

Key Message Copy Platforms: The Nuts and Bolts of How to Write Them

By Casey Demchak



Hi, Casey Demchak here. Back with you for Day 2 of *The Writer's Life*.

This week I'm sharing valuable content on how to write Key Message Copy Platforms, so you can make this unique service a dynamic and highly profitable part of your copywriting business.

Yesterday I explained that a [Key Message Copy Platform](#) is a comprehensive document containing all relevant marketing statements about a product, and that it's a copywriting service every company needs.

Today I'm going to give you a brief outline of the content I typically include in Key Message Copy Platforms. Then I'm going to teach you a basic three-step process for writing them for your clients.

So, let's crank it up and go!

Every Key Message Copy Platform I've written is unique to itself, but on average they're 10 pages long and include marketing messages that fall under these main headings:

- Product tagline ideas
- Description of how the product works
- Unique Selling Proposition (USP) statement
- Explanation of the human value benefits provided by the product
- Customer testimonials and other "social proof"
- Multiple marketing messages that support the product's secondary benefits
- Key message benefit statements that overcome anticipated product objections
- Headline ideas for use in various product marketing materials
- Call-to-action lines for use in sales letters, web pages, e-blasts, etc.

You have a lot of flexibility when you write Key Message Copy Platforms. In fact, no two I've written have been exactly the same. This means you can add, subtract, and customize sections to meet your clients' specific needs.

My simple 3-step process for writing Key Message Copy Platforms

I'm a simple guy, so I created an easy three-step process for writing Key Message Copy Platforms.

1.

Collect and review background information about the product for which you'll be writing. The type of information you'll want to collect includes:

- *Previous marketing literature about the product*
- *Memos about the product created by the marketing team*
- *Technical specifications and diagrams*
- *PowerPoint presentations*
- *White papers about the product*
- *Competitive information*

2. Interview your client for about 30 minutes to fill in the gaps that are not covered by the background information he or she provided you.
3. Based on the background information you collected and the interview you conducted, write your Key Message Copy Platform and then make revisions based on feedback from your client.

- *First draft, second draft, polished draft*

That's it. A simple three-step process for writing a straightforward 10-page document that every company needs for every product they market. Nothing complicated about it.

Plus, once you complete a Key Message Copy Platform, you'll be viewed as the "content hero" for that product.

This makes you the natural choice to write all the marketing materials that spring from a Key Message Copy Platform (web copy, sales letters, brochures, e-blasts, video scripts and more)!

I hope you're beginning to see how offering Key Message Copy Platforms can be a great service for your copywriting business.

If you have comments or questions, I'd love to hear from you. So feel free to share them right here.

Tomorrow, I'll show you how to identify three ideal situations in which to market Key Message Copy Platforms to prospects.

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Related Content:

- [Key Message Copy Platforms: A Must-Have Copywriting Service Every Company Needs](#)
- [When Writing a Package, What Method Do You Use to Come Up With a Different Angle or Different Headlines for a Project?](#)
- [Never Deceive Your Prospect...BUT...](#)
- [Grab Your Prospect by the Eyeballs](#)
- More by [Casey Demchak](#)
- More from [The Writer's Life](#)

14 Responses to "Key Message Copy Platforms: The Nuts and Bolts of How to Write Them"

This is a great series. Thank you.

So that I'm understanding correctly, are you suggesting that a client have a Key Message Copy Platform for each product? So if they have 10 products they should have 10 of these?

Part 2 of my question is, what if they have variations of a product, how do you suggest we would handle that?

Thanks again!

Diane

Guest (Diane Sheldon-Ku) – over a year ago

Hi Casey, Thanks for this very useful series on Key Message Copy Platform.

I assume this applies equally to products and services.

Is this platform one per product or service by a company? If a company has 10 products, do you create 10 key message copy platforms? I think so.

There must be some commonality among these as they are all products of the same company. Can you touch upon the interplay of product vs. company in this regard?

Thanks.

Venkat

Venkat Raman – over a year ago

Thanks for this good information and I like the concept.

Question is: How much money do you ask from the company for doing this for them?

Guest (David) – over a year ago

My question is essentially the same as the previous one (Venkat Raman). What modifications do you make to your information gathering and to your document outline if the product is a service?

Thanks,

BobWarnick-Wordsmith

Warrior – over a year ago

@Diane Sheldon-Ku @Venkat Roman - Great questions, and thanks for following the series. Yes, you can create Key Message Copy Platforms for products, services and companies.

Yes, every product or service can benefit from having a Key Message Copy Platform. Most companies will hire you to write one at a time. If they like your work, they may hire you to write others. As for product variations - You can often cover them by creating separate sections for them within one platform.

Casey Demchak – over a year ago

Hi Casey,

This week is exciting and will be inspiring.

key message platforms are very important. They served as the bed-rock for excellent sales or promotional mails.

I`m of the opinion that before writing any sales or promotional mails, the copy writer must first inquire whether there is key message copy platforms.

If it has not been written, then, it must be suggested that it be written before the sales or promotional mail be written.

Breakthrough2971 – over a year ago

Casey, I'm just starting out in copywriting...but this content seems invaluable regardless of the product/service. Thanks for this "roadmap" - much appreciated.

Joel Keller – over a year ago

Thanks for this amazing information. Will you be providing a sample Key Message Playform document for review?

Thanks again for this valuable information.

Guest (Keir) – over a year ago

@David My average Key Message Copy Platform project is 10 pages for \$3,000. On average, the projects take me 10-15 hours - so it works out to \$200 to \$300 per hour. Look for Friday's article as this is the topic I will be covering then. Thanks for your interest!

Casey Demchak – over a year ago

@BobWarnick-Wordsmith - A service essentially is a product, so I don't really do anything different with my research or writing - other than some common sense adjustments. I approach products and services pretty much the same in terms of research, information gathering and writing.

Casey Demchak – over a year ago

@Breakthrough2971 - Great point. Just remember, I invented the term Key Message Copy Platform, so other than my clients over the years, most, if not all of your prospects won't know the term. So you have to start from scratch

and explain the entire concept to them. I teach exactly how to do that in my new program. Learning to "pitch" and talk about KMCP's is a big part of incorporating this service into your copywriting biz.

Casey Demchak – over a year ago

@JoelKeller - Thanks, Joel. More to come, so I hope you follow along during the rest of the week. And of course, I have tons of information about Key Message Copy Platforms in my new AWAI product.

Casey Demchak – over a year ago

Can I get a copy of a Key Message Copy Platform emailed to me. Just a sample to look at.

Billy Williams

Guest (Billy Williams) – over a year ago

@Billy Williams - Send an e-mail to me through my website and I'll shoot you out a sample. Just remind me you posted this in an AWAI form. Have a great weekend.

Casey Demchak – over a year ago

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