

What is Copywriting?

- Evelyn Grace Marinowski

At its simplest, **copywriting** is the use of words to promote a product, business, person, or idea, with the goal of persuading the reader/listener to take a specific course of action.

In business, copywriting is usually used to try to persuade a potential client or customer to purchase a product or service.

Copy is the words used in marketing materials such as:

- salesletters
- webcopy
- ads
- articles
- newsletters
- brochures
- whitepapers
- direct mail
- press releases
- e-mails
- video scripts
- radio or TV ads
- catalogues
- billboards
- postcards
- product/business naming
- taglines
- and more

Those who write copy are called **copywriters**. This can mean anyone from small business owners to ad agencies, web designers, freelance writers, etc.

Most of the copywriting being done is quite basic - from the beginners who cobble together their marketing pieces with very little understanding of what should or shouldn't be included (and usually have the lack of results that come with that), to those who do understand at least some of the basics of writing copy.

According to the American Writers & Artists Institute, which has one of the best copywriting programs available, this is copywriting as about 90% of business people know it or use it. The results are seldom very satisfying, and sometimes downright discouraging.

But there is something more. Something far more powerful and effective.

I call it Copy Whispering.

[What is Copy Whispering?](#)

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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. 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.]