

Tell Stories

Whenever you're writing a copy, you're communicating.

Whenever you're communicating, you're trying to teach something or persuade someone into doing something.

Usually, it's how their lives would be better if they did this thing

What's the most important thing you need to learn as a writer, not just as a copywriter?

All stories are the same.

The easiest way to understand story structure → all stories are similar, learn story structure and apply it to every story.

The consumer = is going through their own hero's journey

They don't care about anything else other than their journey.

You are Yoda = You are the guide to their hero's journey

So don't try to act like the protagonist.

They care about someone helping them along their hero's journey, not the person or product themselves.

State of homeostasis = reality, nothing remarkable.

Call to adventure = something that changes, usually a challenge.

Hero takes challenge → goes into the new world → get their quest → meet a mentor → mentor advises along the way → series of challenges they have to overcome → eventually gets better → all is lost moment → showdown → win → a second chance for antagonist → win again (not because of their strength, it's because of something they learned) → fixing their faults allowed them to win → return home → gives treasure to their community.

Question:

How can you convince the customer to take the challenge in their hero's journey?

As a guide, what's your value?