

Productive Insights Presents

# Demian Farnworth - How To Be A Successful Web Copywriter



# Table of Contents

1. Web  
Copywriting  
with Demian  
Farnworth –  
Chief Content  
Writer at  
Copyblogger  
Media

2. Send Me  
More Content  
From  
Productive  
Insights

# Web Copywriting with Demian Farnworth – Chief Content Writer at Copyblogger Media

## Share This Podcast



- [Click to tweet](#)
- [Share on Facebook](#)

## Resources Mentioned

- <http://thecopybot.com/>
- <http://www.ProductiveInsights.com/hire>
- <http://rainmaker.fm/series/draft/>

## Books Mentioned

- Scientific Advertising
- How to Write a Good Advertisement
- Breakthrough Advertising
- Tested Advertising Methods (5th Edition) (Prentice Hall Business Classics)
- Reality in Advertising
- Confessions of an Advertising Man
- Kick-Ass Copywriting Secrets of a Marketing Rebel

## Related / Mentioned Podcast Episodes:

- Episode 001 : Neil Patel (Kissmetrics) On Branding, Investing And Lots More
- Episode 003: Jon Morrow (Copyblogger) on How to Use Blogging For Business Success
- Episode 006: Chris Garrett (Copyblogger) on Content Marketing For Business Success
- Episode 009: "Blind Man Driving" with Kevin Rogers on Copywriting
- Episode 035: How To Use High Leverage Activities To Get Through Your Todo List
- Episode 038- Rand Fishkin on How To Create SEO Friendly Content
- Episode 044 - Hiten Shah on SAAS and How To Evaluate if The SAAS Model Is For You

## Key Points (Timestamps)

- 1:37 -Demian shares his story as a poet and how it led to copywriting.
- 3:28 - Why is web copy and copywriting so important for business success?
- 4:33 - Writing is involved in all sorts of content including podcasting, scripts for videos, etc.
- 4:49 - The two challenges that all content faces online
- 5:35 - Discussion around the previous podcast interview with Rand Fishkin on how content and SEO are linked



- 5:56 – Demian on how he writes engaging openings in blog posts
- 7:12 – Demian shares an example of an opening he created and how he created it.
- 8:02 – What tools does Demian use to capture openings and ideas when they strike?
- 9:00 – The "imagine this" opening that Brian Clarke used to really grab the reader's interest
- 9:21 – The key elements to great web copy
- 10:30 – The importance of sub-headlines, transitions and fluidity
- 11:22 – What do you want the reader to feel or accomplish after reading your content?
- 12:27 – Discussion around the interview with Eric Enge on the art of creating SEO-friendly content
- 14:03 – James Altucher is a great example of a writer who really has found confidence in his style of writing.
- 15:10 – You have to be comfortable in not pleasing other people.
- 15:39 – The Pareto principle or the 80/20 rule
- 16:38 – The importance of writing things you're passionate about (Readers feel your enthusiasm.)
- 17:07 – "Blind Man Driving" as an illustration of passion for copywriting and how it helps you notice it in day to day life
- 17:38 – What skills and competencies to look for when hiring a copywriter
- 21:57 – Why copywriters need to have an understanding of good web design
- 23:14 – What actions can a listener take to get started with finding good copywriters and/or getting good copywriters?
- 23:42 – Copyblogger Media has a certified accreditation for copywriters.
- 24:24 – Jon Morrow's site 'boostblogtraffic.com'
- 24:57 – Books that have had the biggest impact on Demian and why
- 27:32 – Hiten Shah and how he sees measurement as being very important
- 28:37 – How does a listener find out more about Demian?



# Send Me More Content From Productive Insights

Yes Please! Send Me More Useful Content