

## **Be Curious**

Here are some things you should not do as a copywriter.

Get rid of your Ego. Ego can derail you, it's the first thing you need to destroy.

Don't eliminate your curiosity.

In general, especially for entrepreneurs, they stop or eliminate their curiosity.

They reach a point where they plateau.

Because they get comfortable, maybe they make a certain amount of money or they get a client. And go "I'm ok"

In order to reach mastery of any skill, in particular with copywriting. You need constant practice.

Actually, with copywriting, you can get better without having to write.

How?

Be curious, that's the way to do it.

Deconstruct any ad you see, billboards, online ads, Facebook ads, google ads, taglines, descriptions, titles, all words you see online.

Ask yourself:

"How would I write that differently? What's not accurate?"

You can think of ads as an annoyance.

What if instead, you deconstructed the ads. Remind yourself that these are highly paid fancy copywriters that are employed in ad agencies.

In theory, these are the best writers in the business world. What if you ask yourself what are they doing that's wrong? How would you do it better?

Even if you don't write it on a piece of paper, even having that conversation will stop you from experiencing the ad like a consumer, but will help you experience the ad like a copywriter.

- Why did they start with that hook?
- Why did they move to this point?
- What are the CTA's that they're using?

- How many CTA's do they have?

When on a website, even if for a moment, you're planning on being a consumer and buying a product. Try being a copywriter instead, ask yourself:

- Why did they have this description or headline?
- What are the influencers that they're using?
- Where are they using testimonials?
- What are the objections they're addressing?

This will constantly increase your mastery and keep you up to date with the current trends.

Because as a copywriter, you need to stay on the cutting edge, understand what's happening to the market.

Questions:

Are copywriters trendsetters, or are they the first to adapt to any new trend?

What should you do when you master your copywriting skills?