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# Is the B-Word Killing Your Business?

*But relax ... it's nothing a good old copywriter can't solve.*

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By [Lauren Sindel](#), Founder of BestMeBrand | Copywriter | Reporter |



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You know how to write. Maybe it isn't Hemingway quality, but you can string a few sentences together and make your point. Now that your website's up and running, you can quickly draft up some nice little promotional sayings that you've seen somewhere before like, "We offer the best services around." Because that's original.

**No, but seriously, that teeny tiny little 'B' word is killing your business.**

You don't need to be the best, you need to show your target clients that you're the best choice for them.

How?

By displaying **high quality, client-focused copy** on your website.

That is the most essential part of marketing: knowing how to speak to your audience and connect with them.

If you can do that, don't even bother reading the rest of this article.

If you think it's something you'd like to know more about, read on. It's going to make your marketing strategy so much easier!

Writing good, effective copy isn't just about sounding poetic. In fact, very few professional copywriters write poetically – unless it's appropriate of course.

To write memorable copy, you need to get inside the mind of your target client and craft your copy around that profile. Let me give you an example.

A beauty supply store owner hires a copywriter to write all their web content. The target client is a 20-something year-old middle-class female who obviously loves beauty. This isn't a highly detailed client profile, but it gives a general idea of what kind of client the copywriter needs to target. Now the copywriter knows the copy needs to comprise of the following elements to engage with the target audience:

- Down-to-earth, casual writing style
- Friendly, positive tone
- Include some Millennial vocab i.e. JOMO
- Reference celebrities who use similar products

When you consider your customer, you can make copy engage with them and trigger a reaction of curiosity so they'll want to know more about you and your services.

A professional copywriter always has a few tricks up their sleeve for charming potential clients. They have the experience to analyze your audience, create content that addresses their needs, and encourage them to use your services.

Some startups don't even consider hiring an experienced copywriter because they do not understand the value of their service.

I once had a client who was apprehensive at first, but when he read the web copy I'd created, he replied to my email with one simple sentence:

"So that's why companies hire copywriters."

**Connect with me [here](#) to talk more about your business and copywriting questions.**

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Lauren Sindel is a copywriter, content manager, and founder of [BestMeBrand](#), a branding-focused copywriting company for small businesses and startups.

"I help put people's thoughts and ideas into words."

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