Conversion vs. Brand Copywriting

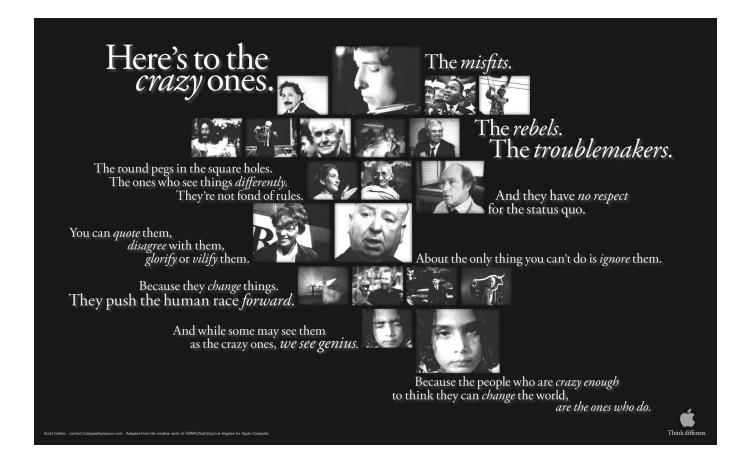
Brand Copy

- Communicate personality
- Unique, memorable
- Not intended to provoke action

Conversion Copy

- Designed to make user act while on the page
- Used for closing sales

Strong Brand Copy:



Strong Conversion Copy

Health Coach Institute PPC landing page



Direct Response Marketing

