



[Checklist]

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# **10 Copywriting Skills You Will Wish You Had**

Keegan A.M. Lewis | Copywriter

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Copywriting is like a magic wand that will charm your audience into sticking around, clicking, and buying stuff.

And that's what you want; to get them hooked and to keep them coming back for more.

Drive your message home and build a better business by writing more persuasive marketing. This copywriting skills checklist will help.

*Keegan A.M. Lewis*

- ☐ **Pacing** — Your copy should be fluid and cohesive. And your choice of words, sentence structure, and paragraphs will have a direct impact on how your copy feels as the reader moves through it.
- ☐ **Rhythm** — By focusing on the rhythm of your writing, you will easily create copy that flows naturally, has a stronger impact, and helps you to convey your ideas more clearly and efficiently.
- ☐ **Tension & Resolution** — Tension and resolution are essential in copywriting. Create tension in your audience so that they have a reason to keep reading your work, then resolve that tension by giving them what they want.
- ☐ **Attention to Intent** — The goal of every piece of writing is to get your reader to do something. Your audience's intent guides you in creating content that resonates with them.
- ☐ **Power Phrases** — Power phrases are short but memorable words or phrases that can instantly grab the attention of your reader. You can find power phrases all over the place: advertisements on TV, signs in store windows, and so on.
- ☐ **Connecting Curves & Lines** — The difference that sentence structure can make to your copy will amaze you. Curves and lines are two different writing techniques that can make your work more interesting, persuasive, and cohesive.
- ☐ **Subtext & Tone** — If you want your copy to deliver the right message with the right balance of logic and emotion, then you need to use words that convey the right tone while subtly revealing an underlying meaning.
- ☐ **Voice & Style** — Developing a unique voice and style can help you stand out from the crowd and connect more easily with your audience.
- ☐ **The Right Words for the Right Job** — You must understand your target customers and what they want from your product or service. Only then can you find the right words to make them want that product or service.
- ☐ **Suggestion & Euphemism** — Draw in customers' attention. Instead of sounding like a business-minded robot, catch their imagination using these techniques, while still projecting a sense of authority and wisdom.

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# Get the help you need at no risk.

The truth is that good copywriters are in short supply.

If you're willing to pay a lot, then there are many options. But if you're trying to keep costs down and need high quality, then you have limited options.

I know what you're thinking—hiring a top-notch copywriter can cost a fortune. But don't worry, I have a better solution for you.

That's where the Free Strategy Call comes in.

[\*\*Schedule Your Call\*\*](#)

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