TheBlox

Copywriting & Design

What Is Copywriting & Why Is It Important?

- Copywriting is the words we use to tell the stories we need to tell, to paint the required vision and features to our customers, partners, and investors.

- We use these principals every time we pitch, write an email, compose website verbiage, speak in a video, etc.

- Copywriting is the most underrated tool we have as entrepreneurs. We need the ability to communicate via the written format in long-form ways as well as super short and poignant assets. Every public facing thing our customers see started with copywriting.

The Copywriting Checklist

- Instant Clarity Headline

- Declare The Problem

- Present The Solution

- Borrow Credibility

- Social Proof

- Testimonials

- Clear Call-To-Action

- Reverse All Risk

- Price Anchoring

- Frequently Asked Questions

Instant Clarity Headline

End result a customer wants + specific period of time + address the objection

Declare The Problem

- Explain the problem using your customers words.

- Often times in the form of a question.

- Remind and articulate to them their problem

- Showcase your empathy for their problem.

Present Your Solution

- Example Formula: Product name helps you do (task). Say goodbye to (frustration) and hello to (benefit). You get (top three features + benefits for each feature).

- Usually showcased with icons and proper design

- Don't showcase ALL your features. Just the main ones. You'll have time to show off side features later.

Borrow Credibility

- Tie your company to trusted symbols and famous authorities

- Put the biggest brands all over your marketing pages

Social Proof

- The psychology behind social proof

- Examples of how to do that

    - Show off social media follower, views, downloads.

    - Show off your traction numbers

Testimonials

- Proof your product works in your customers words

- Specific end result or benefit the customer got + specific period of time + accompanied feeling + the person's name with stats

- Spread these out across website. Have their testimonial match that page's content.

Clear Call-To-Action

- You don't get what you don't ask for

- Tie it to a verb

- Pack the value of what they get into the button's copy

Reverse All Risk

- A guarantee is the most stereotypical reversal of risk.

- Guarantee's have proven to increase sales by 2X and are called out 5% of the time. That's a good return.

Price Anchoring

- Make your price seem like a bargain by using the psychological tool of the contrast principal.

- Showcase your price next to the price they would lose if they went with someone else OR if they didn't go with you at all.

- Showcase the amount of time they'll save by going with you. Energy and time is just as important of a price than money.

Frequently Asked Questions

- There are studies that show properly executed FAQ's can boost conversions by as much as 85%.

- It's a scaling too, because if it's done correctly you'll need less customer service.

- The questions, written from the shoes of a customer, showcases your empathy and ability to understand their situation - which increases trust - which increases sales.

- Don't be afraid to address the biggest, hairiest, questions. If you don't, they'll try determine the answer on their own anyway. So you might as well have a crack at answering it with them.

Best Practices For Copywriting Design

- All the copywriting steps written out is only half the battle. We need to display and distribute them in a way that is digestible and not too much at a time.

- We will almost treat each copywriting checklist item as a slide on the website, and one is built on top of the other.

- We want to as much as possible turn the words from our copywriting checklist into images.

  - Icons

  - Giant font

  - White Space

Transform The Items From The Copywriting Checklist Into Images As Much As Possible

- Icons

- Giant font

- White Space

- Numbers/stats into infographics

- Oscillate between storytelling modalities: go from sentences, to videos, to infographics, back to sentences. Don't just use the same type over and over.

