

# COPYWRITING

*Masterclass*



With Kallie  
@kalliepaigeagency


# AN OVERVIEW

## What is copywriting?

Copywriting is the writing of text for the use of marketing or advertising. It combines persuasion, psychology, research, & creative writing all into one craft. The spectrum of what's considered "copy" is broad, & the different types all serve different purposes. You see copy every single day (you probably do some copywriting yourself) & don't even realise it!

## What is copy used for?

Copy can be used for pretty much anything! It's used in websites, blogs, ebooks, sales pages, opt-ins, emails, social media captions, product descriptions, & so much more! It's used to educate, to persuade your readers to take a desired action, to promote a product/service, or build brand awareness. It's also used to ease the fears & objections of your readers while establishing your authority & expertise in your industry. Good copy is used to build connections & familiarity.



"As humans we would rather purchase something from someone we know & trust, than from a stranger"

Throughout this masterclass Kallie has talked about content to help you build CONNECTION.

Connection leads to community.  
Connection leads to real relationships.

When you focus on connection, insta becomes wayyyyy more sustainable, & enjoyable.

Growth, & sales fall into place when you are bringing your audience content that is valuable, & creates a sense of connection, & emotion within them.

**REMEMBER** - It's not about the number of followers you have, or the amount of likes on each post; it's the amount of real connections you create.

# KNOW YOUR AUDIENCE

Kallie talked about how getting to know your audience will help you better understand who they are, & what their needs, & struggles are.

A few ways you can do this is by -

▼ Insta analytics

▼ Market research

▼ # research

(I have a # strategy guide you should check out within my membership under the Insta section.

Trial & error is really what it comes down too, for something that might work for someone else may not for you.  
You don't know until you find out ;)



# HOW TO BUILD CONNECTIONS

- ▼ Encourage conversations through your captions - Ask open ended questions.
- ▼ Have a strong opening line - Draw them in, & peak their curiosity
  - ▼ Include a CTA - This gives them direction
- ▼ Write like you speak - Use your natural slang; your copy should not be perfect, it has to sound like you!
  - ▼ Use emojis -

"You want to inspire them to visualise"

- ▼ Tell your story - This creates emotion. You become a human, a real human
  - ▼ Engage - With thoughtful comments, & take part in quizzes/polls etc
- ▼ Create posts that evoke emotion - This is how you make your audience feel that you're personally talking to them
  - ▼ Use power words

WHICH OPEN ENDED QUESTIONS ARE YOU GOING TO ASK?

WHAT OPENING LINES ARE YOU GOING TO USE?

WHAT CTA'S ARE YOU GOING TO USE?

WHAT SLANG/YOU WORDS ARE YOU GOING TO USE?

WHAT EMOJIS ARE YOU GOING TO USE?

WHAT'S STORIES ARE YOU GOING TO TELL?



WHAT ENGAGEMENT STRATEGIES ARE YOU GOING TO CONCENTRATE ON?

WHAT 'ACTIVE' SENTENCES ARE YOU GOING TO USE?

WHAT POWER WORDS ARE YOU GOING TO USE?

I hope you have enjoyed this Sisterhood masterclass by the amazing Kallie of @kalliepaigeagency. Please support her on Insta, & reach out to her if you need anything regarding copywriting.

We have some more documents you can download on the main page that you can save to your desktop for reference.

Lots of love,  
Michelle & Kallie x

