



## Chapter

# 10

## Body Copy

As you've seen in many of the examples in previous chapters, not all ads have body copy or any copy. In fact, many people believe that readers won't read copy in ads and the best we can do is get them to remember a brand name. That may be true, but a good creative person needs to know how to write body copy.

### Who Needs Body Copy?

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#### You'll never know when you'll need it

Versatility is one of the keys to survival in the creative field, especially in a tight job market. You might write a cool tagline now and then, but what happens when the client wants a campaign with a series of 200-word spread ads? You should know how to write all varieties of copy well. If you can't write that well, you should at least be able to recognize and respond to good writing from others.

#### Ads aren't the only place you'll need copy

As we'll discuss a little later, there are many reasons to include copy in advertising. But there are so many other varieties of marketing communication where good writing skills are just as important:

**Web content:** An ad with one line of copy may drive a reader to a Web site that's chock full of copy. Writing copy for the Web has its special rules, but a good portion of it is traditional advertising writing. The objectives are the same as with print ads: grab readers, hold their attention, persuade them to consider your product, and tell them how to get it.

**Collateral:** Your ad may have only one line that says, "Send for a free brochure." Who's going to write that free brochure? Hundreds of millions of sell sheets, catalogs, brochures, flyers, spec sheets, magazine inserts, and other promotional items are printed every year. Somebody's got to write 'em all.

### Words of Wisdom

*"I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes."*<sup>1</sup>

—Phil Dusenberry

