

Copywriting Course Notes

Copy Tips with Chris Abbott

Answers these questions:

1. How can you write great copy for Facebook Ads?
2. Why is copy important?

Included in this episode:

1. The magic sauce is in the words you write, not just in the ad itself. The words are the part that convinces people to take action
2. Good copy is one of the most important but underutilized tools
3. Figure out who you're writing to, specifically.
 - a. Not just a target demographic range
 - b. Give them a name and literally write as though you're writing to one person
 - c. For example: "We're going to write to Jennifer, who's 35. She and her husband have been married for 5 years. Her husband's working but she's at home with COVID going on, homeschooling her kids. She's trying to find her purpose..."
 - i. Figure out what's keeping Jennifer up at night
 - ii. What is she struggling with?
 - iii. How is her marriage? How's her relationship with her kids?
 - d. Speak to ONE person about ONE thing
4. If you can make someone laugh or cry, you've connected with them on an emotional level
5. You want people to think "wow, this person is in my head right now"
6. When you say more than one thing, you say nothing at all
7. Hook, Interest, Action - 1- ? 2- 😞 3- 🏃
 - a. Come up with a hook
 - i. Can be a question - you want them to stop and answer "yeah"
 - ii. "I have a challenge for you"
 - iii. "Can I ask you a personal question"
 - iv. Pique their curiosity so they stick around to see what it's about
 - b. Answer what's in it for me - interest
 - c. Call to action
8. Features are about you, benefits are about the person you're reaching
 - a. For example, don't talk about the theological issues your next sermon will address, tell them how the sermon will solve problems in their life

- b. Your church website shouldn't just talk about you. It should explain how your mission is about someone who comes to your church.
 - c. The difference between "our" and "your" is the Y - WHY they should care
 - d. When people see something new they immediately assess if it's useful to them
 - i. People don't read on the internet, they scan
- 9. A few simple rules
 - a. Be interesting. Don't suck, be un-boring
 - b. Write casual copy, like you're texting your best friend
 - c. You don't have to be funny, just authentic
 - d. If your ad is useless and annoying, it's called spam (relevance score is a good indicator)
 - e. It's not about getting more information out in the world, it's about starting relationships
 - f. The point of the copy is to get the reader to take action (figure out the action you want them to take, reverse engineer the ad from there)
- 10. A.I.D.A.
 - a. Attention
 - b. Interest
 - c. Desire
 - d. Action
- 11. Extra tips -
 - a. Turn these same concepts into a selfie video post
 - b. Don't boost your posts that aren't doing well, boost the ones that are getting engagement. Dump gasoline on the fire!
 - c. Use a picture in your ad that will grab people's attention
 - d. When you're picking an image for an ad, remember: all the image is doing is stopping the scroll. The copy is carrying the weight
 - e. Magic phrase to use in your ads: This event is 100% FREE and open to the public
- 12. Church website & building signage
 - a. Make sure you're not using insider language
 - b. Chris' find -- the most awesome church website: www.crossroads.net
- 13. Facebook ad tips:
 - a. Keep it fun
 - b. Be authentic
 - c. Make up a holiday and then admit you made it up
 - d. Show some personality in your copy
 - e. Use text to speak to your audience's problems / what keeps up at night
 - f. You don't always have to have a call to action
 - g. Let your church culture come through in your ads
- 14. Great copy will help people make a decision and it brings clarity on whether or not you are the right fit for them. Help them make a decision either way. Yes is good. No is also good. In between, lukewarm is not so good!

15. What if the visit doesn't live up to the copy?
- a. Don't use someone else's copy for your church
 - b. Come up with something authentic God has called your church to be to keep from a mismatch in marketing and product
 - c. Go all out with who you (your church) are
 - d. Just real people, real love, real God!

Assignments:

- ❑ Check how many times your website uses "our" vs. "your." Is it about you or about other people?

Notable Quotes:

"The copy carries the weight of the relationship." –Chris Abbott

"Features are about you, benefits are about them." –Chris Abbott

"We are going to ethically bribe them [kids] into learning the Bible." –Chris Abbott

"You always want to put your money behind something that resonates." --Ryan Wakefield