Best Practices For Landing Pages

To The Point Copy

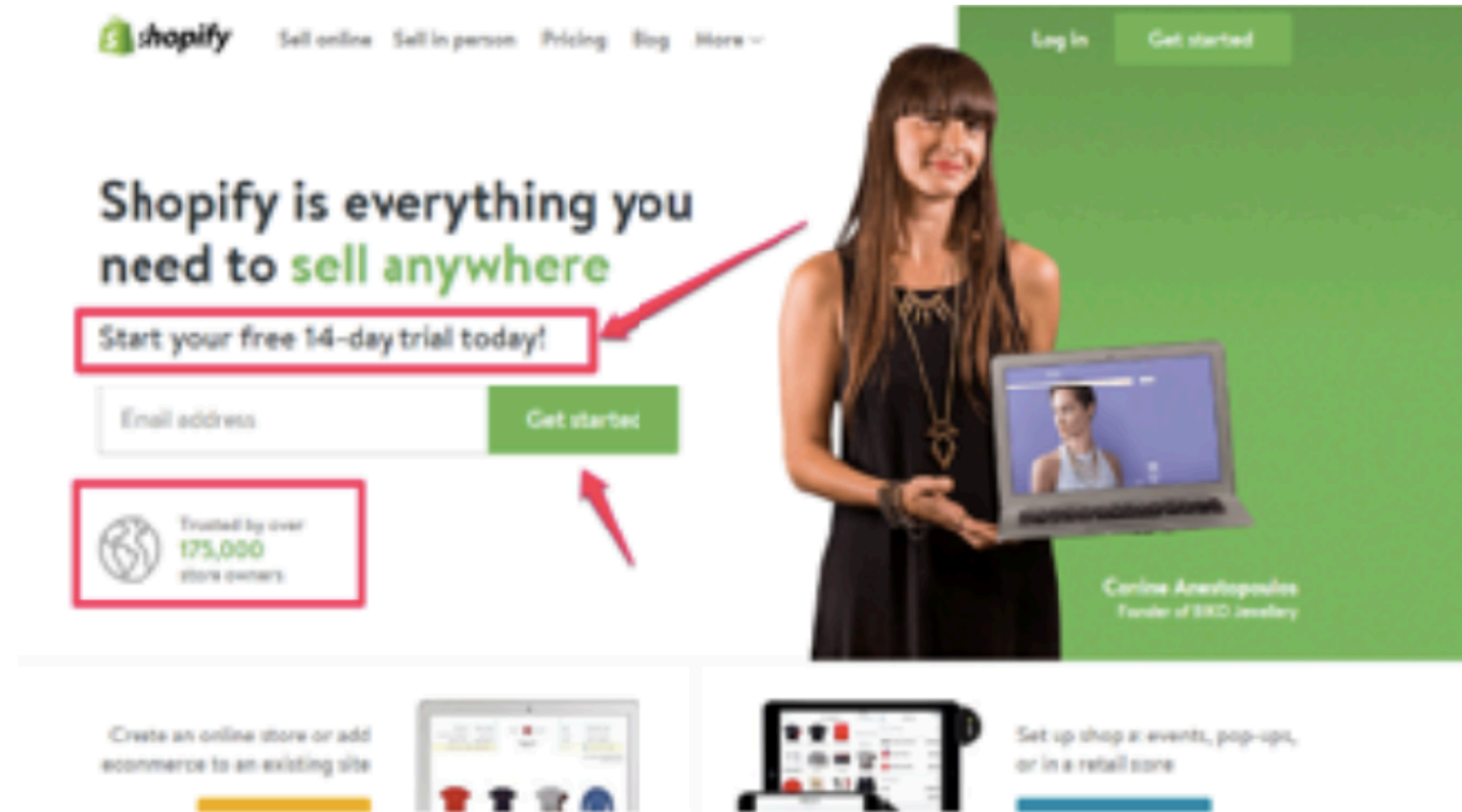**Simple, Beautiful, Functional, Graphics**

Builds Trust

Best Practices For Contact Form Submissions

- Prioritize getting their information over getting their money (for now)

- Short

- Not Sensitive

- Build Trust

Integrated Marketing Communications

- Your colors, personality, and thesis on the market needs to match every asset you create.

- It should feel like the person who wrote your homepage copy is the same person composing your tweet who is the same person filming your videos who is the same person greeting people at the front door of your establishment. Even though obviously these are all different people or vendors.

