



8 REASONS YOU NEED A PROFESSIONAL COPYWRITER

for women entrepreneurs

ByDonnaJames.com

WHAT IS A COPYWRITER?

A copywriter is a professional writer who creates persuasive copy or text to encourage viewers to follow, subscribe, or buy in to an offer or sale.



WHAT DO THEY DO?

Copywriting is essential for effective marketing and advertising. That's a professional copywriter's job! To craft creative wording that will help motivate and inspire readers.

They understand that the copy needs to attract, connect, and ultimately convert the reader - not just "tell them something".

Use a copywriter for content in your emails, blogs, newsletters, ads, marketing material, websites, advertising, and more, to draw in your target market and help convert them into a loyal client.



WHAT I CAN DO FOR YOU...

I'm passionate about helping women entrepreneurs and coaches stand out from their competitors.

To build credibility with powerful words and bold branding so they're seen as the expert and taken seriously. For that, a consistent voice and branding is necessary.

The challenge is finding a copywriter who can speak in their voice and a designer who can bring their vision to life... all within their budget!

That's why I created a boutique-style, consultative approach. Empowering women with valuable services that are affordable and effective! Prioritizing each client's immediate needs and implementing the essentials based on their budget. Creating a solid brand base and messaging and building it from there... the right way!

DONNA JAMES

BUT FIRST...

Did you know that the average person's attention span is 8 seconds?

That's why engaging content is so important!



CONSIDER THIS

You put the time and energy into getting people to read your content - whether it's opening an email, having them visit your website or reading your blog.

So, it's important to not only maintain their attention, but keep them engaged. Encouraging them to read more, build their trust, so they ultimately take action.

This is also when you can make or break your credibility. If you provide content that's filled with spelling or grammatical errors, it comes across as very unprofessional.

That reflects on how they'll see you, your products, and your business.

REASON #1

You don't enjoy, don't have the time, or aren't good at it

PRIORITIZE CONTENT

Hey, I get it. You're running your business, working on building revenue, and more!

You feel you've got more important things to do than write up an email, work on your web content, or build that blog. That none of that's important in the big scheme of things.

But it is!

That's like saying you don't like doing the books or selling, and all the other responsibilities of running a business. It's all important and must be done.



If you hate doing the books, you'll hire a bookkeeper. If you hate selling, you'll hire a sales person. All your content is just as important.

So, if you don't like, don't enjoy or simply aren't good at writing, there's nothing to be embarrassed about. Hire a copywriter.

REASON #2

Your grammar and/or spelling aren't stellar

SAY IT ~~WRITE~~ RIGHT

We've all seen it. Those sloppy emails filled with spelling errors. Or those grammatical and punctuation errors that can alter the message completely.

Here's an example: I'm sorry I love you. VS I'm sorry; I love you.

Now imagine if your client opens your email and finds spelling and grammatical errors. What kind of first impression would that make? Not a positive one!

In fact, it can be a credibility killer!



A professional copywriter knows what to watch for and how to fix it. They understand the importance of grammar, punctuation, and tricks to keep a reader engaged and not overwhelmed... or confused!

REASON #3

Your open rate is low, and your bounce rate is high

PLAYING WITH NUMBERS

Are you finding that you're getting little traction from your emails or nurturing campaigns? That very few are actually opening the emails?

Or people are checking out your website, but they don't stay long or fail to click on your links.

Although reasons for these issues vary by industry and demographic, your words - or more specifically engaging content and persuasive copy - can help alleviate those numbers.



Engaging your clients with creative content that speaks to their needs and what they're looking for can definitely help improve open and bounce rates.

Not to mention, a combination of effective copy and engaging images will further enhance their experience.

REASON #4

You're not getting noticed... but your competitors are

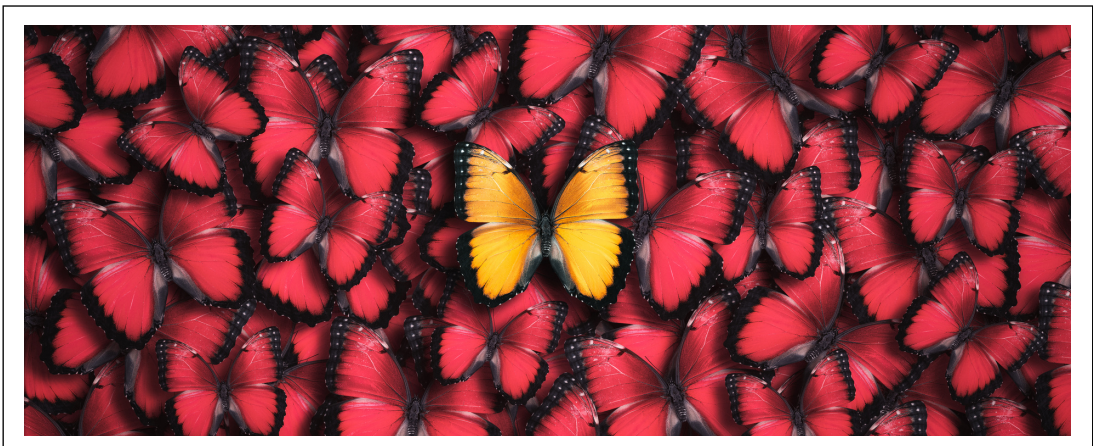
STANDING OUT

We all have competitors. That's why it's so important to try and stand out!

