

# How to write product copy **THAT SELLS**

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## DAY 1

GREG ARENZ  
5/31/2022

# Introductions

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## Greg Arenz

- In marketing and copywriting since 2011
- Everything from catalogs to emails — and lots of product copy
- Passionate about songwriting and performing music

What brings you here?

# Objectives

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## Day 1

- 1. Why is copy important?**
- 2. What should copy do?**
- 3. What makes copy effective?**
- 4. What questions should I ask before writing?**

## Day 2

- 1. Review and structure**
- 2. Workshop**

# What's the big deal?

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- Copy is critical to the functionality of our product pages.
- Copy's main mission is to sell.
- Copy establishes trust and expert status.
- Copy develops loyalty.
- Copy exhibits our values.
- Copy differentiates us from our competitors.
- Copy finds its way into all corners of the business.

# Steinberg WAVELAB-PRO-11

Professional Audio Production Software [Virtual]

OUR PART #: WAVELAB-PRO-11

MFR #: 1176-270

**Our Price: \$472.00**

 Low Price Guaranteed



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Once your software is purchased it is not eligible for returns. Call our Sales Pros with questions about compatibility or purchasing.

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Questions?

Sales advice and

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## RELATED PRODUCTS



# Objectives

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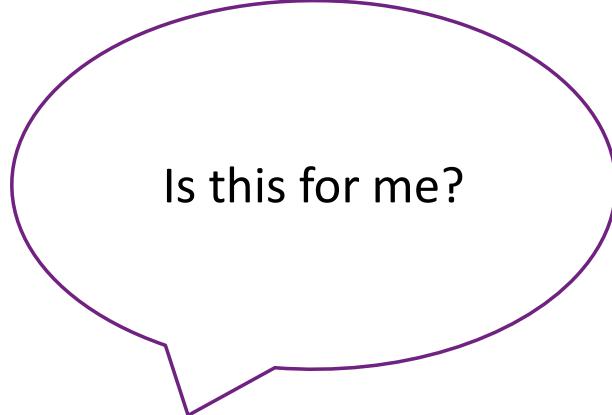
- 1. Why is copy so important?**
- 2. What should copy do?**

# What are the most important things our copy should do?

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#1

Position the product  
and generate interest



Is this for me?



Absolutely!

## CBT Series Column Array Speakers

Designed for venues that would typically use larger point-and-shoot speakers. These models incorporate Constant Beamwidth Technology™, a breakthrough in pattern control



### Shogun 7

This precision HDR monitor-recorder-switcher is perfect for film and video professionals. Use it as a stand-alone field monitor, recorder, and switcher for large-scale productions, documentaries, events, and live-in-field storytelling.

# What are the most important things our copy should do?

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#2

Describe the problem,  
then agitate that problem



We really understand your challenges and aspirations.



You really get me!  
I feel seen.



## Full Compass Systems

May 18 at 10:30 AM ·

Digital audio networking can be costly and confusing. But routing high-quality audio between distant rooms is often a critical requirement for houses of worship, businesses, and educational facilities. Learn how the Radial Catapult system makes it easy to

# What are the most important things our copy should do?

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#3

Explain how tomorrow will be better with this solution over any other.

Here's something you won't find anywhere else that will help.

Wow, that really seems like a good fit for me.

## ADJ Mega Par Profile Plus 2-in-1 RGB LED Par Light

The ADJ Mega Par Profile Plus is a compact, low profile par designed for uplighting, stage lighting and will bring color and excitement to any event. This 2-in-1 LED Par offers RGB color mixing plus UV black light making it a multi-use wash fixture. And, with 48 built-in light shows and 64 Color Macros, the Mega Par Profile Plus is a great solution for uplighting rooms and lighting up small stages.



This Par is intelligently designed so that it may sit directly on the ground or inside truss without the hanging bracket because the power and DMX Ins and Outs sit on the side of the fixture, not on the rear.

# What are the most important things our copy should do?

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#4

## Justify their order

Can I feel  
good about  
buying this?

Yes! It's  
affordable,  
durable,  
easy-to-use...

# What are the most important things our copy should do?

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#5

## Ask for the order!

Now is a great time to place your order (or call for advice).

You're right! I think I will.

Add warmth and clarity to your  
mic cabinet today.

