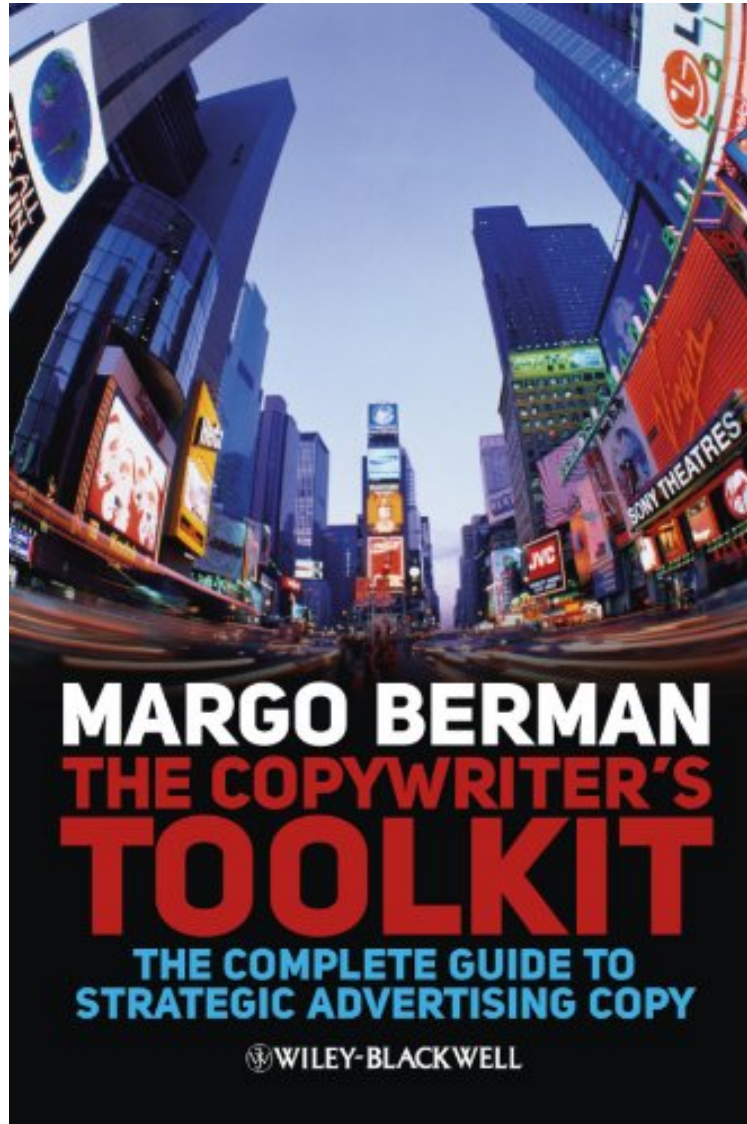


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The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy

Margo Berman

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Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy. Focusing on strategy, technique, and the skills needed to write for different media, *The Copywriters' Toolkit* book will sharpen your copywriting skills whatever your level. Introduces essential conceptual strategies and key writing techniques for result-driven copy Provides practical advice on writing for specific media including: print, radio, TV, websites, blogs, social media, ambient, digital, direct mail, product packaging, and viral marketing Covers all areas of copy development: on-strategy and on-target messaging; headline and slogan creation; brand personality and tone of voice; broadcast production conceptualization and print / digital typesetting consideration Presents innovative visual examples from exciting multimedia campaigns, comments from copywriters at world-renowned agencies, inspiring radio scripts, TV scripts and storyboards, effective blog posts, imaginative package copy, and more; Shares invaluable writing tips and insights from award-winning copywriters currently at global agencies; Includes supplementary website an instructor's manual, sample syllabus, PowerPoint presentations, and creative assignments, as well as student study aids, flashcards, podcasts and/or webinars by the author, and links to sample and featured campaigns, agencies, and related videos

.com *Top Mistakes Copywriters Make and How to Fix Them* by Margo Berman, author of *The Copywriters' Toolkit: The Complete Guide to Strategic Advertising Copy* The biggest general writing mistake beginners make is not thinking strategically, but only creatively. Decide on the campaign's point of view and choose whose you're speaking. Is it the brand, the consumer, the conscience, the brand's unique personality? The biggest overall campaign mistake is not creating a big idea that can easily spin out cohesively across all media. Make the campaign interactive and share a universal truth with an on-target and on-strategy message. The biggest print mistake is writing a headline that doesn't show a benefit, solve a problem or answer a need. Instead check to see if the headline entertains, informs, surprises or engages the reader, while answering: "Why buy?" The biggest radio mistake is not writing to the ear by failing to help the listener "see" the message and omitting sound effects to help create a picture. Make sure to write in the vernacular, so it sounds like everyday speech: be natural, not stuffy. The biggest TV writing mistake is forgetting to think about production while writing, such as adding visual effects to punctuate the spot. Picture the finished spot as you're writing so that you can tell a complete story. The biggest mistake when working with a small space is not being motivated to stretch creatively and write great copy. Just because it's a small space, does not mean it's an insignificant message. Skip the intro and instantly interest the reader. The biggest ambient mistake is not picturing the touchpoint where consumers receive the message. Develop traffic-stopping concepts that are intrusive. For example, at airport carousels in gambling cities, paint luggage carousel panels with red and black numbers to resemble roulette wheels. The biggest blogging mistake is not asking a question to engage followers and create participation. Another good way to get readers interested is to create a multi-series blog with one main theme and post them all together at the end. For instance, if you write a gardening blog and post a series on growing roses, be sure to ask for best tips and collect all the rose-related posts and suggestions in a group at the end of the series. The biggest mistake when writing for digital formats is not editing down the content. Consider the size of the screen and the audience's attention span. Then edit your copy to say more in fewer words. The biggest mistake when writing a multicultural multilingual campaign is writing a hard-to-grasp or vague message. Be sure to transcreate, not just translate your message, so that you present an idea that makes sense in the country or culture for which you are writing.