

Kick-Ass Copywriting for Introverts

Writing Practice Worksheet

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Ba6 Content Marketing

What are 2 or 3 questions you've heard your customers ask?



What does your product "do" for your customers? Does it help them with a problem that keeps them up at night? Does it make them feel pretty? Will it help them get to work faster, or have more time with their kids?



Now, let's just practice writing some creative copy. Take these plain old products and write a compelling sentence about them.

Here was my example of a bottle of beer: "A thirst quenching libation exploding with summer fun!"

Impatiens – (yes, those spring flowers)

Iced tea

Chalk

A basketball

Okay, now give it a try with your products! Write copy/content for a social media post, a headline for your blog post, a product description for your catalog or website, and a topic to engage your email list. Have fun with it!

Social Media Post

Headline for your blog

Product description for your catalog or website

A topic that will engage your email subscribers

This is just a start. Keep going! You have some serious marketing chops inside of you. Play with and practice writing copy every day!