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Career as an Advertising Copywriter (Paperback)

By Institute for Career Research

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. IF YOU ARE NEVER AT A LOSS FOR words, consider a career as an advertising copywriter. Advertising copywriting involves all the elements of good writing, including clarity, flow, purpose, and direction. Great copywriters relentlessly go after their audience, tugging at their emotions, pulling at their purse strings. Advertising copywriters are telling a story. It has to be interesting, informative, draw the audience in, and lead to a satisfying conclusion. As the story is being told, copywriters play to their audience. Factors like age, gender, marital status, lifestyle, family life, profession, income, likes, dislikes, hopes, dreams, problems, and concerns, are all taken into consideration when targeting an audience and crafting copy. As the copywriter, you establish the mood, set the tone and create the atmosphere. Where do you want to take the audience? What do you want them to feel? Ad writers can make their copy funny, uplifting, inspirational, thought-provoking, poignant, urgent, chilling, shocking, heart-wrenching, informative, or use any of the other myriad appeals that will resonate with an audience. An advertising copywriter is limited by space and time...


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