- Integrated Marketing Communications ensures your company and it's stance on the market is more memorable. Every time you use different personalities, colors, writing styles, etc. you're diluting the opportunity to move your brand in the right direction.

Stripe

Global scale

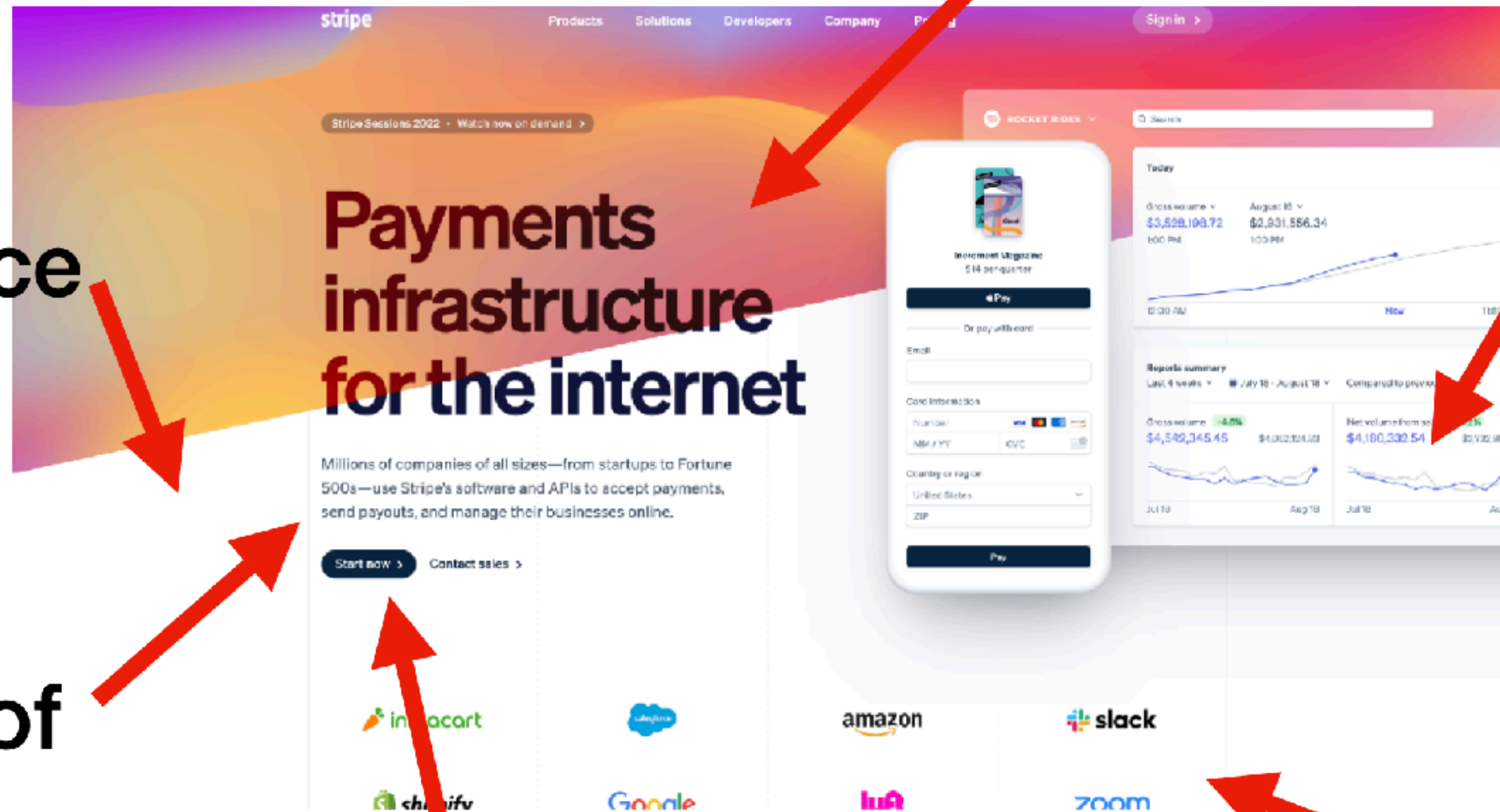# The backbone for internet business

For ambitious companies around the world, Stripe makes moving money as simple, borderless, and programmable as the rest of the internet. Our teams are based in dozens of offices around the world and we process hundreds of billions of dollars each year for startups to Fortune 500s.

