

# CompellingCopy.com

*Use this worksheet as a strategic plan for the copy you are about to write. Your purpose must be clear before you begin writing – it's crucial to understand why you are writing the copy. Are you supporting a specific event? Are you supporting a sales function? Do you want to generate leads? Analyzing the reasoning behind the copy will save you time and maximize its effectiveness.*

## **Assess your audience**

You must consider who your audience is in order to write a hard-hitting, compelling message. Gathering as much data as possible on your audience is key to positioning your copy just so. It'll help you answer your audience's questions and provide them with the information they need to take the desired action.

### Key questions:

- ?? What is the age range of your audience?
- ?? What are their occupations?
- ?? Where do they live?
- ?? How much money do they earn?
- ?? What are their hot buttons?

## **Identify your purpose**

Regardless of the medium of your message, you must have a clear picture of what you hope to accomplish. Do you want to educate your audience, persuade them to take some sort of action, or inform them of a new service?

### Key questions:

- ?? Why am I creating this Web site, email, direct mail piece, etc.?
- ?? What do I want my audience to do?
- ?? How does this piece fit into the selling process?
- ?? What are the key benefits of my audience?

## **Determining the best medium**

The final step is to identify the type of medium you wish to use to communicate your marketing message. Would direct mail be best? An electronic message? Before you can answer this question, you need to assess your resources and put yourself in your prospect's place.

### Key questions:

- ?? How much money do I have budgeted?
- ?? What is my deadline?
- ?? What is the life span of my document?
- ?? What is the best vehicle to reach my intended audience?
- ?? How likely is my target audience to read a brochure, read and respond to a direct mail piece, access the Internet, review a newsletter, respond to a telephone survey?