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Copywriting To Go!

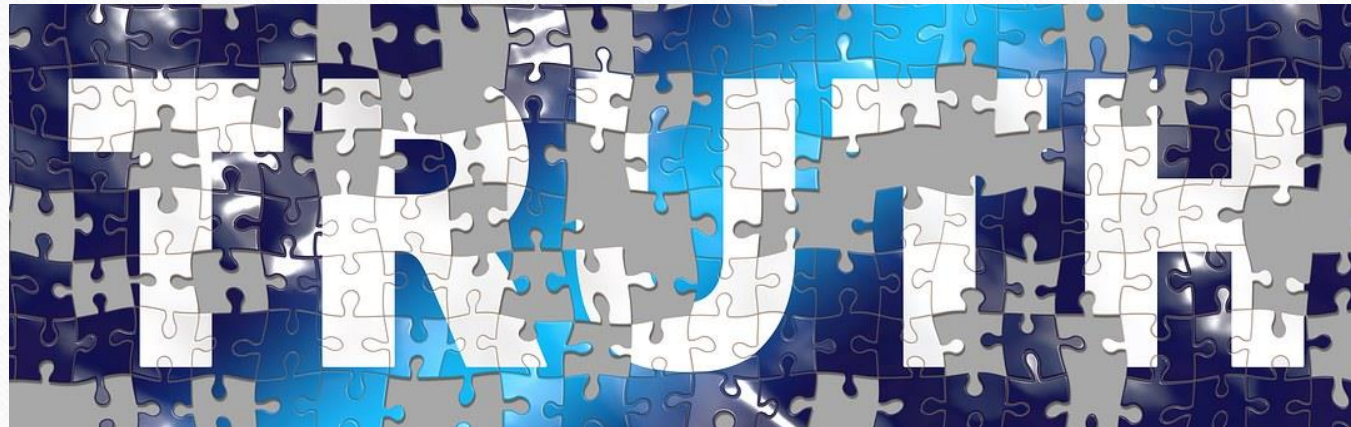
A mini course of pro tips
with Amanda Caswell



Pro Tip #4

Be trustworthy

Consumers are much more likely to buy when they like the brand (not just the product). For that reason, it is important in your copy to portray the brand as honest and authentic. Stay true to yourself and avoid imitation from competitors.



Next Pro Tip:

#5 Have a brand voice and stick to it.

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