A close-up photograph of a person's hands writing in a notebook. The person is wearing a light blue button-down shirt. They are holding a black marker and writing on a white page. The background is slightly blurred, showing more of the person's shirt and an orange object.

# Writing Good Copy

**The Workbook**

# The Writing Good Copy Workbook

One of the biggest problems most brands face is clarifying their message. Good copy is clear, concise, and focuses on why customers need your brand — not what you do.

In this workbook, you'll learn bite-sized copywriting best practices that will drastically improve your audience's connection to your brand. Specifically, you'll learn how to:

- 01 Craft Your Brand's Tagline
- 03 Articulate Your Value Proposition
- 06 Put Together Your Elevator Pitch
- 09 Explain Your Business Process
- 11 Call Out Your Brand's Features, Benefits, and Values
- 14 Harness the Power of Social Proof

Let's dive right in, by talking about how to write a good tagline.



# Part 1:

# Crafting Your Brand's Tagline

A tagline is a short, catchy (and often clever) phrase that's meant to grab your audience's attention, drawing them to your brand.

The more popular a brand becomes, the less clear its tagline needs to be. Juggernauts like Nike and Apple have built their brands to a level where generic taglines like "Just Do It" and "Think Different" connect with their audience, even though those taglines say nothing about what those companies do. These broad taglines work just because they're linked with Nike and Apple.

Most of us, however, need our taglines to do a little more work. We need them to circumvent the obstacles and guesswork standing between our audience and our



brand. Your tagline shouldn't leave people scratching their heads, wondering what you do. They should know just from your tagline.

# How to Write a Tagline

Here are five quick tips for crafting your brand's tagline:

**Keep it clear.** — Don't make your tagline so poetic that people have to guess what you do.

**Keep it short.** — People skim marketing materials; lean in to their short attention spans.

**Make it simple.** — Your audience should be able to easily repeat your tagline back to you.

**Be clever.** — People remember clever taglines ...try to get yours stuck in their heads.

**Use visual supports.** — Use imagery (photos, videos, graphics) to further connect the dots for your audience.

Just like a good tagline, we'll keep this section short. But before we move on to talking about Value Propositions, here's a quick exercise you can use to start crafting your own tagline, with an accompanying visual in mind.

## Exercise

Think about a tagline for your brand, as well as a visual to connect it with. If you'd like, you can start drafting taglines and sketching your visual out here:



Then, post your tagline and image on Instagram with the hashtag #butlertagline. We'd love to see what you come up with (and help you iterate on it)!

For some inspiration, here's our own tagline and accompanying visual:





## Part 2:

# Articulating Your Value Proposition

As its name suggests, your value proposition conveys the value your brand offers your audience. Remember the old saying — “Your audience is tuned in to only one station — WIIFM (What’s In It For Me).” So when you craft your value proposition, it’s important to ask, “What does my audience find valuable?”

It seems obvious but still needs to be stated — nobody cares about your company’s history, core values, mission statement, products, or services. People might take the time to learn about those things after they’ve discovered your brand can help them. But when first introduced to your brand, all people care about is what you can do for them. How does your brand fit in with their story? Save the other stuff for elsewhere, like your website’s “About” page.

*...when first  
introduced to  
your brand,  
all people  
care about is  
what you can  
do for them.*

# Crafting Your Brand's Value Proposition

At Butler, we use several different “formulas” to succinctly craft our clients’ value propositions. Here’s one you can try out right now, by answering four simple questions:

**Who are your users?**

**What pain points do your users face?**

**What circumstances cause those pain points?**

**How do you help your users overcome those pain points?**

Answer those questions. Then, using the space on the next page, combine and scale back your answers to craft your value proposition.

# Our Example Value Proposition

As an example, here're our answers to the above questions, as well as our own value proposition:

## **Who are your users?**

*Brands who want to connect with their audience.*

## **What pain points do your users face?**

*Brands have a hard time connecting with their target audience.*

## **What circumstances cause those pain points?**

*Times have changed. People aren't interacting with brands the way they used to, especially due to the rise of digital mediums.*

## **How do you help your users overcome those pain points?**

*We bridge the gaps between brand strategy, design, and outreach, specializing in digital.*

## **So our value proposition is:**

Trends are changing quickly and more often than any time in history. Keeping your brand relevant to users in today's digital world takes work. We can help.

