

## 4 Reasons Why You Should Hire A Professional Copywriter

Are you still writing your own promotional material? Do you struggle to find the right words to generate sales for your business?

It's time you hired a professional copywriter to handle it all for you. Imagine well-written and engaging copy landing effortlessly on your desk. No more wasting your valuable time - and no more attempts at stringing words into haphazard sentences.

### What is the definition of copywriting?

**Copywriting (n):** The art of writing promotional material to sell your business; like newsletters, brochures, articles, websites and advertisements.

There are four reasons why you should hire a professional copywriter to do your writing:

#### 1. You don't have the time

I know it sounds like an obvious reason, but you've got a business to run! You don't have time to re-write your website copy, write articles every month, or agonise over putting a new brochure together. (Or even work out what to say in your next advertisement). Let's face it; writing copy is a time consuming job. By hiring a copywriter - you can leave all your writing jobs in the hands of an expert. This frees up your time so you can concentrate on other important aspects of your business.

#### 2. You'll generate more business using words that sell

It's no secret; advertising is expensive to get wrong. And I'm sure you don't want to waste any more money on writing copy that doesn't work. You need to market your business with words that actually sell. A professional copywriter uses proven advertising techniques - to get results. Like headlines which guarantee to grab your customers' attention. And offers so compelling they'll help motivate your customers to buy - today!

#### 3. You reach the right customers with the right message

A professional copywriter will really grasp your business and ask questions like; who buys your products or services? What are they like? And where are they from? What tone will they respond to? What are their concerns? And why should they choose you over a competitor? If you're not sure on all the answers; don't worry. A good copywriter will extract them from you. Then they'll take your business jargon and transform it into enticing, customer-friendly copy. Just right for your business. And just right to persuade your customers.

#### 4. You need to operate your business in a cost-effective way

Many businesses cut back in an economic recession. Outsourcing is a cheaper option. And professional freelance copywriters don't charge hefty fees that advertising agencies do. Yet the copywriting work you receive is often of equal quality (if not better). Not only that, you'll find most copywriters use their own network of graphic designers, web agencies and printers. This means you get your advertising material professionally done from start to finish (and cost effectively).

Let me leave you with this thought. You don't fix your own tax - an accountant does. And you certainly don't fix your own computer - an IT specialist does. So stop struggling to write your own copy - hire a professional copywriter to help you today!

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Ingrid Ritson is a professional copywriter who writes websites, articles, advertisements, brochures, newsletters and more. She works in conjunction with the Australian School of Copywriting, has a Bachelor of Business and a career background in Marketing.

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