

Five Steps to Copywriting (Hilliard's 4th edition)

1. Understand your product or service and its competitors
2. Pick a central selling idea based on position
3. Select persuasive appeal(s)
4. Pick a logical production format
5. Write the first draft

Persuasive Appeals (Walters, Ch. 9)

1. Acquisition and Saving
2. Adventure and Change
3. Companionship and Affiliation
4. Competition
5. Creativity
6. Curiosity
7. Fear
8. Guilt
9. Health and Safety
10. Imitation and Conformity
11. Independence and Autonomy
12. Loyalty
 - a. to family: love
 - b. to friends
 - c. to social groups
 - d. to nation: patriotism
13. Personal Enjoyment
 - a. of comfort and luxury
 - b. of beauty and order
 - c. of pleasant sensations
 - d. of recreation
14. Power and Authority
15. Pride and Vanity
16. Reverence or Worship
 - a. hero worship
 - b. reverence for traditions and institutions
 - c. reverence of the deity
17. Revulsion
18. Sexual Attraction
19. Sympathy and Generosity

Not college students!



Production Formats (may be combined)

1. Straight: AIDA (attention, ^(keep them) interest, ^(create) desire, ^(call to) action)
2. Testimonial: honest endorsement by actual users
3. Dramatization: how client's goods or service solves problem
4. Demonstration: may be voice-over or more complicated
5. Interview: realistic or comedy
6. Humor
7. Music/jingle
8. Symbolism: frying egg represents cocaine's effect on the brain
9. Special effects: audio and video processing, animation

Would be very often →