

Call yourself a copywriter?

Nick Parker

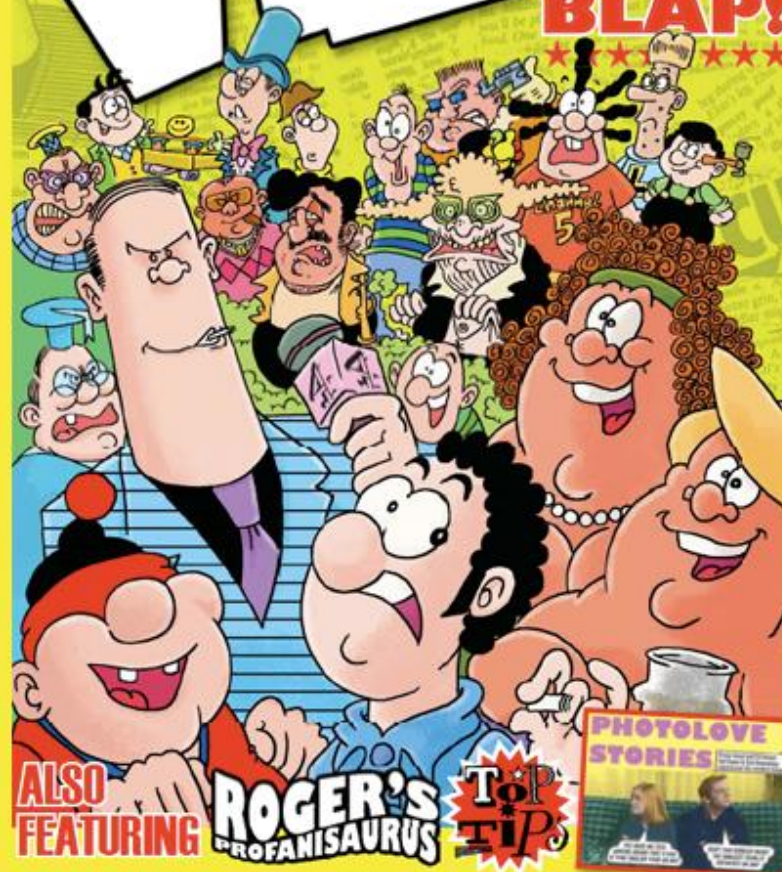
COPYWRITING CONFERENCE 2017

FAT SLAGS ★ ROGER MELLIE ★ SID THE SEXIST

VIZ

Baby Cow
ANIMATION

★★ PRESENTS THE ★★
channel 4
BLAP!
★★ ★★



ALSO
FEATURING

ROGER'S
PROFANISAURUS

TOP
TIP



GREEN FORM

Date: 26/9/96

Ref: G331

Issue 80

Cheque

Sent

If you agree to the offer below please sign one copy of this agreement and return it to us at the address above. Keep the other in a safe place for your own reference. (If you are registered for VAT, please enclose a VAT invoice when returning the form. If you aren't you don't want to be, I can tell you. (It's a bigger pain in the arse than piles).

Natural Instinct

Dog food as nature intended



Chicken

80% BRITISH CHICKEN WITH BONE
Complete balanced raw food for dogs
Natural human grade ingredients

Natural Instinct

Dog food as nature intended



Chicken & Lamb

BRITISH CHICKEN & LAMB WITH BONE
Complete balanced raw food for dogs
Natural human grade ingredients

Natural Instinct

Dog food as nature intended



Natural Instinct

Dog food as nature intended



Tripe & Turkey

80% BRITISH TRIPE & TURKEY WITH BONE
Complete balanced raw food for dogs
Natural human grade ingredients

Natural Instinct

Dog food as nature intended



Beef Tripe

75% BRITISH BEEF TRIPE
Complete balanced raw food for dogs
Natural human grade ingredients

Natural Instinct

Dog food as nature intended

Natural Instinct

Dog food as nature intended



Lamb

75% BRITISH LAMB WITH BONE
Complete balanced raw food for dogs
Natural human grade ingredients

Natural Instinct

Dog food as nature intended



Puppy

85% BRITISH CHICKEN WITH BONE
Complete balanced raw food for dogs
Natural human grade ingredients

Natural Instinct





**Strong and stable Brexit
means Brexit Imaginative
and creative Boris is Boris
Strong and stable Brexit
means Brexit Imaginative
and creative Boris is Boris**



A framed poster with a red background and white text. The text reads: "OUR BARISTAS DON'T JUST MAKE COFFEE THEY HAND-CRAFT IT". The word "COFFEE" is in a larger, bold font. The poster is set against a white background.