While your tagline is a short, clever statement that draws your audience in, your value proposition completes the work your tagline's begun. It appeals to your users' self-interest and piques their curiosity, allowing you time to make your Elevator Pitch — which we'll discuss in the next part.

# Exercise

Think about a value proposition for your brand and workshop it in the space below:



Then, position your value proposition within an image and post the image to Instagram with the hashtag **#valueprop**.



# Part 3:

# Putting Together Your Elevator Pitch

Imagine you're in an elevator with a potential customer. They ask, "What do you do?" You've got about one minute to pique their interest and clearly communicate how your business could benefit them.

That's your elevator pitch — a simple, concise explanation of what you do to make people's lives better, and why they should care.

The primary difference between your elevator pitch and your value proposition is the content's length. Your value proposition needs to be short — one or two sentences at most. But in your elevator pitch, you can expound upon the means by which you resolve your customers' pain points.

However, your elevator pitch should still be succinct — short enough that you can memorize and recite it when people ask what you

do. When you give potential customers your elevator pitch, you don't want them scratching their heads. You want them thinking, "Wow, that makes a lot of sense."

Before we start talking about how to craft your elevator pitch, here are a couple common pitfalls you should avoid:

## **1. Don't talk about yourself.**

You're obviously going to mention your business, but your elevator pitch should focus primarily on your users and what they get from your company.

## **2. No one cares about your life story.**

Keep the details to a minimum. Remember, the point is to tell potential customers how you can make their lives better. You're not here to recount your company history.

# The Elevator Pitch Formula

## Problem + Solution + Results = Elevator Pitch

Add those three things together, and you've got your brand's perfect elevator pitch.

### Problem

What problems make your customers' lives more difficult than they need to be? Define the problems your business solves up front, so customers know why they need you before they hear what you do. Remember, start with why.

### Solution

Now that you've defined the problem, tell people how you solve it. How do you alleviate your customers' pain?

### Results

What are some of the positive results you've seen users gain from taking advantage of your solution?

# Our Example Elevator Pitch

When we tell people what Butler does, we say:

## **Problem**

*A lot of organizations have amazing products and services, but they have a hard time articulating what they do, targeting the right customers, or making sense of their marketing efforts.*

## **Solution**

*At Butler, we've developed a framework to help organizations define their brand, understand their users, clarify their message, and prioritize their marketing. We use that strategy to revamp an organization's brand experiences, including their logo and identity design, photography, video, website, social media, and more.*

## **Results**

*We've found that when we follow this process, brands are able to target the right customers with the right message. They feel confident about their marketing efforts, because they're not just shooting in the dark.*

Your elevator pitch's purpose is to briefly and clearly explain how your company makes people's lives better, so people you talk to will ask, "How do I take advantage of that?"

But your elevator pitch isn't only for use in-person. You can, and should, add it to your website's home page, and you could use it as the script for a corporate video. Your elevator pitch is also a good lead-in toward Explaining Your Process — which is the subject we'll cover next.

# Exercise

Using the above formula, craft your company's elevator pitch. Make it as short and simple as possible.

Then, use it to pitch your company to a teenager. Ask them if they understand what you do and how your company makes people's lives better. If they get it, you might just have a winning elevator pitch.



# Part 4:

# Explaining Your Process

Explaining your process is a simple way to set and manage your customers' expectations. People tend to work with brands they trust, and they tend to trust open, communicative brands who make their process clear.

Mapping out your users' journey helps them visualize how they'll get from their current state (problems) to their desired state (problems solved). When you write out your process, start with what users can expect upon first contacting your brand. Then, end with your users' desired state.

