

THE 18 COMMANDMENTS OF A GREAT COMMERCIAL COPY WRITER'S COPYWRITING

		Word	Meaning	How to Apply/Use
1	1. Copywriting is a business, not an art form.	Business	Copywriting is a business, not an art form.	Copywriting is a business, not an art form.
2	2. Copywriting is a service, not a product.	Service	Copywriting is a service, not a product.	Copywriting is a service, not a product.
3	3. Copywriting is a profession, not a hobby.	Profession	Copywriting is a profession, not a hobby.	Copywriting is a profession, not a hobby.
4	4. Copywriting is a craft, not a science.	Craft	Copywriting is a craft, not a science.	Copywriting is a craft, not a science.
5	5. Copywriting is a skill, not a talent.	Skill	Copywriting is a skill, not a talent.	Copywriting is a skill, not a talent.
6	6. Copywriting is a job, not a career.	Job	Copywriting is a job, not a career.	Copywriting is a job, not a career.
7	7. Copywriting is a trade, not a profession.	Trade	Copywriting is a trade, not a profession.	Copywriting is a trade, not a profession.
8	8. Copywriting is a business, not an art form.	Business	Copywriting is a business, not an art form.	Copywriting is a business, not an art form.
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18	18. Copywriting is a craft, not a science.	Craft	Copywriting is a craft, not a science.	Copywriting is a craft, not a science.