

## What is Copy Whispering?

- Evelyn Grace Marinowski

In the world of horses there is a unique group of people known as horse whisperers. They can take wild, unbroken horses and sometimes in a very short time convince them to willingly work with a rider. Those who have seen horse whispering in action say it looks like sheer magic.

What it actually involves is learning the language of the horse and communicating with them in a way that the horse understands and accepts. The results can be quite spectacular. Similarly, in marketing, there are copywriters who have learned the language of the prospect/customer and can communicate with them in ways that they understand and accept. The results can also be spectacular. Master copywriters can bring in multi-millions of dollars for their clients.

Think for a minute of some of your own experiences. We've all experienced the pushy salesman who will do almost anything to get the sale. All you want to do is get out of there as quickly as you can.

On the other hand, think of a time when a salesperson took a genuine interest in your needs and gently worked with you to find what was just right for you. Sometimes you even bought extra just because it was a pleasure to work with that person.

Ordinary copywriting is like the old in-your-face salesmanship that gets your back up. Or bores you because it doesn't address your needs in any way that matters to you.

Copy whispering on the other hand, is a far more powerful and effective communication. It draws in your prospects and invites them to learn about your product or service in such a way that they end up convincing themselves that they want it. You end up with willing and much happier customers, and a much more successful business.

To learn some copywriting basics that will put you far ahead of most of your business acquaintances, [sign up for the Copy Whisper Newsletter](#) and get the Free bonus mini course called "7 Essential Marketing Clues".

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***[Evelyn Grace Marinoski – The Copy Whisperer. For more articles and information on copywriting, sign up for the Copy Whisper Newsletter at [www.copywhisperer.com](http://www.copywhisperer.com). After starting business life about as allergic to marketing as you could get, it was the discovery of copywriting and its amazing effectiveness that led Evelyn to become the Copy Whisperer. She has a passion for sharing and using what she has learned to help her clients create more effective marketing copy, whether you are a client who already understands the power of great copywriting or a small business who is hearing about it for the first time.]***