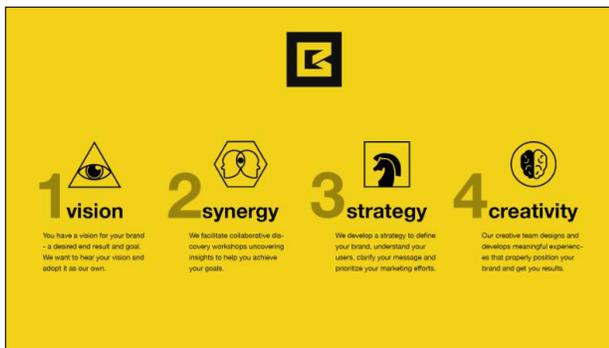
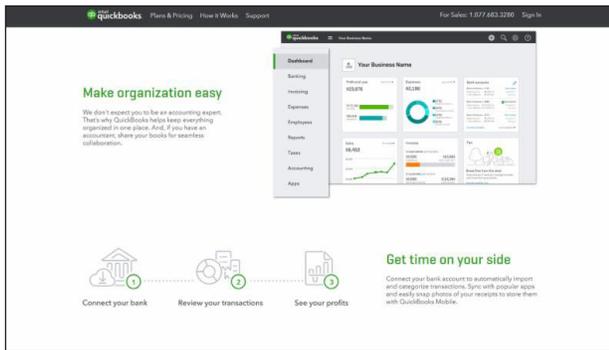
## Tips for Explaining Your Process

Here's a process for boiling your company's process down to its simplest form:

- 1. Condense your process to three to five key steps.**
- 2. Title each step, then briefly explain it.**
- 3. Keep your explanations simple and concise.**
- 4. Add a visual for each step, connecting dots and filling in gaps.**
- 5. End the process with a call to action.**

# A Few Example Processes, Explained

Here are a few examples of how some brands, including ours, explain their processes:



# Exercise

Map out your process in three to five steps, creating a title and explanation for each. Create a visual aid for each step, and end your process with a call to action.

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:



## Part 5:

# Calling Out Features, Benefits, and Values

How would you define the features, benefits, and values your brand offers? And for that matter, what's the difference between benefits and values? Here are some quick definitions, so we're all on the same page:

- **Features** — Explain what your product does. For example, teeth whitening is a feature of certain toothpastes.
- **Benefits** — Are the advantages users get from your product's features. For example, whitening toothpaste provides users a brighter smile and cleaner teeth.
- **Values** — Are the underlying motivations that drive users to take

advantage of the benefits your product offers. For example, the cosmetic benefits that whitening toothpaste offers can boost users' self-confidence.

When you write marketing or sales copy, you're selling yourself drastically short if you only talk about the what — your product's features. People don't buy a product; they buy the advantages that product offers (benefits) as well as how those advantages tie in to their underlying motivation (values).

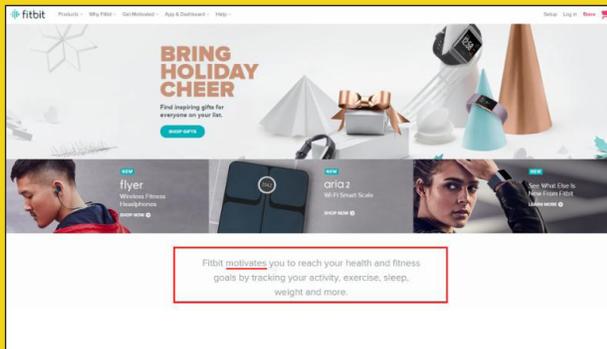
Take a look at the below brands' websites, and see if you can point out each brand's features, benefits, and values.

# Fitbit

Fitbit's headline explains that, "Fitbit motivates you to reach your health and fitness goals by tracking your activity, exercise, sleep, weight, and more."

- **Features** — Track your activity, exercise, sleep, weight, and more.
- **Benefits** — Reach your health and fitness goals.
- **Values** — Get motivated.

Fitbit understands that everyone wants to be healthy, but also that most people lack the required motivation to make healthy decisions. Rather than selling their product as a watch that does neat things, Fitbit's selling themselves as motivation to achieve your fitness goals.

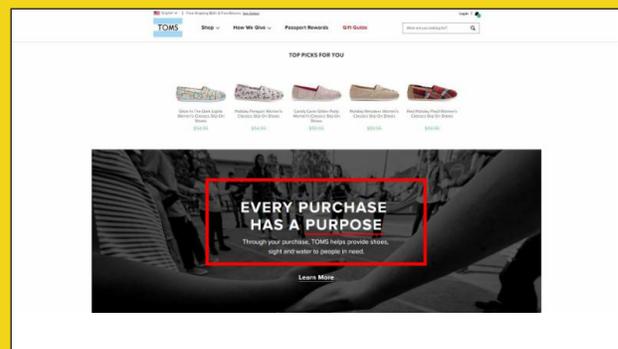


# TOMS Shoes

TOMS Shoes's headline says, "Every Purchase Has a Purpose. Through your purchase, TOMS helps provide shoes, sight, and water to people in need."

