

GOOD EVENING

GFI FAMILY



PRESENTING...

A day in ~~life~~ ^{Brain} of a

 Copywriter



EK SACHI GHATNA PAR AADHARIT...



Disclaimer:

This copy may be referred to a random day reflection of the author's brain and does not claim to be her all time thoughts.

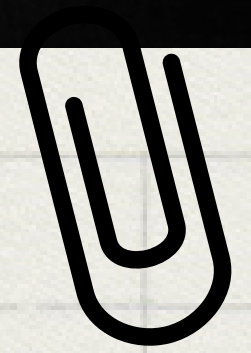
PS: Author will love to hear your feedbacks after this presentation.



9:30 AM



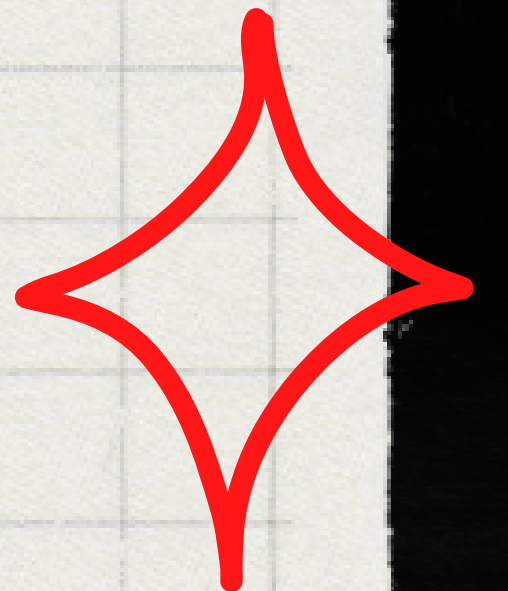
ALARM

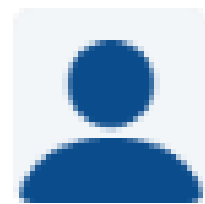


Oh no,
I should get
every thing
organised
before the
meeting

oops...
its 10 AM.
It would be
for sales
team.., I just
have few
extra
minutes.

MAI ITNI
CLUMSY KYU
HU YAAR!?





Jagrati Mathur 10:32 AM

Everyone please join

Arey arey... chill!

It's just a morning meeting...

You'll get a task

and a whole day to think!!

ITNA JALDI??



KULDEEP SIR,
SALES WALON
SE THODA AUR
BAAT KARLO
PLEASE

MAI KAR TO
LUNGI NA?



Deeksha aap GFI ke Home page ka content banao, kuch engaging hona chahiye...

OK SIR, BY EOD!

Par kese hoga pata nahi



Do you have any brains to do this work Deeksha??

Sab Camera kyu nahi on kartey?!



NOW...FROM WHERE WOULD I MAKE
CONTENT??

CHATGPT BHI
NAHI CHAL
RAHA



Why is everyone so impressed
with me now a days??

Am I doing that good?

Will I justify GFI's content??

Oh no no no... negative thoughts again...

Ese kese kaam chalega yaar!



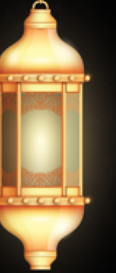
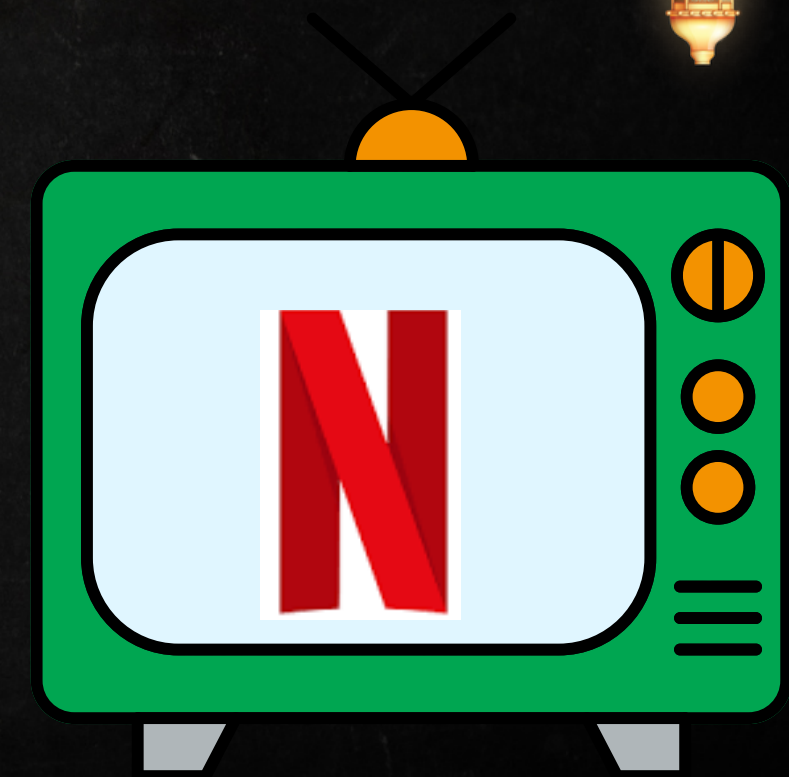
SANDEEP
MAHESHWARI.....
PLEASE SAVE MY
MOJO...



