

CHEAT SHEET

How to craft a (clever) copywriting 'elevator pitch'

We get asked it all the time.

'What do you do?'

As a budding copywriter, the answer you give could win you work or lose it just as quickly.

It pays to think *strategically* about the answer before you give it.

Put yourself in the shoes of a potential client who has an interest in hiring a copywriter. They ask you what you do.

Which answer is likely to generate more work for you?

- 'I do a bunch of stuff'
- 'I'm a bit of everything'
- 'Oh...don't worry.' (Sigh). 'It's too complicated.'

Quick tip – don't say any of those. None of them work.

Here's how to answer that question strategically and set yourself up to turn random conversations into sales opportunities.

BIG TIP # 1: Get their attention

When talking to a prospect you've never met, you need to give them a reason to be interested in what you do. To do that, you need to help them solve a problem.

For example, these answers never fail to pique people's interest...

- 'I write words that help people sell more products'
- 'I help people make money from their website'
- 'I write web copy that puts your site on page one of Google'

Now we've got their attention, right?

BIG TIP # 2: Use the template

Want to get more strategic? And get a better result?

Then use this template to help you craft a super-duper pitch.

Here's how it looks:

"I help **(target market)**...(insert feature) so that **(insert benefit)**."

Let me fill in the blanks for you.

For example, let's say you're speaking to a yoga teacher, how amazing would it be for them to hear this from you:

- 'I help yoga studios market their businesses effectively so that every class they run is full.'

Other examples:

- 'I help authors create an awesome website so that they can sell more books at a higher margin and get paid speaking jobs.'
- 'I help franchise owners design automated email systems so that they have a regular supply of hot leads for their product.'

I can tell you, if I was a yoga teacher, an author or a franchise owner, I'd be chomping at the bit to hear more.

But how do you know what they do if you've just met them? How can you tailor your pitch if you don't know what they do?

There's a simple solution.

Be on the front foot, get in first and ask them what *they* do.

By the time the question comes back to you, you've got some 'ammunition' to play with.

Once you know what they do, you can tailor your pitch (instantly) to make it relevant to them.

BIG TIP # 3: Don't be too obvious

If you don't want to look too obvious, 'chunk up' your answer so the other person (like the yoga studio owner) doesn't feel it's too much of a coincidence that you have a service that completely matches what they do.

For example, keep it broad yet still relevant to them:

'I help **educators and trainers** market their businesses effectively so that every class they run is full.'

In summary:

The response you're looking for from them is, 'Oh, really? That's interesting? Tell me more. How do you do that?'

And boom! You're off! You've built rapport, got the conversation going and got their attention.

Here's the template again – so simple and easy. Give it a try!

"I help **(target market)**...(insert feature) so that **(insert benefit)**."

So, the next time someone asks 'What do you do?', don't sigh and look up at the sky, use this and turn that random question into a highly paid job.

It works. I guarantee it.

Kind regards

Bernadette Schwerdt
The Copywriting Coach

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