250M+
API requests per day, peaking at 13,000 requests a second.

90%
of U.S. adults have bought from businesses using Stripe.

135+
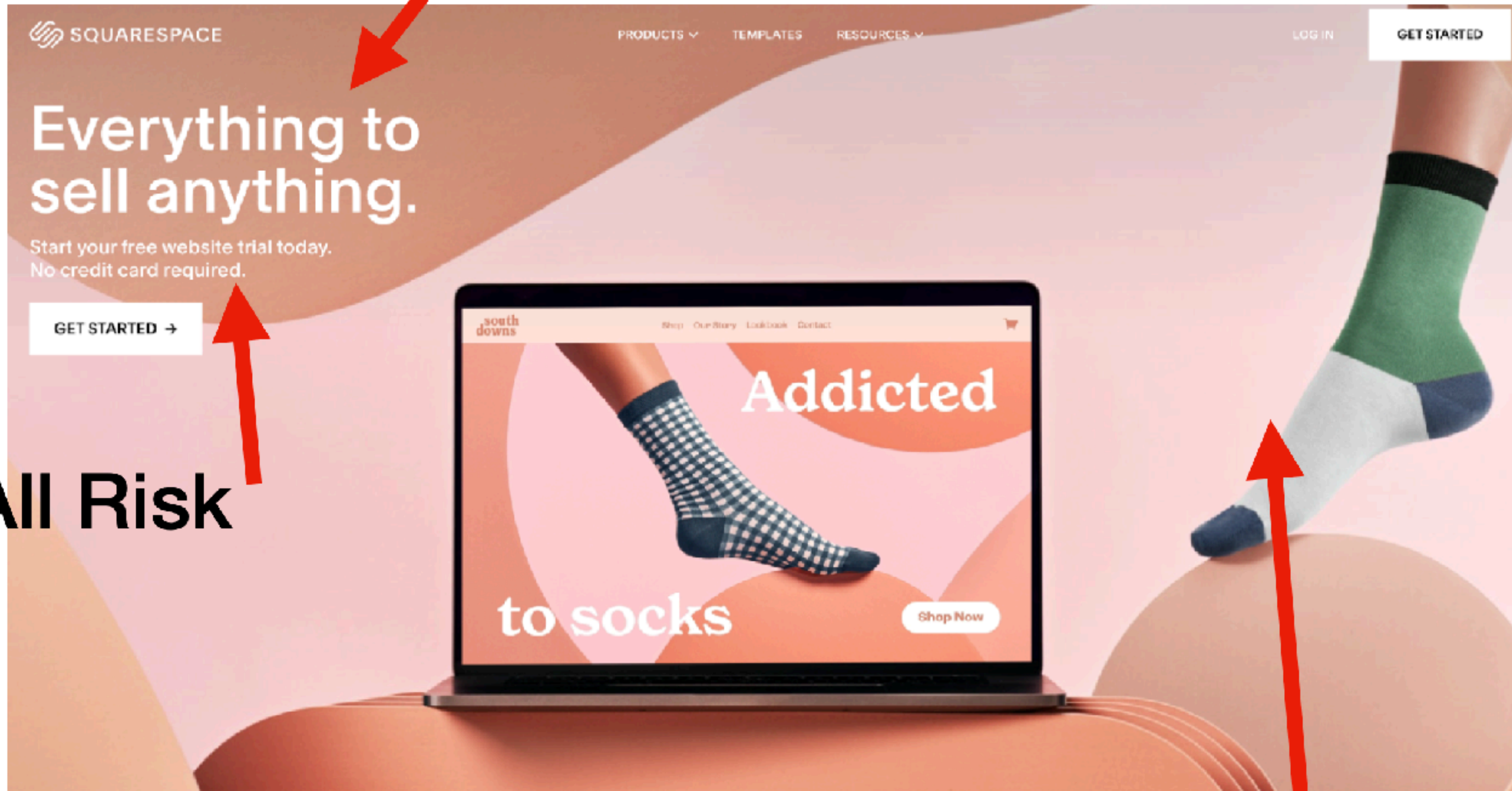currencies and payment methods supported.

