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Copywriters Can't Be Just Copypasters.

A few days ago I visited my colleague's blog. Certainly his blog is devoted to copywriting. As for me I like to read his blog from time to time. So he has written recently that copywriters are endangered now. Perhaps you are somewhat puzzled to hear this but I'll explain what I mean. So my friend thinks that there's no difference between copywriters and copy-pasters at all. He has written these lines with a real pain and I really feel this. Certainly these words can't be encouraging for us. Moreover my friend has told me that only Goebbels could be considered to be a real copywriter and other people can only be copy-pasters.

It goes without saying that it's quite unpleasant to hear this. Where is his professional pride? Perhaps my friend really needs some relaxation because it seems to me that he's a bit annoyed by the entire world. But any way we should discuss this right now. From my point of view things aren't so bad as my friend thinks.

How do we usually start our work? Of course, we study with studying different materials on other sites on the topic of our work except those cases where the text is purely an advertising slogan or something like this. We collect information in mind, briefly analyze it. We form the logical structure of a future text and we usually succeed with it.

But it turns out, that this article is nothing new in the world of information. Of course, there are cases when you need a deep analysis of the topic and you can also write your own conclusions. But you do this very seldom to be honest.

Should we agree that we are just copy-pasters? Perhaps I could agree with this but something inside of my soul doesn't let me do this. Certainly you've just guessed that I'm talking about hesitation. My doubt tells me that we aren't copy-pasters any way. And I'm likely to share this point of view.

No, we aren't just copy-pasters my dear colleagues. The matter is that every good copywriter creates his own unique product which content as you know. Each of us has his own unique ideas thoughts and we can formulate our conclusions, using our creative energy and artistic images.

The main thing is that you have your style and write interesting texts. Do not be afraid to improvise within the text. And it doesn't matter what you write because the most essential thing is how you write these texts. It goes without saying that you write texts in using your own style which certainly different from others. So it creates a really unique atmosphere for your readers. So, calm down my dear, you aren't a copy-paster. You are a copywriter!

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