

Value-Giving Machine

Why do you want to learn about copywriting?

It's to contribute to society

product/service/education = value to another human

What is the value our client is giving to the world?

It's important to know exactly what it is, to be able to write about it.

Articulate value to the world

Think like the business owner

A person that has a problem, hungry/sad/location → Business creates a solution → in exchange customers give the businesses money

A business is a value-giving machine

Copywriter? Understands what is the value the business is going to give to the customer.

But

More importantly, what type of value are they giving to the customer?

It can be:

- Products
- Services
- Education

Ask yourself when you're learning about businesses: what value are they providing? Who is this audience that has this problem?

Questions:

What does a product represent to the customer?

Should you judge the value of a product personally?