

## Copywriting Myths & Keys Cheat Sheet

*PROVEN, GUARANTEED, & POWERFUL strategies to create better spots for your clients.*

### Marketing & Copywriting **MYTHS** that **DON'T WORK**:



**Spot have to be “Creative.”** (Instead, think “**effective**”)



**60 second spots are too long.** (Spots should be as long as needed to get the sales message across.)



**Tell their “story” (a.k.a. “branding” spot).** Nobody cares. Tell us what you do, not what you are.



**Multiple methods of contact.** (Pick **ONE** method of contact – website / phone / address, etc.)



**All commercials must have music.** (Not unless it supports the sales message.)



**The perfect spot will fix their business.** (No ad will fix internal problems with any business.)

### Marketing & Copywriting **KEYS** to better spots:



**Focus on ONE thing.** (An effective ad is a business card, not a brochure.)



**Paint a picture in the audience’s mind.** (That is all we will remember about your client.)



**Make an offer and make it easy to get.** (Offer bundles, coupons, and limited time offers when possible. Don’t make people jump through hoops to get it.)