

The Pearson Brown Copywriting Blueprint

Copywriting is an art. An art that can completely transform your business.

Don't believe us? Well, here's our blueprint. The blueprint that we probably shouldn't be sharing with you, but we think that it's important for you to understand how important we are...!

Hopefully this will help you understand what goes into creating truly great copy, and why you shouldn't try to go it alone...

A) Make a bad plan

Because a bad plan is better than no plan! Don't worry, we'll work with you to make sure it becomes a great plan before we get started.

B) Show what you stand for

Your customers want to know what you stand for so that they can identify with you.

What aspect of your offering do you want your customers to take on board and believe in as much as you do? What makes you unique, quirky, and just downright better?

If you aren't clear on this yet, we can work with you to find your inspiration.

C) Niche it down

Nothing appeals to everyone, so don't try to please the world. We will talk squarely to your ideal customer so that they understand the benefit of working with you over your competition.

Maybe you don't have an obvious niche, like providing left-handed tennis rackets! That's fine, we will work with you to define the perfect audience.

D) Be a human

We'll cut out the technical and business jargon. Basically, if you wouldn't describe your business in a bar to your mates using the words on your website, don't have those words on your website. We will write how you talk. Your customers are humans, after all.

If Dave from the pub would look at you funny, your customers are just as confused, and bored.

E) Personality prevails

Maybe the most important thing...

If your business was a person, what would they be like? Funny, witty, sarcastic, blunt, quiet, geeky, authoritarian? We need to know, and so do you. We'll help you figure this out at the beginning.

F) K.I.S.S

Keep it simple stupid. Don't be one of those businesses that tries to be clever by using long, pretentious, jargon fuelled lingo. This is absolutely not clever.

Admittedly, this can be easier said than done when you're 'in the industry' – we get it, that's why we're here...!

We are much more stupid than you. We will excel at dumbing you down so that your customers can understand and relate.

G) Sizzle over steak

Your customers don't care about all your amazing features that you geek out over with your homies in the industry. No. They care about what's in it for them.

Our copy will portray you as the problem solvers that you are. Tell us what the biggest problems are that you're solving and watch us immediately turn your customers heads in your direction.

H) The attention GRAB

Your customers are like little children...

If you can't grab their attention and excite them immediately, they'll move on. We are experts at the attention grab.

Always remember too, your customers could have reached your website on any page, via any of your digital channels, so we'll make sure every area of your content gets them hooked right away.

I) Show don't tell

We won't tell your audience that you're passionate, we'll show them. We'll create copy that screams pride, passion, and commitment. When this is done properly – with excitement and energy – we won't have to focus too much on the 'what' – which is great if your products are a bit boring!

J) Lean, mean, readable machine

Readability is what brings this all together...

Your copy needs to be simple and clear to be effective. Busy CEO's won't try to translate what you're trying to say. If the value you provide isn't abundantly clear, they'll walk away.

Equally, bad grammar and punctuation are complete no no's. This isn't just because it can make text less readable; it impacts your credibility too. We edit everything with a fine-tooth comb, giving your customers the ultimate level of confidence in your capability.