35+
countries with local acquiring, optimizing acceptance rates.

Social Proof

Present Your Solution

1 Create a website

Select from any of our industry-leading website templates, designer fonts, and color palettes that best fit your personal style and professional needs.

2 Sell anything

Explore which tools you want to add—whether it's setting up an online store, booking services, or adding your favorite third-party extensions.

3 Market your business

Stand out in every inbox and social feed. On-brand email campaigns and social tools make it easy to retain customers and grow your audience.

GET STARTED →

SquareSpace

Testimonials

Faces, Names, Titles

Explore how other entrepreneurs use Squarespace

Podcast Host
Sophia Bush

Small Business
Bembien

Photographer
Adrienne Raquel

Borrow Credibility

SquareSpace

We've got you covered, 24/7

When you create a website with Squarespace, you get free unlimited hosting, top-of-the-line security, and dependable resources to help you succeed. You can count on personalized support around the clock by email, live chat, or by joining a live webinar.

VISIT HELP CENTER →

Reverse All Risk

FAQ

Price Anchoring

How do I make a website?   +

What does a Squarespace subscription include?   +

Is Squarespace right for me?   +

Can I move to Squarespace from another platform?   +
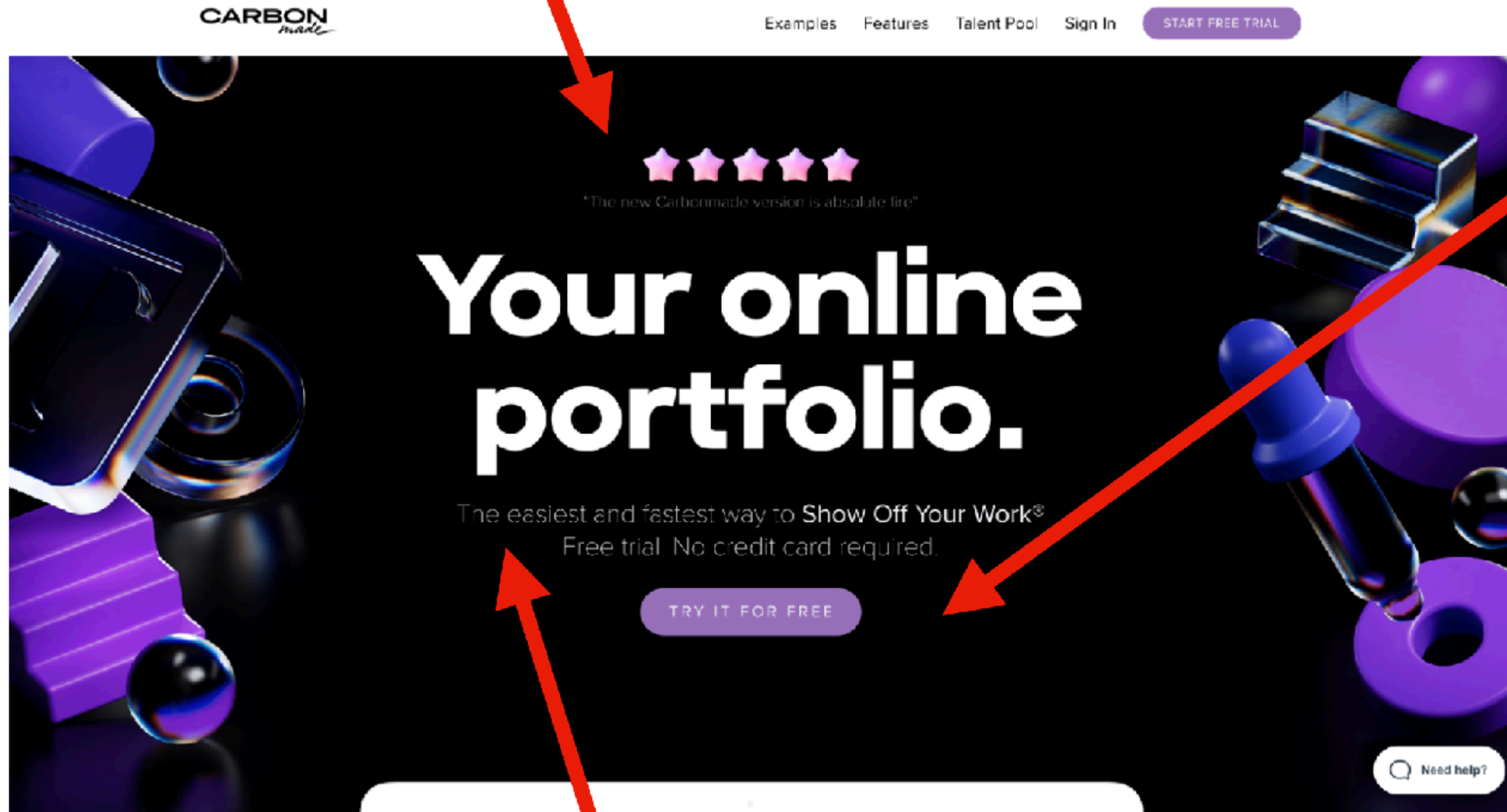
Can someone build my website for me?   +

