

Build a Funnel

As a copywriter, you're a money-making tool to the business, to effectively be that, you need to understand:

- What a business is
- What a business does
- What is a Unique Value Proposition?
- Who is your avatar Audience?
- Why does a copywriter get paid?

Business = value-giving machine.

People have a problem, your job is to increase the number of people that go through this value-giving machine.

Simplified customer journey:

Customer has problem ---> Uses product/service ---> Company takes money

If 1 person is going through the machine, your job as a copywriter is to increase that number, thereby increasing sales.

It's not to write a pretty copy, it's not to sound smart, **it's to increase sales.**

Connecting dots between a company that has the solution and a person that has the problem, at scale

Your job is to amplify this machine to be better consistently.

Modern business says you need to build a funnel.

Marketing stage ---> speaks to all people in the world

Point of sale ---> could be your store or website

Convince them to buy the product

Your job is to increase the chances that someone goes from one step to the next one in a funnel.

If they had a 10% click rate before you, your job is to increase that to 15% or more.

At scale, that's a massive difference.

If you can increase just 5% in addition to the previous 10%, that means you increase their sales by 50%, that's how valuable a copywriter is.

The people you talk to in a funnel:

- Everyone in the world
- Target audience
- People who showed interest
- People who opted in (gave email address or number)
- People who bought a product
- People who bought multiple products
- Actual product

After the funnel you still speak to these people, it's called lifetime value.

Where do you help in the funnel as a copywriter?

All the words in the funnel are the copywriter's jobs. However, you can specialize in a certain aspect, such as landing pages, descriptions, captions. Anything you see as words, there's a copywriter behind the scenes.

Every single business in the world needs copywriting. Your job is to take people along the customer journey more efficiently.

KPI for copywriting is indicated by increased revenue for clients.

Questions:

As a copywriter, how much of the funnel is your responsibility?

Does a copywriter's job end when the customer passes the point of sale?