

When creativity clashes with clarity

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When I was starting out as a copywriter, I usually struggle with satisfying my creative soul while writing copy that sells. I wanted to write unique taglines or funny content that would make ME feel fulfilled.

BUT when it comes to working with clients, this sometimes ego-driven creativity has to take a step back.

We deal with algorithms which is no respecter of creative writers (sometimes I mean haha), we conquer SEOs lest our written content is hidden in the unsearchable shadows (sorry I just went back to re-reading J.R.R. Tolkien)

Yet as always when we remain with sticking to our mission as copywriters, our focus shifts to being client centered. We prioritize being clear more than creating a witty copy that only a wordsmith can understand (unless they are your market, then stop reading and enjoy the creative writing life)

So how do I deal with this tension, here are some things I learned along the way;

- Listen to your client. Your message becomes clearer when you fully understand what your client needs.
- Focus on writing a copy that generates results. No offense but data speak. If your initial copy, no matter how beautifully written you perceive it to be, is not driving the results needed for the business, then scrap and optimize.
Since copywriting is all about convincing your readers to take action, ensure that the narratives are clear enough to make the reader click the call to action button.
- Do keyword research. Oh yes, these search engines eh! Need we say more. Learn to work around those keywords without writing a piece that speaks like a robot.
- Set up your own creative writing space. Of course, I cannot imagine a world without poetry or else my literary mind will die. I still have those journals stashed somewhere I can access and use.

Bottom line, I had to learn that in writing results-driven copy, clarity precedes creativity.

#Copywritingmindset