

Key Message Copy Platforms: A Must-Have Copywriting Service Every Company Needs

By Casey Demchak



Hi, this is B2B copywriter and consultant, Casey Demchak. Glad to be with you this week for *The Writer's Life*.

Casey Demchak I began my freelance copywriting business in the year 2000, and about six months into it I created a unique, but very simple, copywriting product I decided to call a *Key Message Copy Platform*.

Over the years I've written dozens of Key Message Copy Platforms for my B2B medical device clients, and clients in other industries as well.

This simple copywriting service generates a great deal of extra revenue for my business each year, because every company needs Key Message Copy Platforms for their products.

Plus, on average I've consistently made \$200 to \$300 per hour on every Key Message Copy Platform I've written in the past 14 years. (*On Friday I'll show you exactly how you can do the same thing!*)



This week I'll be sharing a series of articles with you that:

- Explains what Key Message Copy Platforms are
- Shows you a simple process for writing them
- Tells you how to market and sell them to your prospects
- Demonstrates how they can generate a lot of income for your copywriting business

So, let's get started!

What is a Key Message Copy Platform?

A Key Message Copy Platform is a comprehensive document (usually around 10 pages) that contains all relevant marketing messages and statements about a product. Its purpose is to serve as the "master messaging document" for that product.

Once completed, a Key Message Copy Platform becomes the springboard from which you can write all the marketing pieces related to that product. Stuff like sales letters, video scripts, brochures, website pages, email campaigns, e-zine articles and more!

It's that simple. Picture a 10-page document loaded with well-written marketing messages for any product—and you have a good picture of what a completed Key Message Copy Platform looks like.

When a company writes their marketing materials based on the content in their Key Message Copy Platform, it ensures that all of their promotional content will have a very consistent voice and message.

Makes perfect sense, doesn't it? So, you would think every company would have a Key Message Copy Platform for each of their products and services. But believe me, they don't.

Instead, most companies create their marketing messages on a "make-it-up-as-you-go" basis. Why? Because marketing people who work in most companies are busy, rushed, and always in a hurry.

This isn't good, because making up your marketing messages "as you go" results in sales copy that's scattered and disjointed throughout a marketing campaign.

Save the day and become a content hero for your clients!

This is where you have a golden opportunity to come in and write Key Message Copy Platforms for your clients. Again, this will ensure the messaging in all of their marketing materials is very consistent and persuasive, which is essential to a well-oiled

marketing campaign.

Plus, when you create Key Message Copy Platforms for your clients—you become the natural choice to write all the marketing materials that spring from each platform!

Have any questions or comments to share? I'll be standing by all week to help you out, so feel free to leave them here.

Tomorrow, I'll provide you with an outline of the material included in a typical Key Message Copy Platform. I will also show you a simple three-step process for writing them. So, please stay tuned ...

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23 Responses to "Key Message Copy Platforms: A Must-Have Copywriting Service Every Company Needs"

That is such a great idea - and provides lots of opportunities for future work !

So how do we create that for ourselves, as writers?

Guest (Missy) – over a year ago

Does make sense...looking forward to hearing more about it.

Guest (Kimberlee Green) – over a year ago

Incredible timing! I am planning a meeting for the end of the month with my first potential B2B client (I already work with them in another context) and this series is exactly what I need! I am looking forward to the rest of the series as well as reading additional articles you've written. While I'm currently unable to take any additional training, I am eager to glean what I can from the available resources.

Sara H – over a year ago

This is just what I needed. I can't wait until tomorrow!

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

Thank you for this timely piece.

Really anticipating the next articles.

I retain from this first one: .."their promotional content will have a very consistent voice and message." which I agree taken for granted and also missing..

Also, you might answer my Life's Purpose question, 'Why B2B copywriting.'?

Looking fwd for the next articles.