Call and learn how this powerful interface can  
streamline your conference room scheduling.

Order your complete system now and make  
it easier to keep your team connected.

# Objectives

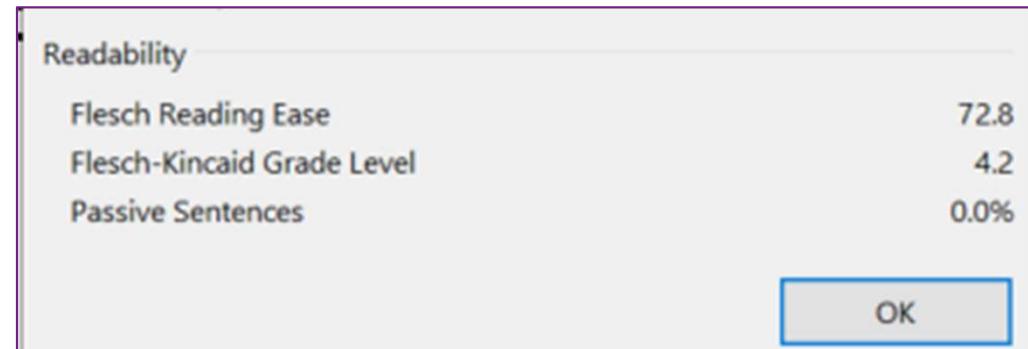
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1. Why is copy so important?
2. What should copy do?
3. **What makes copy effective?**

# Easy to understand

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- Error-free
- Primal and easy to read  
(8th-grade level or lower)
- Jargon-free
- Logical hierarchy



# Consistent

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- Written identity
- Our stylebook
- AP style
- Merriam-Webster
- Proofing



## Written Identity

**Tone of Voice**  
Our goal is to create a cohesive tone of voice that represents our core values across all customer-facing channels. Our copy aligns with the image of a trusted and insightful partner. Our voice is relaxed and natural, and while we may display humor and a love of words, we're always professional. And with every communication, we aim to differentiate our voice within the market we serve by focusing on the following attributes.

**HONESTY & TRUSTWORTHINESS**  
We will always accurately represent our products, services, and offers to foster a sense of trust and fairness. We proof copy to ensure we're never misinforming our customers. And while we don't shy away from acknowledging challenges, our voice always remains positive, helpful, and focused on solutions.

**EXPERTISE & EXPERIENCE**  
Along with immersing ourselves in the latest technology and trends, we leverage our expertise and experience to simplify and demystify products and topics for our customers and deliver the right solution for their needs at the right time. Our copy is approachable, easy to understand, and aims to connect emotionally, leaving no doubt that our customers can rely on our expert guidance.

**CUSTOMER-CENTRICITY**  
Understanding our customers is crucial to both our and their success. We make sure that we know our customers' roles, goals, aspirations, pain points, and challenges before we start any project. And we tailor our messages accordingly. When we write about our solutions and services, we focus on how they benefit our customers by addressing their goals or solving their problems. The mission of our tone of voice is our customers' success.

**FAMILY VALUES**  
As a family-owned business, we create and nurture strong connections, treating each customer as one of our own. Our tone of voice is warm, welcoming, generous, respectful, and helpful. We always show genuine interest in our customers' journey and are concerned about their needs. And we offer advice and support as we would to a family member.

**Traits you can use**

- Customers have relied on us for 45 years
- Customers trust our pros because they are among the most experienced in the industry.
- Customers
- Positive, Emphasizes Benefits and Knowledge

**Copy Best Practices**

- Make it customer-centric instead of brand-centric. What's in it for them?
- Make it easy to understand.
- To get at the true benefits, ask yourself "So what?" or "Why would customers care?"

Brand Centric	Customer Centric
	

# Objectives

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1. Why is copy so important?
2. What should copy do?
3. What makes copy effective?
4. **What questions should I ask before writing?**

# Key questions

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- Who is the perfect customer for this product?
- What are their pain points and aspirations?
- What makes this solution unique?
- What options are available?
- And what factors will motivate them to buy?

Am I missing anything?

# Where are the answers?

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## Customer

- Social forums
- Reviews

## Product

- Manufacturer materials
- Reviews
- Competitors

But remember, we're in a production environment.

# Q&A

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Any questions for me?