



THE ESSENTIAL "PRE-WORKING WITH A COPYWRITER" EXERCISE

Get to know your audience, and unlock who they really are

Welcome!

There's a reason why the first question I ask my customers who their clients are, and what they're interested in.

Because copywriting has one goal: selling the value of a product, while customizing based on individual customer needs.

For instance, if you want to sell clothing to the average working mom, you can customize your message to suit other more detailed aspects of her life as well, such as her occupation, age, and interests.

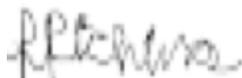
Unfortunately, not all businesses know how to describe their customer in everyday, Simple English. And this leads to lazy website copy, unreadable blog posts, and a lack of faith in the value of the web.

And then money and time is wasted, and you're not searchable to casual web users that might be interested in what you have to offer.

With this exercise I hope to help you overcome your doubts about who your audience actually is, so that the web copy that your copywriter of choice produces is impossible to ignore.

And if you have any questions, or could use any assistance whatsoever, you can always get other people in or outside of your company involved in the process. Not to mention, you can also respond to the emails I send to you throughout this process, with any questions you might have.

Best of luck,



Rosemary Richings

Copywriter, editor, content strategist for E-Commerce and retail



Hi, I'm Rosemary, and I'm a copywriter, editor, and content strategist that specializes in website and blog content for retail and E-Commerce brands. My goal is to help businesses break the communication barriers between consumers and the products they purchase in their everyday lives.

So where might you have seen my work? I've been featured on popular sites, such as Problogger, Search Engine Journal, and Stories by Buffer, and I've worked with brands such as E-Bay and Yellowpages.

I also run a blog called [Rosie Writing Space](#), where I help creative professionals make the process of turning their passion into a business a lot less overwhelming.

When I'm not working on client projects or studying for my Editing classes, I'm often consuming large amounts of coffee, while enjoying old crime dramas, or listening to indie rock.

Who are your customers?

If you want your copywriter of choice to be a valuable investment, you need to know exactly how to articulate who you serve/ want to serve.

Because this will help your copywriter speak your customer's language, through focusing primarily on what matters to them.

But what do you do if you don't know the answers?

Create a survey, and you'll learn a lot about your customers.

Popular survey platforms that you might want to consider include [Typeform](#), [Survey Monkey](#), and [Google Forms](#).

I don't know about you, but if a company asks me what they can do to improve I'm consistently flattered.

I'm also a lot more likely to pay attention to them in the future. Because it shows that they're interested in doing a lot more than just persuading me to "buy now".

Not sure exactly how to do that, without scaring away your customers? Here's a script you can use to encourage their participation:

Hi (customer name),

Thanks once again for choosing (name of your business) for your recent purchase of (name of the product they purchased).

So, I was wondering if you'd be open to answering a few quick questions about your recent purchase, so that I can make future customer experiences even better.

*Because I would love to hear more about what influenced your recent decision to purchase (**name of product they purchased**), and what I can do to improve.*

What sorts of questions should you ask?

***Side note:** Always make your questions optional, so that your customers can skip any questions that they may not feel comfortable answering.

1. Age ranges (rather than asking them how old they are, ask them to select from a variety of age range options).
2. Demographics: (E.G: cultural background, level of education they've completed, marital status, occupation, yearly household income, etc)
3. What they did and didn't like about your product.
4. Why they purchased your product.
5. Why they chose you and not your competitor.
6. Concerns that they had about your product, before they made the decision to purchase.
7. Anything they want to share about how that product has made an impact on their lives.

*** Related tip:** if you want to boost participation, offer an incentive that's realistic for you, such as a discount, free stuff, gift cards, etc.

Action time:

If you haven't done so already, send the survey to as many of your existing customers as possible, and note what their responses have in common. Then use the results to reflect and write a quick statement about your customer.

Write it in your own words, and keep it in a place that you can easily find in the future.

No idea how to do that?

Here's a "fill in the blanks" template you can use and customize based on your responses:

My customers are between the ages of _____ and _____.

Their average household ranges between _____ and _____

and they tend to have the following occupation(s): _____.

In terms of their personal life, if you were to ask them to disclose their relationship status on Facebook, most of them would say that they're _____, and have _____ child(ren).

My customers have completed or are working on a _____ degree, and come from the following culture background(s): _____.

On average, my customers tend to purchase my product because _____,

and they want to improve the following aspect(s) of my products and services: _____

Not to mention, they have the following concern(s) before saying "yes" to purchasing my products: _____,

and here's how my product tends to impact their lives: _____.

Feel free to add anything else relevant, or omit anything that doesn't apply to what you learned about your customers!

Now what?

Now that you've completed this exercise, explaining who you serve should get a whole lot easier.

Accountability can help people take action. So, here's what I want you to do next.

Email me via rosemary@rosemaryrichings.com, and tell me how things turned out.