

Types of Copywriting Decoded: How to Select Content for Business Growth

23 Insider Secrets Any business marketer Can Follow To Get grow the business

Created by Matthew Bulat who can build all these content types and much, much more...

| Content Type | Content Benefit | Content Meaning |
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| Avatar (Business) | <p>Define your ideal customer: Niche Results Desires Enemy Problem Pains Questions Objections End Goals Solution</p> <p><i>These attributes are used in most of the other content types.</i></p> | <p>The client avatar is the representation of your potential customer. The client avatar helps you determine who to target and provides a glimpse into what they need and want. Discover your customer, find out why they need your product or service, and design with them in mind.</p> <p>A great way to grow any business is by identifying your customer's needs and wants before anything else; understand what motivates them as well as key motivations that drive their actions such as pain points, benefits that motivate buying decisions, purchase influencers etcetera.</p> |
| Avatar (Product) | <p>Define your avatar as it relates to 1 product / service: Niche Desire Result Enemy Problem Pains Critical questions Roadblocks / Objections Main Solution Offer Stack</p> | <p>The client's avatars or buyer personas are simply a series of archetypes that represent the different segments, personas and preferences of their target customer. This is done to help give marketers a better understanding of who they're designing for and how to craft marketing campaigns for what appeals most to their customers. Specific topics that should be targeted in these campaigns would then take into account factors like age, gender, profession and income. Furthermore, by creating multiple "types" (or avatars) it ensures the company doesn't create one-dimensional messaging or designs; instead exploring each product theme from various points of view.</p> |
| Bullet Points | <p>Often used in offer stacks. List features, benefits and meanings.</p> | <p>Sales bullets are a concise, high impact list of the key features and benefits of a product or service. They can be used as an overview to provide instant understanding for those evaluating your product or service.</p> |
| Call To Action | <p>Prompt reader to desired action</p> | <p>A call to action is a button on a website directing the user to complete the desired action, which is often used for websites that want their visitors to subscribe to their newsletter, purchase an item, or fill out a contact form.</p> |

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| Conversation Starter | Open question to ask in conversation around your niche. Gain prospect feedback. | Conversation starters are small comments that can help to jumpstart a discussion. When striking up a conversation, they can serve as useful and interesting topics for people to discuss and talk about. |
| Curiosity Ad Copy | Gain curiosity and click through. Often a question or open loop. | Curiosity is the thing that drives people to want to know what's next. Copywriters use this knowledge in their craft by creating curiosity gaps, in which questions are asked or information withheld in order to create intrigue. These curiosity gaps work because they tap into both our emotional side (our "need" to know) and rational side (our need for evidence--leading us back to the advertisement). |
| Email sequences | Emails used to build trust, authority and more offers. E.g. Onboarding, Newsletters, launches... | Email sequences are templates that are sent to the company's subscribers. It is usually composed of an introduction, confirmation chain, product series follow-up or upsell sequence. Email sequences are not only used for customer retention but also lead generation. A great thing about emails is that they can be personalized with content based on subscriber preferences and behavior data over time. |
| Epiphany Bridge Script | Back story, obstacle, epiphany, plan, implementation, outcome. Can be used for business origin background or case study. | Epiphany Bridge Script is a new opportunity. It works with your own internal desire and offers you an epiphany bridge story to the life of your dreams. The goal of this program is to help people move forward in their lives, out of frustration or sudden unhappiness. You don't have to be facing some sort of crisis, then there are always moments that require some self-reflection on our current state. Be honest about what's getting you down and how it affects small aspects of your life like motivation, happiness, ambition etc., then the epiphany script can point you in the right direction for finding fulfillment or escaping dissatisfaction so you can find meaning again! |
| Event Scripts | Registration Page, Event announcement, social media titles, email promo 7, 1, 0 days out. | Event content marketing is all about the promotion of your event. This can include using pre-event content to help get people excited about what's coming. For example, you might release a free ticket giveaway contest to motivate people to sign up for your mailing list and generate excitement before they come to the event in person. It also includes generating post-event content that keeps the momentum going and provides valuable takeaways from attending your event or seminar with you as a speaker or presenter. |

