

SAN FRANCISCO SCHOOL OF COPYWRITING

Copywriting To Go!

A mini course of pro tips
with Amanda Caswell



Pro Tip # 2

Use everyday language to engage with as wide as an audience as possible.

Sure, your product may be for a specific market and demographic, but the language you use shouldn't require a dictionary or thesaurus for the average consumer. The tricky thing about ad copy is that it needs to appeal to a wide audience, while making your specific market feel as though your brand is speaking just to them.



Next Pro Tip: #3 Tell a story

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