

**DO YOU KNOW
WHAT ELEPHANTS KNOW
ABOUT COPYWRITERS?**

By Robert Roth, PhD

Introduction

If you are looking to hire a marketing copywriter, you need to know what elephants know.

Why, you ask???

Because elephants' brains have three times as many neurons as human brains, And, according to many well respected legends, they are extremely wise.

In Asia, the Hindu god Lord Ganesha (the god of wisdom) has the body of a human and the head of an elephant. And, in Gabon, Central Africa, legend has it that elephants are past human chiefs.

Whether you believe that elephants house the souls of legendary chiefs, or possibly not, it is still a good idea to take advantage of their legendary wisdom. The fact is that some elephant just may be even wiser than Artificial Intelligence.

So, to be sure I covered all my bases as I set about writing this eBook, I consulted with *both* several very wise elephants and also with Artificial Intelligence robots. The AI robots were very helpful. But the elephants proved even wiser.

In the next few pages, I will share what the elephants had to say about hiring a marketing copywriter.

Hope this information is helpful!

Dr. Bob



Some Good News

The good news about **good marketing copywriters** is that they often produce exceptional financial returns on marketing investments.

A good marketing copywriter:

- Understands, appreciates and enriches the brand
- Clarifies sales and marketing strategies
- Continuously increases response to marketing messages and drives conversion
- Builds trust and credibility



The Good News for For-Profit Businesses

The good news for for-profit businesses is that a good marketing copywriter:

1. Writes Compelling Copy that:

- Increases sales
- Improves conversion rates
- Raises average order value
- Shortens sales cycles

2. Turns Products Into Brands by:

- Differentiating the brand's promise from those of competitors
- Communicating value, not just features
- Creating emotional connections
- Building pricing power and customer loyalty

The Good News for Nonprofits

The good news for nonprofit organizations is that a good marketing copywriter:

1. Increases Donations by:

- Telling compelling stories
- Producing measurable Impacts
- Making sponsors and donors feel that they are part of a *critically important mission*

2. Turns Awareness Into Action by:

- Converting interest into volunteering
- Converting sympathy into funding
- Converting one-time donors into long-term supporters

3. Competes Effectively With Bigger Organizations by:

- Writing clear, emotional, benefit-driven copy
- Standing out in crowded fundraising environments
- Communicating professionalism and credibility

The Bottom Line

A good marketing copywriter can help both for-profit and nonprofit organizations grow faster, communicate better, and achieve more . . . without requiring more effort, more staff, or bigger budgets.

Some Bad News

The bad news about hiring **not so good marketing copywriters** is that the damage they cause is often **invisible, cumulative, and expensive**.

A not so good copywriter::

- Wastes attention
- Creates confusion
- Undermines credibility



The Bad News for For-Profits

Not so good copywriters write not so good copy that:

- Fails to attract interest
- Weakens calls to action
- Lowers conversion rates
- Causes advertising and promotions to underperform
- Forces marketers to compete on price rather than value

The Bad News for Nonprofits

In addition to the problems that not so good copywriting creates for for-profit businesses, not so good copywriting diminish nonprofit outreach and fundraising success as sponsors, donors and grant providers disengage.

The Bottom Line

For both for-profit and nonprofit businesses, the bottom line is that hiring a not so good marketing copywriter can sabotage growth, drain belief, and quietly kill momentum.

And Some Truly Ugly News

The truly ugly news about not-so-good marketing copywriters is that they can send an organization down a slippery slope where *strategic, cultural, and financial* damage becomes hard to undo.

The Ugly News for For-Profits

For for-profit businesses, not so good copywriting can get embedded in core marketing messaging before financial return on marketing investments starts to tank.

By the time that cracks in the marketing foundation start to appear, restoring customer interest and loyalty can be both very challenging and very expensive.

The Ugly News for Nonprofits

In addition to experiencing most or all of the negative impacts that not so good copywriters have on for-profit marketing, a not so good copywriter can additionally undermine nonprofits credibility with grant providers, sponsors, donors, volunteers and program participants.

Not so good nonprofit copywriting encourages supporters to ask themselves:

“If they can’t clearly explain their impact,
do they really have one?”

That is a *devastating* question.

The Bottom Line

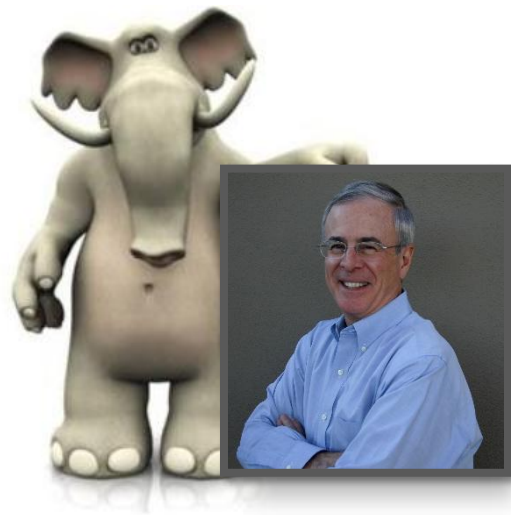
The most dangerous thing about not so good copywriters is that they can appear to be productive while quietly and unwittingly sabotaging results.



About the Author

Bob Roth (AKA Robert Roth, PhD) provides marketing copywriting services for innovative for-profit and nonprofit organizations.

During Dr. Bob's "official" marketing and copywriting career, his work generated **several hundred million dollars** in equity value for for-profit businesses. And his nonprofit work touched more than **100 million people** and raised more than **\$40 million** in sponsorships and donations.



Following his "official" career, Dr. Bob tried to retire . . . but immediately suffered from almost **TERMINAL BOREDOM**.

So, today he is back doing the work that he has long truly loved . . . Marketing Copywriting.

Dr. Bob's For-Profit Experience

In the for-profit sector, he served as:

- **Co-Developer, President and COO – Grand Canyon Railway**

Dr. Bob's doctor dissertation provided the plan for developing this tourist attraction and living museum. The plan raised more than \$18 million and the GCR Team restored historic steam train service to the Grand Canyon.

- **Vice President Marketing – Del Webb Recreational Properties**

Dr. Bob implemented marketing strategies that increased the value of Del Webb's Lake Powell assets from \$20 million to more than \$70 million.

- **Vice President Marketing – Radisson Hotels**

Dr. Bob's team created the original Radisson brand which positioned the company for growth from 30 to more than 1,000 properties.

- **Director of National Advertising – Holiday Inns**

Dr. Bob's Nonprofit Experience

In the nonprofit sector, he has enjoyed the privilege of serving a number of exceptional nonprofit and government organizations including the Arizona Office of Tourism, American Humane Association, Arizona Small Business Association, Butte Opera House and City of Cripple Creek, CO, Coleville Tribes, Desert Stages Theatre, Frank Lloyd Wright Foundation, Propel Philanthropy, Sedona Chamber of Commerce, the Navajo Nation and Utah Navajo Industries.

More About Dr. Bob

For more information about Dr. Bob, please visit [Dr. Bob Copywriter](#).

Dr. Bob
Copywriter