**OUR BARISTAS
DON'T JUST MAKE
COFFEE
THEY HAND-CRAFT IT**







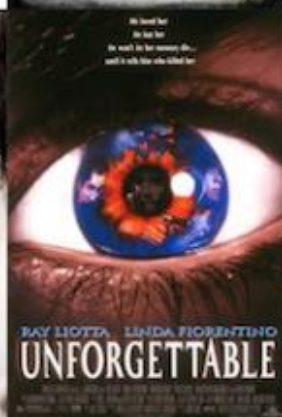




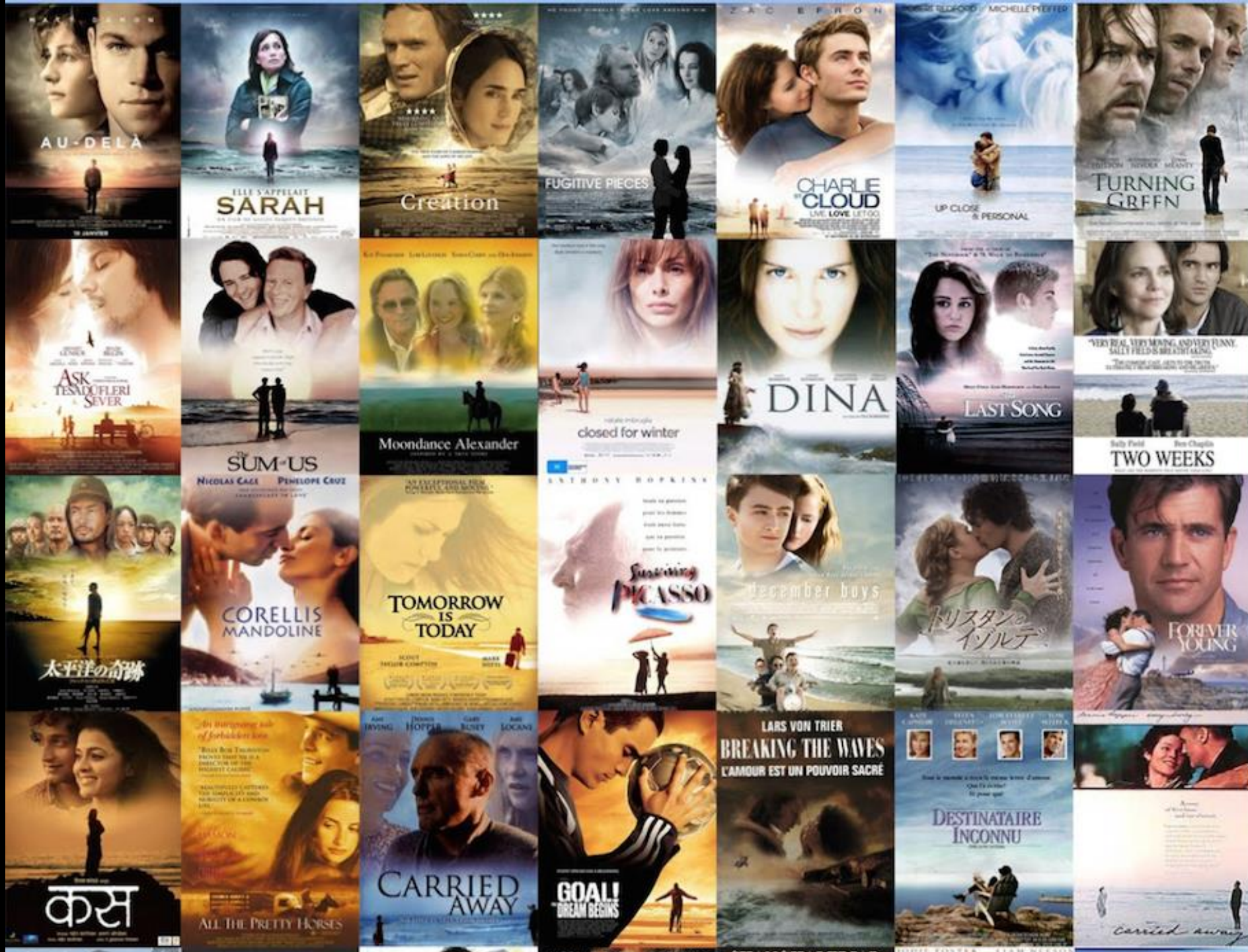












**Hello, I'm Sam. I write copy that persuades.
Powered by coffee and biscuits. Warning:
strong opinions on the Oxford comma!**

**Hello I'm Sam the window cleaner. I make
dirty windows clean again. Powered by Red
Bull and Cheesy Wotsits. Strong opinions
on the Class 3 domestic ladder!**

COME IN & TRY
THE WORST SALAD
ONE WOMAN ON
TRIP ADVISOR
EVER HAD
IN HER LIFE.

HARLEQUIN *Presents*

USA TODAY BESTSELLING AUTHOR

Margar Howard

Lady Convenience Wife



HARLEQUIN *Presents*

USA TODAY BESTSELLING AUTHOR

Margar Howard

Lady Convenience Wife



HARLEQUIN *Presents*

USA TODAY BESTSELLING AUTHOR

Danifer Anton

CATTLE ME



HARLEQUIN *Presents*

USA TODAY BESTSELLING AUTHOR

Margar Howard

Lady Convenience Wife



HARLEQUIN *Presents*

USA TODAY BESTSELLING AUTHOR

Danifer Anton

CATTLE ME



HARLEQUIN *Presents*

Metheryl Ann Stans

Nookan's Buttymance







ESCALATOR SAFETY NOTICE

Please take care when using the escalators, and follow these simple steps...

