."

Strategy # 73 - "Try reading your copy without the headlines. If it doesn't sell you, then you need to rewrite your copy to become more compelling."

Strategy # 74 - "If you're having a hard time writing the compelling benefits of your product, talk with production, plant and sales managers. They will help you better appreciate the value of your product."

Strategy # 75 - "If your product or service is 'new', spell out exactly what is new and wonderful about it. However, don't label it as 'new' if it is not."

Strategy # 76 - "If your product appeals to one gender, include in your copy how it would be a great gift idea."

Strategy # 77 - "If your company has been around a long time, include that in your copy. Your prospects want to know that you will be there to provide them service for years."

Strategy # 78 - "Walk around your room and read your copy out loud. If you run out of breath mid-sentence, that sentence is too long for the reader to absorb."

Strategy # 79 - "Tell your prospect why they're special i.e. college education, income, special interests. Then explain that you're writing to them because of that specialty. If you do point this out, they will take your offer more seriously."

Strategy # 80 - "When listing the benefits of your product, be sure to include the obvious benefits too. Some benefits may not be obvious to your prospect."

Strategy # 81 - "When mailing to well educated and cultured prospects, stress the 'great tradition' of your product or service."

Strategy # 82 - "Everyone loves to be invited. So consider ways you can invite your prospect to 'collect' or 'acquire' rather than buy."

Strategy # 83 - "Never address a letter to dear 'customer' or 'inquirer' if they aren't your customer or didn't inquire. It will only serve to insult not sell."

Strategy # 84 - "In your salutation, identify your prospect by name or interest. A general 'sir or madam' reduces your response rate."

Strategy # 85 - "If research and product testing has been done on your product, be sure to include that information in your copy. It will show the value, effectiveness and credibility of your product."

Strategy # 86 - "If you are a small division of another larger company, include this information in your copy. This will lend credibility to your sales campaign."

Strategy # 87 - "Have your copy spell out how your prospect would use your product or service. This approach will help them envision themselves with your product."

Strategy # 88 - "If your product has special technical advances, be sure to explain them in layman's terms."

Strategy # 89 - "If your complete product includes accessories, manuals, and other things that provide your prospect with time and financial savings...state it!"

Strategy # 90 - "When you send out a new promotion to your customer base, it is very effective to mention your gratitude for their past buying history with your company."

Strategy # 91 - "Compelling short copy is more effective than long copy when you're just soliciting a referral. Little convincing is required if you aren't asking your prospect to buy your product now."

Strategy # 92 - "You will need to write long copy to convince a prospect to buy based upon just your letter. It takes more copy to extol the benefits of your product so don't cut your sales letter short."

Strategy # 93 - "Always give a reason to your prospects as to why you want them to take action. The reason includes the benefits they receive from the action."

Strategy # 94 - "You will inspire confidence by focusing part of your copy on the quality and service your prospect will receive."

Strategy # 95 - "Do not use an editorial approach in direct mail. That approach is best suited for newsletters."

Strategy # 96 - "Same words have different meanings to different audiences. Be sure you are using the correct words for the audience you are targeting."

Strategy # 97 - "Let your prospect know the value of buying your product by mail rather than the higher retail cost."

Strategy # 98 - "Your postscript should reinforce your sales copy, encourage those who haven't read the letter to read it, and draw the reader to the order form."

Strategy # 99 - "Create controversy in your headlines. It will increase your open rates."

Strategy # 100 - "Curiosity is a powerful tool in copywriting. It's hard for people to not read on if they are curious. Use it in your headlines, but also to keep the reading interesting."