

A woman with long brown hair, wearing a white textured sweater and black pants, is looking down at a silver smartphone in her hands. The background is dark and out of focus, showing some metallic textures.

COPYWRITING BASICS

Sarah Rexford
sarahjrexford.com

COPYWRITING BASICS

AIDA, THE COPYWRITER'S HACK

Attention: grab attention

Interest: capture interest

Desire: speak to their desire

Action: lead to action

COPYWRITING BASICS

Attention: grab attention

Use compelling blog titles that capture readers and stop the scroll to get them to read. In a busy, sound bite world, capturing attention is a must.

Sarah Rexford
sarahjrexford.com

COPYWRITING BASICS

Interest: capture interest

Use fun facts or unexpected quips to pique the interest of your readers and draw them in. Once you capture attention, you must keep your readers' interest.

Sarah Rexford
sarahjrexford.com

COPYWRITING BASICS

Desire: speak to what they want

Understanding your audience is key to conversions. Know what they want and use your copy to speak to their pain point.

Sarah Rexford
sarahjrexford.com

COPYWRITING BASICS

Action: use a call to action
(CTA)

To turn your leads into customers, include a CTA at the end of your copy. This could be a simple PDF download or quiz.

Sarah Rexford
sarahjrexford.com

SEARCH ENGINE OPTIMIZATION

While SEO is constantly shifting, finding a long-tail keyword with a low keyword density will help your copy rank and increase your ability to rank in search engines. It's helpful to use incognito mode, put your keyword into the search engine, and take note of how the top ranking blogs use their copy. When drafting your copy, cover everything these blogs cover, and always add a unique angle.

Sarah Rexford
sarahjrexford.com

EXAMPLE BLOG OPENING...

Is Creativity A Skill? 4 Ways To The Creative's Growth

“Ironically, creatives are the most sought-after employees. According to an IBM study, ‘CEOs believe creativity is the most important leadership quality.’

Creativity stands out in the corporate world, even above skill sets related to particular job functions. Of course, each job requires a unique knowledge base, but creativity stands out in more ways than one.”

Creativity is a soft skill, much like the ability to provide constructive criticism or to negotiate are soft skills. Like any soft skill, the ability to think creatively is one that can be strengthened and grown over time.

Read the rest of the [blog here](#).

WANT TO CHAT?

FIND ME AT...

[SARAHJREXFORD.COM/CONTACT](https://sarahjrexford.com/contact)