- **Features** — New shoes.
- **Benefits** — You're helping a good cause.
- **Values** — You have purpose.

Here, TOMS is selling purpose, not shoes. Everyone wants to make a significant, positive impact on the world. But many people don't know where to start, or think they can't possibly contribute in a meaningful way. TOMS, however, says you can make a difference, and that you do have a purpose. They allow anyone who purchases their shoes to think of themselves as a purpose-driven, responsible person who cares about making a difference.

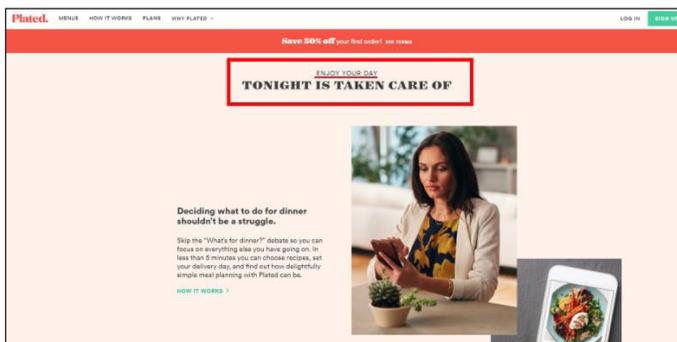


# Plated

Plated's headline says, "Enjoy your day — tonight is taken care of." The sub-header says, "Deciding what to do for dinner shouldn't be a struggle," and the body copy continues, "Skip the 'What's for dinner?' debate so you can focus on everything else you have going on."

- **Features** — Online meal planning.
- **Benefits** — Simple, fast, delightful.
- **Values** — Your self-worth.

Plated's copy tells users they should value their time. The headline zeroes in on the value of self-worth, telling readers that they should enjoy themselves — they spend enough time working. They deserve the chance to kick back and relax. The sub-header appeals to the benefit of alleviating the stress of deciding what's for dinner. And finally, the body copy, explains how Plated's features make this all possible, by telling readers how easy it could be to plan their next meal.



Of course, you're invested in painting your brand in the most positive light. To really convince potential customers, you're going to want to harness the power of Social Proof — which we'll cover in the next section.

# Exercise

List the features your business or product offers, and note each feature's corresponding benefits and values.



From that list, create an ad containing a simple headline, sub-header, and body copy. If you like it enough, feel free to share it with us on social media, by posting it with the hashtag **#butlerfbv**.



## Part 6:

# Harnessing the Power of Social Proof

Imagine you're hungry and driving in the middle of nowhere. Finally, you pull up next to two fast-casual diners. Both look decent and serve the same type of food. But the diner on the right has an empty parking lot and no customers, while the one on the left is full and has a line out the door.

In this situation, most of us would choose the diner on the left, solely because it's more popular. Other people have chosen that diner, and likely for good reason. So we'd choose it, too.

This hypothetical glut of diners represents social proof, a powerful marketing tool. People will pay more money, wait in line, and endure other inconveniences as long as they know others have chosen to do the same thing. Because typically, people make decisions for a reason.

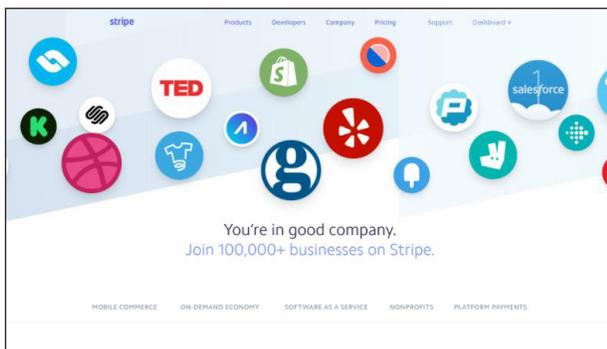
*People will pay more money, wait in line, and endure other inconveniences as long as they know others have chosen to do the same thing.*

When it comes to writing copy, social proof is great because you barely have to write anything — you can let your customers do the work for you! There are several ways you can use social proof to reinforce your brand's message and show potential customers that you're right for them, too. Below, we'll examine a few common examples of how brands employ social proof.