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| Facebook Newsfeed Ad | Create Headlines, Primary Text and Call to Action. | Facebook ads are advertisements that show up on your news feed. Facebook ads can be targeted by interests, location, demographics, group following... |
| Headline <ul style="list-style-type: none"> ● Books ● Products ● Articles ● Web pages ● Ads | Get readers to engage with a headline to read further into the content. Include popular keywords. | <p>A good headline is compelling and informative. It includes the most important information and tells a story. It will catch the reader's attention and encourage them to click through, so it should be unique and engaging, and address any objections they might have for reading more.</p> <p>It should generate an emotional response in the reader or tell a story that makes people want to read on because of curiosity or interest about what happens next. Highly descriptive words such as "COMFORTING," "STUNNING," "BIZARRE" can help you come up with your own headlines if you just need some inspiration!</p> |
| Listicle | A numbered list of tips, secrets... Introduction, list, call to action. E.g. 7 Strategies Every Business Will Love | <p>Listicles are collections of information in the form of a list, often organized around a specific theme. They could be about anything and offer subjects such as travel, travel destinations, and other health and lifestyle related topics.</p> <p>A listicle is typically neatly formatted with an introductory paragraph to introduce the theme and give background information on the topic under discussion, while also nicely summarizing it for inclusion in search engine indexing purposes.</p> |
| One Liner | What your business does in 1 sentence. Niche, problem, solution. | Business one liners are not just succinct statements that spell out your problems and even what you're doing to solve them. They're catchy and they're memorable, too. |
| Opportunity Switch Headline | Include benefit while avoiding negative in a headline | <p>An opportunity switch headline is the ultimate weapon for grabbing attention, improving content marketing conversion rates, and boosting customer acquisition.</p> <p>An opportunity switch headline does three things exceptionally well: 1) it tells your prospect what to do - changing their 'common perception of themselves' 2) it drives them to take action 3) it gives them a reason why.</p> |
| Press Release | Share business news with global media. Can be picked up by multiple news sites and can create backlinks. | A press release is a standard format for distributing information concerning the launch of new products, an event such as a trade show, or other such event. A press release should answer who, what, when, where and why it happened. It's usually an unsolicited notice to the media and written by members of the organization issuing it. There are also paid services that allow companies to distribute releases related to their products and services to major news sources and journalists online for coverage. |

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| Pay Per Click (PPC) ads | Ad format can be used with Google / Bing search using keywords. Headline + description line + hyperlink. | A PPC, or "pay per click," is a form of internet marketing that applies to pay-per-click advertising services, where the advertiser pays a fee every time one of its ads is clicked. Advertisers can select specific key phrases and words they want their ad copy to include in the search engine results page. |
| Pitch | Headline, background, hurdle, vision, options, close, hook call to action | The pitch is a very simple story about an incident or series of incidents. Instead of providing character arcs, plots, suspense, rising tension or final resolution -- all components for novels and stories inside of an established story-- the pitch is just one big tease. It's just the basic idea that your protagonist will have to go on this adventure to solve this problem. |
| Sales Letter | Includes headline, benefits, offer stack, bonuses, testimonials, guarantee, price, call to action button | A sales letter is a single document that persuades the reader to purchase, subscribe, or take some other action by presenting features and benefits of the product or service. This one-pager can succinctly describe your product and/or your offer, plus it should trigger a call to action. |
| Tidbit | One tip in video, social media post, email, tweet, meme. | Tidbit is generally used as a noun to describe an interesting piece of information, much like tidbits. |
| Title and Tagline | Can be used for web page title and meta description. They can also be used for H1 and H2 headings. | For a web page, the title is what you see in the tabs of your browser window and dictates what you'll find when opening a specific webpage. The meta description is an optional line of text that describes what the page's content will be about before someone has opened it. It's usually displayed as soon as someone searches for or clicks on a shared link to the site, right under the webpage's title. Both are included on each individual website rather than a whole network of sites. Keyword research is generally done with Google Search Console which provides keyword suggestions and shows pertinent information about how many searches there were for that particular keyword. |
| Video Sales Letter Script | Video showing before and after states using your solution. Can be used with Sales Letter. | An excellent way to introduce your company is through a video sales letter. The goal of videography is to explain the pain point, introduce the solution and call for action. It should all be in less than three minutes long with an engaging storyline to keep viewers engaged throughout the entire time. Your video should be personal so it can better connect with your viewer's emotions because this will compel them to take the desired action. |

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| <p>Video Short Script</p> | <p>Script for video 1-3 minutes. E.g. Niche, introduction, 3 tips, conclusion, call to action. Useful on YouTube and Social Media.</p> | <p>Marketing videos are a practical way to showcase your products, services or blog articles to your customers, followers or blog readers. However, since you'll be the one doing the talking; it is important that you know what to say and how to say it in order to get your message across.</p> |
| <p>Webinar Script</p> | <p>Longer form live stream or video for higher ticket items. ~ \$300-\$3000</p> | <p>A webinar is a live, interactive seminar conducted via the Internet which can be hosted and presented by any person or institution fortunate enough to have the equipment and technological know-how. The main attraction of a webinar is that it promotes an engaging and convivial atmosphere while people from all around the world tune in virtually from their own respective locations. In fact, unlike other forms of presentations where attendance might be limited due to physical limitations such as geography, video conferencing facilitates access for greater numbers of interested individuals who otherwise would not have been able to attend in person due to constraints on seating space.</p> |