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Copywriting To Go!

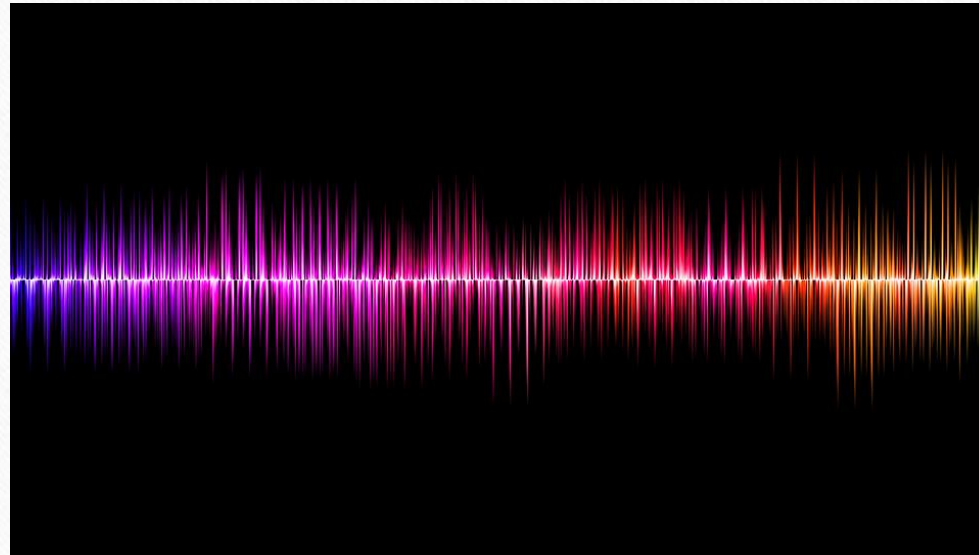
A mini course of pro tips
with Amanda Caswell



Pro Tip # 5

Have a brand voice and stick to it

Having a seamless brand voice is crucial to your business. From social media and advertising to packaging and customer service, the voice and message of your brand should be the same on all platforms. Customers will get confused if the messaging or any aspect of the brand is off.



Next Pro Tip:
#6 Conduct lots of research...and then do some more.

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