

Does your business need a copywriter?

What will this do for my business....

Do we really need one...

What difference will it make...

How will it work...

DAILY JOURNAL

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★ HIRING ★

COPYWRITER

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Many business owners ask themselves these questions on a daily basis. They have seen the many blog posts & YouTube videos advising them to hire a copywriter, but they do not really understand what are the benefits of actually hiring one.

If you fall in this category then this article is for you. It's important that you know some of the benefits of hiring a copywriter for your business & what goals your company can reach. After reading this article you should be excited in looking for your first business copywriter.

What can a copywriter do that I can't do myself?

When looking at the cost of hiring a copywriter many wonder what the difference is in hiring someone to literally write things down, which any literate person can do. Like I always love to say “words are power.” Copywriters are wordsmiths which have honed & mastered the task of word placement.

If you place certain words one way, it can persuade a buyer into buying your product. Those same words put together in a different way can push a prospect away. An SEO copywriter will also have keyword skills which will push your blog, article, or even social media post rank better than they did before.



Make your brand cohesive

For your brand to know what to say, you need to have an audience in mind. By writing to that same audience your brand will develop a voice. Hiring a professional copywriter will help your business keep that voice consistent, which will give everyone reading sales copy from your business the same feeling about the same information.

Hiring a copywriter saves you & your business time

When you hire a copywriter, you are hiring someone who does writing for a living. They know how to provide you with what you need, they know how to do extensive research for the information you need, & how to put the right words in the right place. Instead of wasting your own precious time which you could use to expand other aspects of your business, hiring a copywriter is quick & effective for you.



Avoid the common mistakes the untrained eye may miss

Hiring a copywriter will help you avoid spelling & grammar mistakes. A single spelling error can make a future prospect lose all interest in doing business with your company, the image of your article represents the face of your brand. Instead you could hire a copywriter to give your audience the feelings you want to invoke, without second-guessing your own efforts.