

What do teachers and copywriters have in common?

Answers:

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| Good teachers explain the benefits of learning a new skill. | Good copywriters explain the benefit of products. |
| Good teachers provide opportunities for students to engage with the lesson by touching, seeing and hearing the information. | Good copywriters use words to evoke thoughts of touching, seeing, tasting or hearing the product. |
| Good teachers always look at the data. | Good copywriters always look at the data and metrics. |
| Good teachers use specific calls-to-action. Teachers call them directions. | Good copywriters use specific calls-to-action. |

Source/copyright: 'How I transitioned from being a successful teacher to a successful copywriter' by Heather Dodd (<https://copywritercollective.com/how-i-transitioned-from-being-a-successful-teacher-to-a-successful-copywriter/>).