

Module 10

Copywriting techniques for bloggers



Copywriting techniques

1. Specific details makes your content more **credible** and more **fascinating**





Our panels are strong.

A sledgehammer can't break our
panels.

We scoured Europe to find the
strongest panels.

We manage your whole kitchen project. And treat it as our own.

We manage your whole kitchen project - from flooring to decorating. And when we're installing your new kitchen, we lend you a small cooker so you don't need to rely on take-aways or eating out. We treat your project as if it's our own.





~~filler words
being wordy~~

fascinating
details

What makes details fascinating?

1. They paint a picture
2. They help explain
3. In a limited dose

Show, don't tell





Are your listeners bored?

Are your listeners fiddling on their seats?
~~Glancing at their watches?~~ Checking their
Blackberries? ~~Twiddling their thumbs?~~ Or
are they yawning?

Copywriting techniques

2. Sharing the *Why* **excites** your readers



Each post needs to cover

1. What

2. How

3. Why



We improve server reliability...

So your servers keep running smoothly...

So you avoid server downtime...

So you avoid frustrations and maximize working hours.

What? Visual communication

How? Tips to create visuals

Why? Engage readers, *so what?*
persuade them, grow
authority, earn more
money, become CEO



To **sell** your tips
remind your reader

why he should care.

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