

10 Maxims of Copywriting

Video

10 Maxims of Copywriting: 9 Minutes

<https://www.youtube.com/watch?v=rhVAMGQdXmo>

About

What if you could learn copywriting from 2 legends with over a 100 years of combined experience? What if it takes you less than 10 minutes?

How's that for an opening headline! This video is a tribute to Clayton Makepeace. Gary Bencivenga shared the 10 maxims he shares with Clayton Makepeace. I took notes based on the video. It's so good that I have to share it with you!

If you're a copywriter, you'll love this. If you're a marketer or you create content, this is good for you too. Whenever you see the word, advertising, replace it with content. That would still be relevant and useful.

#1 Make Your Advertising Itself Valuable

Make your advertising itself valuable. Enliven it with irresistible and valuable content. Though you're trying to get someone to take an action, you can still provide value in your words and images.

#2 Aim Your Headlines At The Heavy Users

Aim your headlines at the heavy users. Every market has a red hot core of active buyers. The 8020 rule applies for every market. Know who they are. Learn what they want the most. Show them how to get it.

#2 Easier To Keep Clients Than To Get New Ones

It's easier and cheaper to keep a client than to get a new client. Lavish value and attention on existing clients as well as the new ones. Never neglect your existing clients.

#4 Gifted Offer Is Mightier Than Gifted Pen

A gifted service or product is mightier than a gifted pen. The magic is in the offer, not in the copywriter or marketer. Words don't create an advantage, it can only convey it. You cannot use words to invent an advantage that doesn't exist.

The offer is the horse and the copywriter is the jockey. Get good at picking the service or product. Then apply your best skills on it.

#5 Advertising Is Multiplied Salesmanship

Advertising is multiplied salesmanship. Most salespeople can close one sale at a time. Advertising can close many sales at once. This is high leverage.

#6 Great Ads Are Built On Deep Research

Great ads are built on deep research. The best copywriters are great researchers. Always gather more research than you can use.

#7 Develop Your Process

Develop your process. Research your service or product, your audience and your market. Imagine you're a buyer and you're seeking answers.

Why is this offer superior?

Why should I believe you?

Why should I act now?

Unearth these questions then you think about how to structure your copy. Start with possible headlines. Write your opening paragraph. Keep writing and organizing. Rewrite till it sings!

#8 Polish Your Skills Daily

Polish your skills daily. The best musicians practice daily. Your craft is not just your income but your partner for life. It's always there for you. It's the faithful love of your life.

#9 Collect Your Own Maxims

Collect maxims like this to summarize your growing knowledge. Collect from every source. Organize them. Review them daily. The next time you face the terror of a deadline and a blank page, you won't remember anything. That's when your process and your maxims will help you.

#10 Compete With The Immortals

Compete with the immortals. That's how David Ogilvy challenged copywriters.

Samuel Ng

Health & Wellness Copywriter:

Creator of [Client Enrollment System](#) ➞ Click Here To Find Out More