



ART OF COACHING PODCAST™ EPISODE 328:
COPYWRITING: HOW TO PERSUADE & CONNECT WITH INTEGRITY

What kind of writing do you do most often? Do you write articles or books, or do you find yourself writing less formal pieces such as blog posts, newsletters, or emails?

Describe your writing process. Do you outline or do extensive research before you begin? Perhaps you're more of an off the cuff type that prefers to sit down and write as it comes to you. Describe your style below.

How does your audience dictate your writing style? What about them would be important to know if you want them to connect with your message?



What are some key principles of copywriting? How is it different from traditional writing? What elements must be there to make it stand out in a noisy world?

Write a first draft of copy for something you're currently working on. It can be anything from a new business or a project you're taking on at your current job. Make the audience care. Get it on the page.

Now write your second draft and for this one, as Stephen King would say "the door is open." When you are done, analyze your tone. What is your purpose? Is your message relatable to the audience? What action do you want the reader to take after reading? Use the space below to refine your copy into something authentic and powerful.



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



Art of Coaching Podcast™
info@artofcoaching.com



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