# The Logo Quilt

B2B organizations commonly use logo quilts to showcase the logos of well-known brands they work with. Displaying a mash-up of your customers' logos is a great way to show potentials that you've worked with notable businesses in the past, who are satisfied with your product or services.

Stripe outright says it in their copy, "You're in good company. Join 100,000+ businesses on Stripe." They might as well say, "Look, these companies all did it — so should you!"



# Testimonials

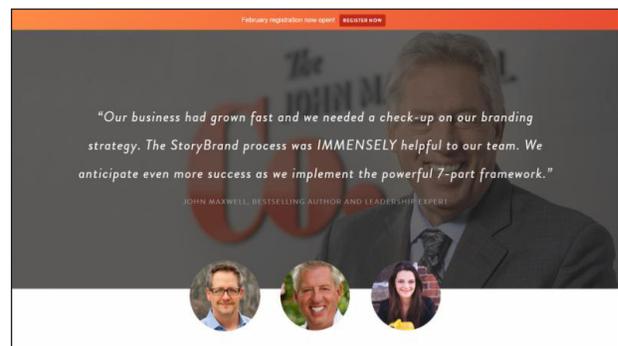
The old saying is true — "Don't pat yourself on the back — you'll get bruises." Don't be the business that toots its own horn — let your customers do it for you.

We've found that most customers are happy to provide testimonials when asked, especially if you phrase your request somewhat like this:

"Hey, Sally. I just wanted to follow up because I really enjoyed working with you. If you felt the same way, would you mind writing up a brief testimonial about your experience with us?"

If you want to guide your customer's response, you could ask follow-ups like:

- What was it like working with our company?
- What result did you achieve working with our company?
- Why would you recommend our company to others like you?



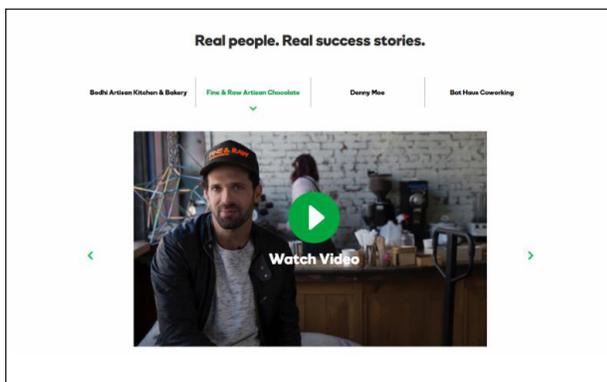
# Customer Stories

Customer stories are our favorite example of social proof, and the most powerful tool in your marketing arsenal. Customer stories are stronger than testimonials because they paint a complete picture of what it's like working with your brand.

On GoDaddy's home page, they showcase stories of Real People who have achieved Real Success with GoDaddy. If you can create videos like GoDaddy's, your customer stories will pack even more punch. But the most important part to remember, is that all customer stories should flow as follows:

- **Problem** — Start by having the customer introduce the problem they faced.
- **Solution** — Have the customer talk about the solution you provided.
- **Result** — Finally, have the customer talk about the success they found after taking advantage of your solution.

As an example, **follow this link** to hear a customer story from one of our clients, Kuppa Joy Coffee House.



# Exercise

Reach out to three of your customers and ask for either testimonials or permission to write up their story. If you end up using those stories as social proof, be sure to drop us a line on any of our social channels!

# The Wrap-up

You now know what makes good copy good, as well as how to craft a compelling story that sells your brand's values, benefits, and features. Branding starts with a tagline but includes so much more, from your brand's value proposition to your customers' success stories.

We hope this workbook helps you write clear, concise copy that conveys your brand's best possible message, and that you'll share the results with us if our tips help you out. Until then, may your copy be short, and may your brand find its audience!



Butler is a collaborative team of strategists, creatives and marketers at your disposal to create, disperse, manage and maintain all your branding efforts.

Have a project in mind? Reach out here:

**<https://www.butlerbranding.com/contact/>**