TIME IS RUNNING... BUT NO IDEA IS COMING!



Read so many
Blogs on Copy-writing,
binged so many videos about it..
Now what should I do to become an
expert? Should I enroll into a
course?? or watch some more
videos??



Then suddenly, deep in my mind
cells, in not so fine afternoon today,
a golden ray struck my brain...
And enlightened me with the
understanding of writing copies
that are not plain...



And now I finally
know, this is not the
one which I work for
under IPR Acts...



To mene jana...
ye jo dikhta hai... jo bikta hai...
Ye aakhir kon likhta hai??



To yeh
COPYWRITER hai,
jo kabhi saamney nahi dikhta hai..




Then I get to
know,
It's a really deep
snow,
Realised some
essentials
of a good copy...




PAR
PEHLE
COFFEE






Let me tell you the first step...
is to know what's inside the Audience's head?



So, that's the reason I
think a lot,
coz' it's not easy to get
in the right spot.



**BADI MEHNAT
KARTI HU MAI
TO YAR...**



Hatchback, Sedan, with any dented part,

We Know...

CAR IS YOUR **SWEETHEART!**

SHINING BRIGHT in every RIDE,
With **CHROME ACCENTS**... Is your ultimate pride!



From Spoilers to Leathers,
and all In Between

Here's everything to make your RIDE GLEAM.

**Find GPS, Audio,
Lights and latest Tech,**

To make your CAR **Ekdum Decked!!**



Drive in style, with class and flair, with car accessories beyond compare.

Haan... yahi to
mene kia tha.
Wow car ke
content ko..
ese hi spice dia
tha...





Next I know- it's never made up...
they're just stolen lines from clients
with some add-ups!!
It's a trick to give them what they
want.
lend some ears and then think beyond.

Then what makes the
buyers so confused???



Arey... these
difficult terms,
that you use.

Stay Low-key & keep it simple.
people will connect, without a wrinkle!



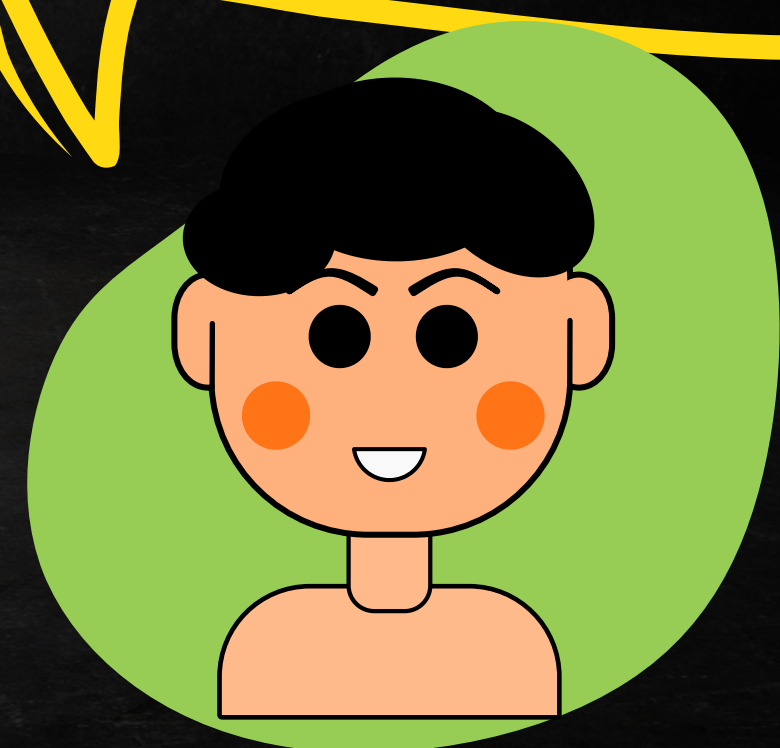
Also, copies should have
cool twists and bends...
but every copywriter
should start from end.




END

But why?

*Kyuki jab end goal pata nahi hoga..
to content kya khaak successful
hoga?!*





Copywriting ek
pooja hai..
ek Art hai Art...



Cool products
deserves a
great content!

But... solving
issues should only
be the intent!

This helps us to get them
believe on us.



But for writing something like this,
I never had guts...