If you're selling a similar product, service or offer, it can be hard to show why yours is better. Especially if the specs or details are similar.

But to show your audience how you're different... special... or unique, you must get creative.

A great place to start is with your words and pictures!



A creative copywriter with a great eye for design is a valuable combination. Copy that's descriptive, convincing, and persuasive can help you stand out from your competitors.

The addition of beautiful design elements can help seal the deal!

REASON #5

You don't have the time, so you're not consistent with your content

MAKING TIME

When you consider all the important moving details of running a business, it can be overwhelming.

But there are certain aspects to your business that need your time and attention to fuel and fund other parts of your business.

Content is one of those priorities. Emails are an efficient way to connect with your customers. Newsletters help keep them up to date. Your website can help automate parts of your business, and a blog is essential to help you get recognized and keep you up to date on search engines.



When you consider the value of your time, outsourcing your copywriting can have an excellent ROI.

Think about where you should be focusing your time and energy. Hiring a copywriter shouldn't be considered an expense, but an asset. They can create content that will help you attract, engage, and sell to your clients so you can focus on what you do best! Working ON your business, not in it!

REASON #6

You copy and piecemeal content from others - including your competitors

COPY & PASTING IS FROWNED UPON

A few words come to mind when people copy content from others for their own use. Plagiarism, parasitic content, and being a unethical copycat. All which could destroy your credibility and reputation pretty darn fast!

When you copy the content of others - especially your competitors, you put yourself and your business in a vulnerable - and potentially embarrassing position.

It's important that you highlight what is unique about you, your products, and your brand.



Your business is special. It's a distinctive part of who you are. It should never sound like your competitor - or anyone else. Be proud of that.

When you have a great copywriter, they're able to dig in and establish your unique voice. The content they create will reflect your knowledge, passion, excitement, and personality. That's what consumers are looking for!

REASON #7

You're not getting any quality leads or engagement

QUALITY OVER QUANTITY

Does your content appeal to everyone? Or are you specific about who you're writing for?

If you're trying to reach everyone. You'll end up reaching no one.

To attract your ideal client and bring in quality leads, the first step is knowing exactly who you're talking to and then provide engaging, persuasive content to that particular audience. Let them know that you understand them - and can help them!



A good copywriter can not only create content that speaks to your ideal client - they'll also do it in your unique voice.

They can work with you and put together a plan using various forms of content to appeal to and engage with your target audience. It's an effective way to attract more qualified leads versus curious tire kickers.

REASON #8

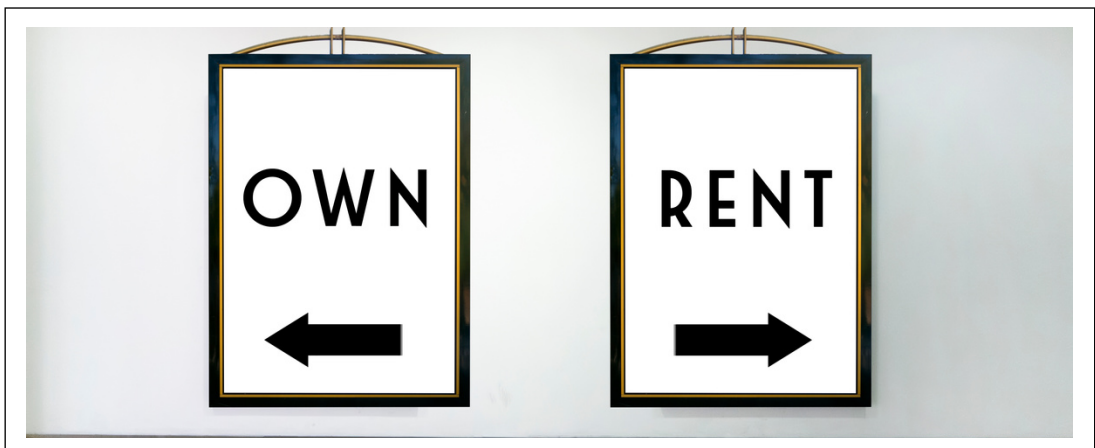
You don't see the value or need for a website or blog

RENTING VERSUS OWNING

So many entrepreneurs put all their eggs in their social media basket. Hey, social media has its benefits. But it should never be considered your home for your content.

Using platforms such as social media, with their ever-changing rules and algorithms, is like renting your home. You have no control. You could be kicked out at any time.

And let's not even get started with the shelf life of the content you put your valuable time, money, and energy into creating and posting. How long did it stay in the feed of your potential clients? An hour? Maybe two?



When you have a website or blog... or hopefully both, it's YOURS! You own it, so you control the narrative. Your content stays there until you decide to take it off.

You're also not vulnerable to the ever-changing rules of another platform, putting you at risk of losing all your valuable content or "followers".



NEED HELP?... LET'S CHAT!

Are you ready to be heard? To be taken seriously? To build credibility and be seen as the expert and stand out from your competitors?

Let me help you get the word out!

[CLICK HERE TO START RIGHT AWAY](#)

bydonnajames.com