

SAN FRANCISCO SCHOOL OF COPYWRITING

Copywriting To Go!

A mini course of pro tips
with Amanda Caswell



Pro Tip #3

Tell a story

The best brands tell stories. As humans we love stories. We loved fairytales as kids and now enjoy books and films as adults. To resonate with your consumers, add stories to give your customers a perspective into the brand.



Next Pro Tip: #4 Be trustworthy

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