

Twitter Thread by [Alex Garcia](#) ■



Alex Garcia ■

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At 38, David Ogilvy was unemployed and hadn't written a word of copy.

Three years later, he was the most famous copywriter in the advertising industry.

And became known as the Father of Advertising.

Here are 7 tips from the legendary copywriter ■



1/ Learn Who You're Writing For

"The consumer isn't a moron. She is your wife."

Your copy should touch on:

- Who you're writing for
- How that person thinks
- What that person needs

Let research shape your copy

Let your voice fuel it.

2/ Know The Product

"Big ideas come from the unconscious...But your unconscious has to be well informed, or your idea will be irrelevant."

Learn every detail about the product/industry/audience before you write.

Then unleash your unconscious mind and fuel the big ideas.

3/ Nail The Headline

"On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."

Deadlines determine if the consumer's interest is piqued enough to read the copy.

4/ Get Specific

"The more informative your advertising, the more persuasive it will be."

Most people won't make decisions without being informed...

The informed, act.

The specifics will give consumers the confidence that acting is the right choice.

5/ Write For One

Your ads may reach millions of people, but each person is alone with yours words.

Don't write for the masses.

Write for that one person.

Ogilvy would pretend he was writing personal letters to the consumer.

This would help him write more direct.

6/ Write Like You Talk

Good copy feels like a conversation between two people.

Don't be the copywriter who writes useless jargon to look top-notch.

Consumers can smell the BS.

Write like you talk.

Use a relaxed tone.

This will result in easy reading and an engaged reader.

7/ Keep It Simple

Fancy words that you can't pronounce do nothing but confuse consumers.

And confused consumers won't convert.

Good copy comes down to conveying your points briefly and with as few words as possible.

The key is saying more with less.

8/ Plus, Ogilvy's tips to learn how to write

How To Write

A memo drafted by David Ogilvy for the management to circulate as they saw fit:

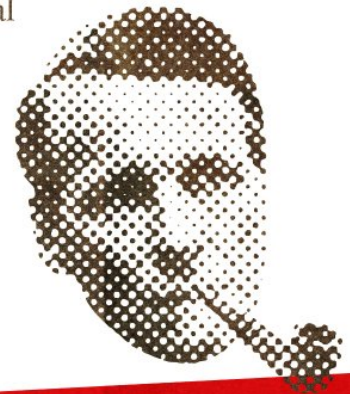
The better you write, the higher you will go in Ogilvy & Mather. People who *think* well, *write* well.

Good writing is not a natural gift. You have to *learn* to write well. Here are to hints:

1. Read the Roman-Raphaelson book on writing.* Read it three times.
2. Write the way you talk. Naturally.
3. Use short words, short sentences and short paragraphs.
4. Never use jargon words like *reconceptualize*, *demassification*, *attitudinally*, *judgmentally*. They are hallmarks of a pretentious ass.
5. Never write more than two pages on any subject.
6. Check your quotations.
7. Never send a letter or a memo on the day you write it. Read it aloud the next morning—and then edit it.
8. If it is something important, get a colleague to improve it.
9. Before you send your letter or memo, make sure it is crystal clear what you want the recipient to do.
10. If you want ACTION, *don't write*. Go and tell the guy what you want.

*Writing That Works., Harper & Row, 1981

David Ogilvy



Facebook.com/Ogilvy

A letter in response to a query from Ray Calt, an executive at another agency:

April 19, 1955

Dear Mr. Calt:

On March 22nd you wrote to me, asking for some notes on my work habits as a copywriter. They are appalling, as you are about to see:

1. I have never written an advertisement in the office. Too many interruptions. I do all my writing at home.
2. I spend a long time studying the precedents. I look at every advertisement which has appeared for competing products during the past 20 years.
3. I am helpless without research material – and the more “motivational,” the better.
4. I write out a definition of the problem and statement of the purpose which I wish the campaign to achieve. Then I go no further until that statement and its principles have been accepted by the client.
5. Before actually writing the copy, I write down every conceivable fact and selling idea. Then I get them organized and relate them to research and the copy platform.
6. Then, I write the headline. As a matter of fact, I try to write 20 alternative headlines for every advertisement. And I never select the final headline without asking the opinions of other people in the agency. In some cases, I seek the help of the research department and get them to do a split-run on a battery of headlines.
7. At this point, I can no longer postpone doing the actual copy. So I go home and sit down at my desk. I find myself entirely without ideas. I get bad-tempered. If my wife comes into the room, I growl at her. (This has gotten worse since I gave up smoking.)
8. I am terrified of producing a lousy advertisement. This causes me to throw away the first 20 attempts.
9. If all else fails, I drink half a bottle of rum and play a Handel oratorio on the gramophone. This generally produces an uncontrollable gush of copy.
10. Next morning I get up early and edit the gush.
11. Then I take the train to New York and my secretary types a draft. (I cannot type, which is very inconvenient.)
12. I am a lousy copywriter, but I am a good editor. So I got to work editing my own draft. After four or five editings, it looks good enough to show to the client. If the client changes the copy, I get angry – because I took a lot of trouble writing it, and what I wrote, I wrote on purpose.

