

Ad below: Beginning in 1980, Michael used the ad below to sell his services as an advertising copywriter to technologically-oriented advertising agencies.

Ad Writing is More Than Just Writing.SM

It's interviewing,

Many of the facts in an ad come from talking to people.

researching,

The writer must be an independent investigator.

learning,

There's always something new to be learned.

relating,

Advertising is a people business; relationships are important.

knowing,

The writer must know not only the craft of writing but also graphic arts because what he writes and how it will look are inter-related.

thinking,

Most of what the writer does is some form of mental activity.

creating,

Creativity is necessary, and no one can define it in advance.

communicating,

An advertisement cannot be just an expression of ideas; it must transfer a mental experience.

checking,

Ad writing requires meticulous attention to detail.

managing,

The writer must complete the ad on time and within budget.

editing,

Ad writing is a cooperative effort. It's usual to benefit from several opinions.

and writing.

The mechanical act of putting words on paper is actually the smallest task. © 1980, '90, '99, '03, '08 Michael Jennings