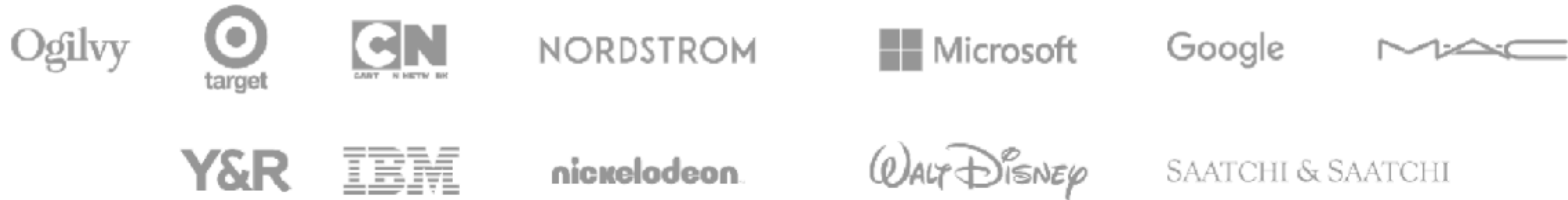Have specific questions?   +

Carbon Made

Well Designed Testimonials

***** Kristi Tüvi
PHOTOGRAPHER
"Carbon... is one of the most use... portfolio sites that I have had the chance to try out. Showcasing your work in a professional way couldn't be easier!"

***** Daniel Lepik
3D ARTIST
"I loved building my site with Carbonmade. It's perfect for my videos and motion work, and it worked like magic."

***** Jeez Vanilla
ILLUSTRATOR
"Never thought I would associate the word "fun" to the idea of building a website, but I do! Carbonmade is so simple to use that it is actually fun to make a website!"

We could talk about Carbon all day but why don't you try it for yourself?

Reverse Risk

Free trial. No credit card required.

TRY IT FOR FREE

Clear CTA