Although it is a slow and laborious business. I understand that some copywriters have much greater facility.

Yours sincerely,

D.O.



Ogilvy

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Threads to come:

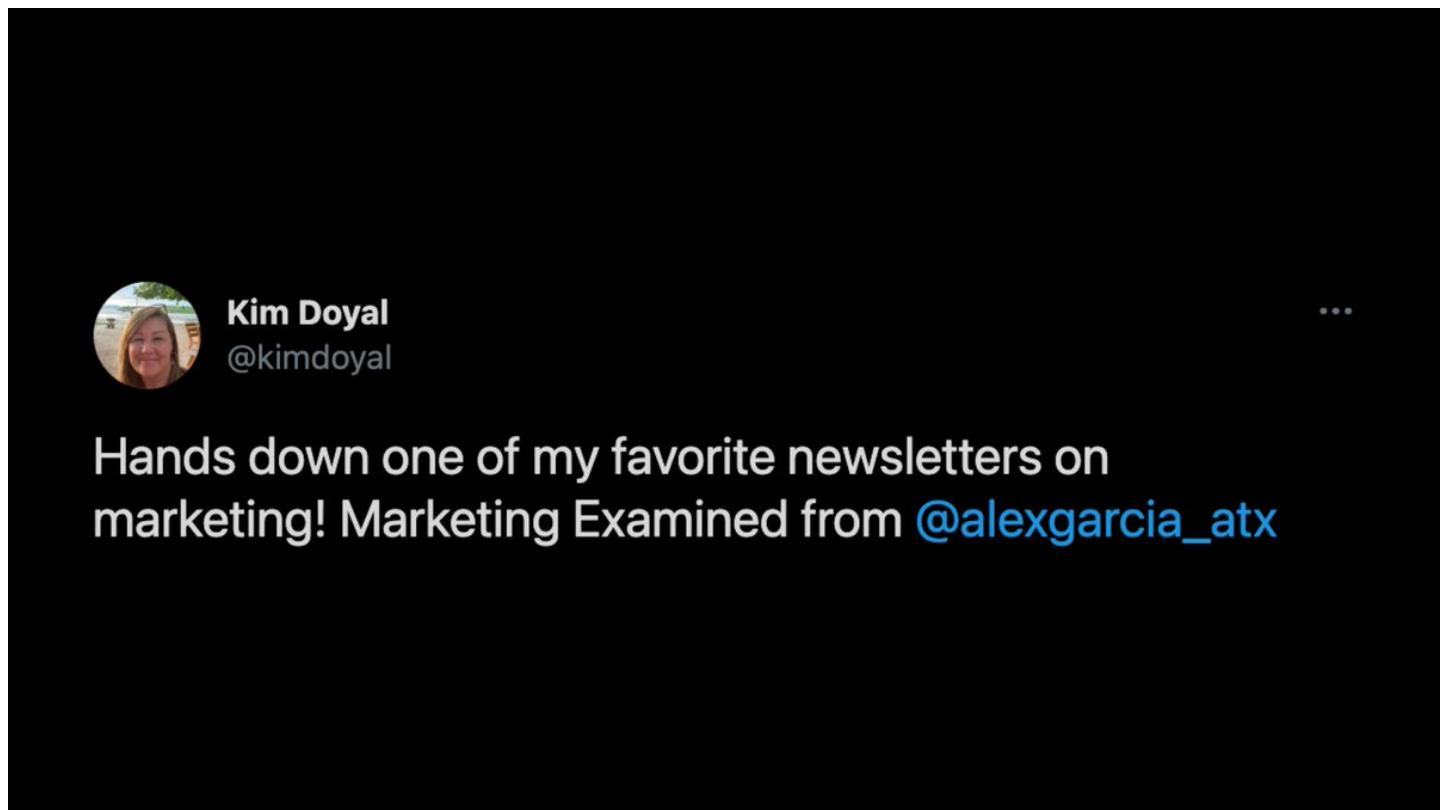
- copywriting
- ad development
- landing page development
- newsletter optimization

BTW I got a newsletter centered around growth marketing :)

If you want to join 13k+ marketers, founders, and creators who get the best growth marketing tactics in their inbox every Tuesday and Thursday...

Then you can join them here ■■

<https://t.co/F73AJkf8f8>



If you liked this thread you may also like this one

<https://t.co/MRnAuBh2ao>

Curious about how a company with a \$1.6+ trillion market-cap writes persuasive copy?

Use these 7 tips to write like an Amazonian \U0001f9f5 pic.twitter.com/tKLXyUCVb

— Alex Garcia \U0001f50d (@alexgarcia_atx) [April 11, 2021](#)