

## Good Cop[y] Bad Cop[y]

Why it's important to have good copy:



Good copy, like most things in life, comes in all different shapes and sizes. The important thing to remember though is, that it is communication; it is the foundation upon which a relationship is built between the parties involved, whether it's a columnist talking to their readers, a CEO speaking to their employees or a company opening a dialogue with potential customers – it is a conversation.

But, we all know what it's like to be in a conversation that seems perhaps one sided, aggressive, boring, completely off topic or hard to follow; it makes us want to switch-off and get away as soon as possible.

Bad copy has the same effect. If your audience feels that you haven't taken the time to get to know them, what they want from you and also, how; then they will be reluctant to engage with the message you are trying to give them. They want to be spoken to in a way that stimulates their curiosity and creates a desire to make the conversation a two-way interaction by buying your product, filling in your survey, answering your call-out for feedback; by being your brand ambassador and advocate.

No man can stand alone and 'Jack of all Trades, Master of None', is not a job title anyone really wants to put on their business card. There is something very positive to be said about acknowledging that whilst your expertise may lie in knowing your business inside out, the way you communicate could benefit substantially by hiring someone who knows how to take the time to focus your message to the best of its potential.

If you want to make the most of the opportunities you have to fully engage with your audience and set yourself apart from your competitors, you may find that you would benefit from using a professional copywriter.

A good copywriter knows the importance of firstly understanding you and your business, then getting to know who your audience is and crucially what you want to say to them. And then they say it, just as you need it.

If you think you and your business could benefit from professional copywriting help, please do get in touch with me and we can start our own conversation.

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