Walk, don't run!

**Always use the
handrails
provided**

**Heavy luggage?
Use the lift!**

**Ensure clothing
and footwear
doesn't become
snagged.**

**Don't face in the
wrong direction!**

**Always face the
direction of travel**

**Stand on the
right, and walk on
the left!**

**Be careful when
using your mobile
telephone.**

Thank you!

Thing one

**Don't call
yourself a
copywriter**

Writer

Language strategist

Enemy of the predictable

Thing two

**Don't talk about
words (talk about
ideas)**

Neuroscience

Nudge theory

Storytelling

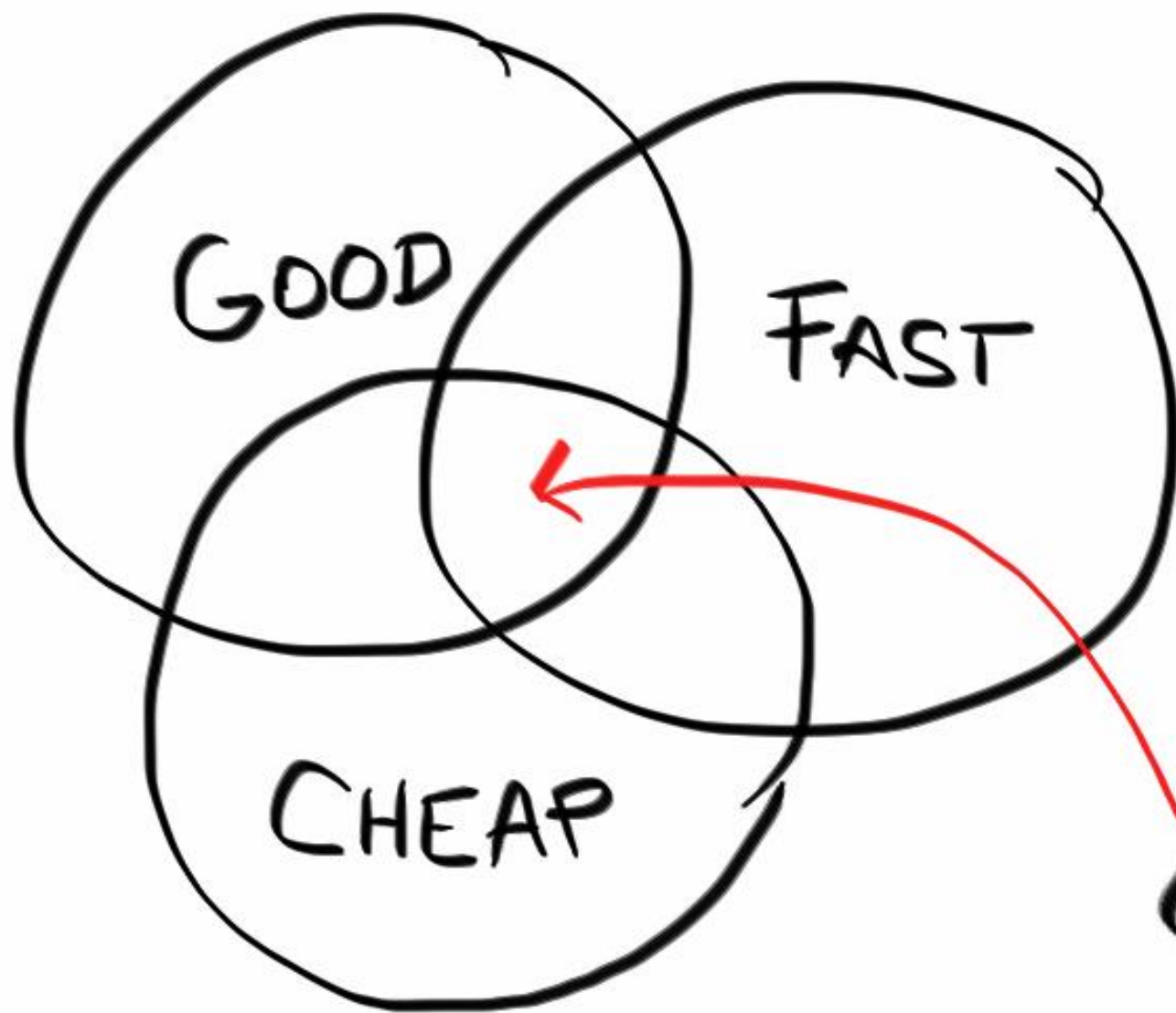
Strategic narrative

Sticky ideas

Emotional selling

Thing three

**Don't have
a day rate**





fuck on
with it

Get the
fuck on
with it

Get the
fuck on
with it

Get the
fuck on
with it

Get the
fuck on
with it

**Get the
fuck on
with it**

GET THE
FUCK ON
WITH IT

Get the fuck
on with it

GET THE
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Get the fuck
on with it

Get the fuck
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Get the
fuck on
with it

Keep in touch

Sign up for gnus:
www.nickparker.co.uk

Put up with rants
[@nickparker](https://twitter.com/nickparker)