André

Andre NORTH – over a year ago

I have been writing health & wellness articles for Pazoo dot com and want to change it up. What do you charge for a ten page platform and how long will it take to get it done? How much research is required? How hard are clients to get? I would appreciate your answer when you have time.

best regards, Gary Boyd

Guest (gary boyd) – over a year ago

Casey,

Makes so much sense....looking forward to the rest of the week with you on the Platforms.

Guest (Carol Zakula) – over a year ago

Hi Casey,

Thanks for discovering the key message copy platform.

I'm already excited just from the introduction. I know this week going to be very exciting.

This is the kind of information that some of us really need to widen our scope of thinking, whenever we are approached with a project.

Thanks.

This is a week of enlightenment.

This is a great topic and I look forward to reading more. Getting the voice right - and consistently - is crucial for any brand yet there seems to be little available information on doing so, either for businesses or writers. I've created my own systems, which seem to work for me, but am interested to see how you go about it, too.

-Phil – over a year ago

Hi Casey, Tell me more, tell me more, I am curious to learn from a proven Pro!!

I will be reading your article about this every day.

This sounds very interesting indeed! Thanks for putting this together.

Elvire – over a year ago

I like this idea and am very eager to find out more.

It seems like the Key Message Copy Platform might be used as a "door-opener" with potential clients. As an outsider you probably do not have access to their true desires and intentions and still evaluating their consistency of voice and message (and even what that message is) could prove eye-opening to the potential client.

Marena – over a year ago

@missy Thanks for leaving a comment. Tomorrow I'll provide a basic structure for how to outline a Key Message Copy Platform for your clients--and your own copywriting business. My new program, which you'll hear more about on Wednesday, is packed with a lot of writing instruction that will help you create a strong platform for your business. Best, Casey

Casey Demchak – over a year ago

@Kimberlee Green - Thanks Kimberlee for your comment. I appreciate it. There will be a lot more detail coming your way this week. Best, Casey

Casey Demchak – over a year ago

@Sara H. Thank you for your comment, Sara. I'm glad the timing on this is helpful. Stay tuned to the rest of the series, and best of luck with that new client! Best, Casey

Casey Demchak – over a year ago

@Diane Sheldon-Ku. Thanks for engaging, Diane. I appreciate it. I think you'll enjoy the rest of the series. Lots more info coming your way this week! Best, Casey

Casey Demchak – over a year ago

@Andre North. Thanks for engaging, Andre. I'm glad you're interested in the topic. More to come. As for, "Why B2B copywriting?" With persistent action you can develop a nice stable of clients that send you a consistent stream of projects over a period of years. Plus, there's more work in the B2B market than there are writers who can meet the demand!

Casey Demchak – over a year ago

@Gary Boyd - Thanks for your questions, Gary. My average charge for a Key Message Copy Platform is \$3,000. From start to finish, including research, interviewing and writing, each one takes me 10 to 15 hours. That works out to \$200 to \$300 per hour. How hard are clients to get? It isn't easy, but with a persistent marketing campaign you can build a lot of momentum and create a lot of work for yourself.

Casey Demchak – over a year ago

@Carol Zakula - Thanks for engaging Carol. I really appreciate it. Much more information to come throughout the week!

Casey Demchak – over a year ago

@Breakthrough2971. Thanks for your interest in the series. I really appreciate it. We're just getting started. Much more to come this week!

Casey Demchak – over a year ago

@Phil @Elvire - Thank you both for engaging in the series. I really appreciate it. Much more detailed information to come throughout the week. I'll be around for any questions!

Casey Demchak – over a year ago

Thanks Casey! This is exciting! Sounds like it can be used for a variety of niches. I'm looking forward to learning more.

Cheryl Williams – over a year ago

Thank you for the good information

Guest (Jonathan Mannering) – over a year ago

Casey, thanks for sharing the idea of writing the Key Message Copy Platform. It sounds like part of creating a system that sends consistent brand messaging. Makes perfect sense.

coachgrazina – over a year ago

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