



HOW TO CREATE A KICK PATOOTIE

Copy Collective

AKA: A WORD BANK

by *JayCrispCrow*

What does your brand say about you?

When you're creating copy you need content that speaks directly to the heart of your reader, with words that sing the soul-song of your prospective client, and snags that belly-glorious feeling of finally being in the right place reading the right message.

So, how do you uncover this brand voice?

Firstly, you need a



Crisp Copy Collective



What is a Crisp Copy Collective?

Well, it's really just a fancy title I made up for a word bank.

If you have a child in primary school, your kid probably has something called a 'Word Bank'. But in this case, we're not looking for a set of words that help with learning to spell and write a new vocab.

Instead, it's a collection of words you are going to use consistently across all your branding, from websites to social media and even newspaper advertisements.

This carefully chosen bank of words, perhaps between 5 to 10, will help you establish a brand voice.

Perhaps even more importantly, it will help your clients and brand advocates find the right words (i.e. the ones you want them to use) to describe you. Because your brand is also the words others use about you to describe what you do.

Now, let's start your Copy Collective.

These words are the cornerstone of your brand foundation.

They should be treated with as much reverence and care as your brand colours, your logo, and all your graphics. In fact, add this list to your overall branding documents.

Once developed, give the list to your VA, copywriter, PR person, graphic designer, advertising crew, website developer, and any staff. Refer back to it when you're stuck writing a message or if you're unsure what direction to take with advertising.

To begin with, we're going to start with five words for your Copy Collective.

Are you juicy, authentic, compelling, clever and engaging? Are you professional, slick, above reproach, experienced and knowledgeable?

Would this language bank of words, given to your clients, immediately tell them who you are?

This process should take you no more than three minutes.

You can absolutely have more than 5 words, but try to keep to less than a dozen. You can always update, refresh, re-jig, and replace later.

My Kicking Copy Collective:

1

2

3

4

5

What now?

If you find you need more than one Copy Collective because your business has different aspects, you can create multiple versions.

For example; your business may be business coaching. So you could have a word bank covering marketing, one relating to strategy, and a collection of words for finances.

With your new copy collective, you can start writing brand statements - serving the purpose of communicating your value and making some brand promises.

Ready for more? **This exercise is the first in my All About About Copy course.**

It's self-paced, step-by-step, and incorporates everything you need to create a smashing About page. One that'll make you proud to hit publish.



Check it!



Meet Jay Crisp Crow

Jay Crisp Crow is a writer squeezing joy from life in the Perth Hills with a Viking husbeast, and a house full of children, creatures, friends, and associated mess.

She squandered her writing studies for over a decade in communications for private schools before an epiphany struck and she took her own gig on the road – and surprised herself by becoming a multi-award winning business woman.

Jay works with (mainly) women around the globe writing and editing copy for websites and branding, (along with the odd chapter in a book and print magazine article), and also teaches women how to write their own smashing copy.

For half a lifetime Jay believed she wouldn't be able to make a living as a writer. She is thoroughly enjoying disproving that prediction. Find out more about her [here](#).

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