

Conversational Copywriting Samples

(These are hypothetical ads to highlight my conversational copywriting technique.)

Ad for a family resort

1. "It's your turn to check on mom and dad."

(siblings talking while engaged in resort activity with image of parents at pool/beach/dancing/cycling/massages, etc. with Tyler Family Resorts, phone, and website in ticker at bottom of screen, or print page.)

2. "We get to do all this stuff and it doesn't cost extra?"

(image kids holding a brochure or looking at Tyler resort website).

"Yep." "But what are mom and dad going to do?"

(image mom and dad in office space or their bedroom laughing/high fiving each other, etc. looking at adult activities brochure or website)

3. "This kids-only stuff is awesome. I bet mom and dad are bored."

(image of siblings talking as engaged in a resort activity and mom and dad in couples' massage with a drink on the table, or bike riding, or in a pool swim-up bar. Works for day and night activities/images)

[Viewer Comment: Love how you turned this around and wrote it all through the eyes of the kids. Brilliant idea! It was a great approach...]

Ad copy for hotel w/ terrace restaurant

Taste our chef's gifts to you. Smell our garden bouquet. See yourself on our sun-drenched terrace. Hear the welcoming lobby sounds. Sensory overload of the best kind at [hotel].

When do you arrive?

[Viewer Comment: Love the sensory approach!]

Ad Art Studio Special Events

Video

Actor strolling through art show holding a glass of wine and plate of tiny food, studio with newsletter showing from purse, pocket, backpack, says, "I'm not really into art. I don't know much about wine or tiny food. And I love the STUDIO events."

Or "I'm not really into art. I don't know much about wine or tiny food. And I never miss a STUDIO events."

Or "Art is new to me. I don't know much about wine or tiny food. And I never miss a STUDIO event."

Print

Image of person holding wine glass, tiny food on a plate, walking through an art show with newsletter peeking out somewhere; caption reads: "I'm not really into art. I don't know much about wine or tiny food. And I never miss a STUDIO event."

[Viewer Comment: Fun approach!]

Ad for digital cameras

We're all photographers, we just take different pictures for different reasons. [Company] has the right digital camera for your photo stories. (the words "right digital camera" hyperlink to website; print ad shows all the different cameras)

[Viewer Comment: [I particularly like the stories approach!](#)]

Ad for new cloud hosting service

Remember seeing shapes in the clouds? Well, smart, affordable, and simple webhosting looks like a [Company] Cloud. Spot yours today at [Company].com!

[Viewer Comment: [This is fun!](#)]