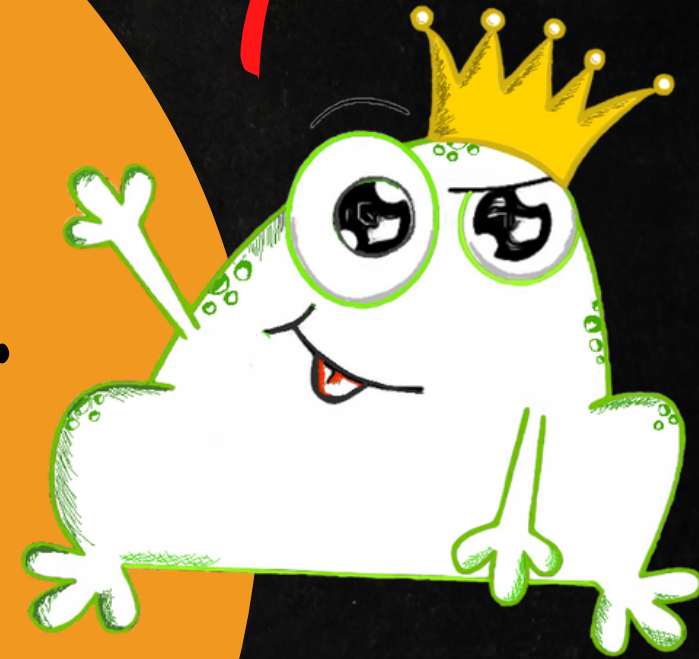


YAY!

Got my
MOJO!



Then I met Green
Frog, one fine day..
and got to know,
the Copywriter's
way!



Tarr..
Turr..



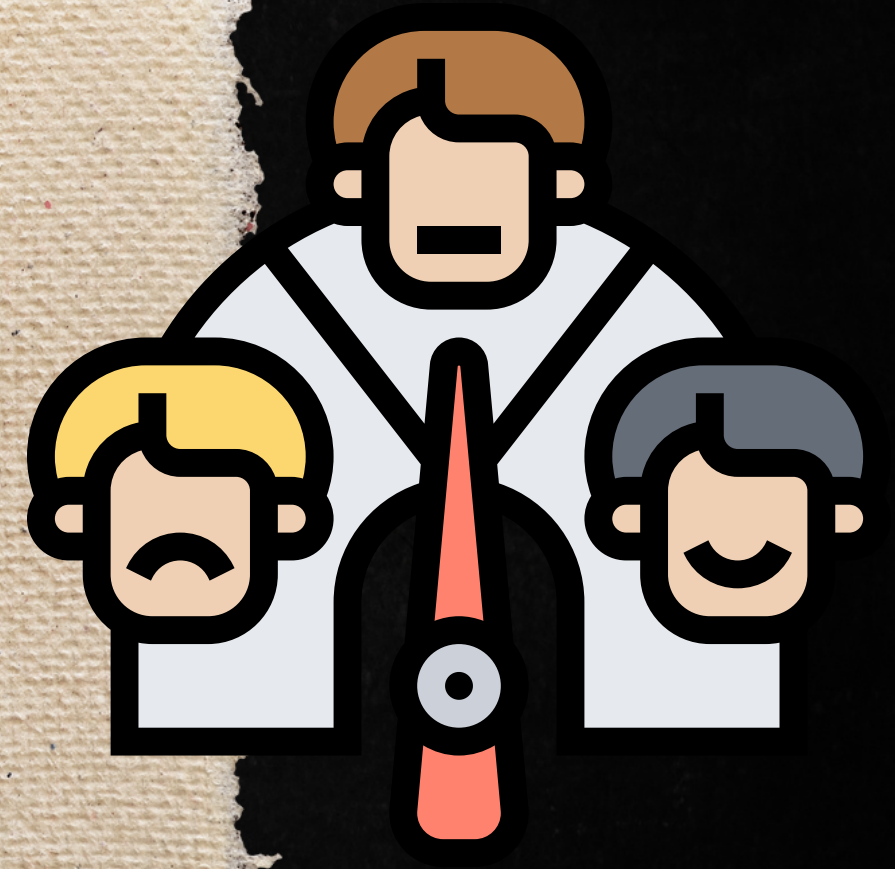


Now I realized users'
grouping manner,
some are readers,
& others are scanners...
a copy should be made for
both,
but first show, what's
amazing most!





This subtle art of
copy creation.
Needs a hint of
persuading emotion...






But no one gets the
writer's block...
My brain cell sometimes
just gets a lock...

Ohhh...

Don't you worry,
I researched a theory...
Writer needs some
more free time...

Got to chill on Netflix •
or on Amazon Prime!!



So, now I know how to
write a copy good...
Let me complete GFI's
content in a good mood!



THANK YOU!

I asked Siri to write 2 true and 1 false sentence about this presentation.

She wrote:

1. This presentation is a super-hit.
2. This took an eternity to complete.
3. And Kumar Sir will send an appreciation gift to Chennai.

The end!