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Empty Copywriting

The following mock examples were drafted by me, encompassing several industries and intended platforms:

Project: Brochure for Leslie's Pool Supplies

Objective: To inform customers and pool owners how to properly regulate chlorine levels in their pools.

Overview

Maintaining chlorine levels in pools is a vital component to creating a clean and safe swimming environment. Chlorine breaks apart bacteria, algae, and other contaminants that may find their way into the water from the atmosphere, animals, or even swimmers, making it suitable for use.

Types of Chlorine

Pool chlorine can be classified into three types: free chlorine, combined chlorine, and total chlorine. Free chlorine is what the pool operator adds directly to the water and is the amount of the chemical that is available to attack germs and impurities. Testing kits can determine the exact amount of free chlorine that is present in the water. You should aim for 1 to 3 parts per million (ppm) of chlorine, with regular additions of the chemical as needed to keep water hygienic.

Combined chlorine is the chlorine that has bonded to dirt and grime, slowly dissipating the pollutants from the inside-out. The combined chlorine is also known as the “chloramines.” Unfun fact: chloramines are very pungent, so if you can ever smell the chlorine emanating from your pool, it is a sign of a heavy concentration of chloramines, indicating that your pool is rather filthy.

Total chlorine is simply the amount of free chlorine added to the amount of combined chlorine.

Shock

At times, it may become necessary to use what is known as “pool shock.” Rather than electrocuting anything, pool shock is a highly concentrated dose of chlorine and other chemicals that raises the free chlorine level. This is advisable to do early in the swimming season or after an event or party with a large number of swimmers.

Project: Cosmetic Store Email Pop-Up Form

Objective: To entice customers into signing up for newsletter and advertising emails in exchange for free shipping.

Hey there, Gorgeous...

Someone like you deserves the latest in today's cosmetic news and trends, along with FREE SHIPPING. Just sign up for our exclusive newsletter with the click of a button! Go on, let yourself in on the secret.

[enter email]

[Yes, please]

Project: Skateboard Apparel Email Pop-Up Form

Objective: To entice customers into signing up for newsletter and advertising emails in exchange for free shipping.

Let the good times roll their way to you with exclusive deals and discounts with our newsletter delivered straight to your inbox. Oh, and did we mention you get FREE SHIPPING? Whaddya say?

[enter email]

[Hell Yeah!]

Project: Discount Code Pop-Up Ad

Objective: To entice customers into further purchases with a discount code offer for use at checkout

SAVE 25% off your WHOLE ORDER!

Use Code: DISCOUNT24 **Exclusions apply**

Use your spare cash for today's lunch break. Or save up for when we refresh the shop!

Project: Cosmetic Webstore Overview Page

Objective: To introduce brand mission and history and promote online store

We believe that inside everyone is a god or goddess deserving of nothing less than the most high-quality beauty and care products. That's why our lines of cosmetic, hair color, and hair and skin care products cater to the expanding needs and desires of men, women, and children across all ethnicities, identities, and expressions. With the latest advancements in cosmetic technology, alongside our considerate promotional campaigns, we aim to unlock everyone's true allure.

Beauty on the inside matters too. Our brand commits to utilizing materials and ingredients solely from ethically-sourced laboratories—free from animal testing. Our goal of fostering a safe, diverse, and inclusive scene for our partners, ambassadors, and models allows us to fully deliver on our mission.

We pride ourselves on our ability to reach an ever-growing audience, which is why we make the effort to distribute our renowned products directly to your door. With affordable yet fast-tracked quality shipping services, we'll ensure that your order arrives promptly so that you're ready to step right back out that door as the authentic, beautiful you.

Project: Planet Fitness Membership Magazine Ad

Objective: To entice potential gym members with visual and text material

Headline: A Gym and Fitness Club for Everyone

Visual: [PHOTO COLLAGE OF GYM GOERS USING VARIOUS EQUIPMENT AND CHEERFUL GYM STAFF ASSISTING WITH MEMBERS—COPY WRITTEN OVER PURPLE BACKDROP BENEATH COLLAGE—PLANET FITNESS LOGO IN THE BOTTOM CORNER]

Copy: It's a gym that you run to for its judgement-free atmosphere and always-ready staff eager to help you reach your full potential. It's Planet Fitness. It's the gym for you.

Bold: www.planetfitness.com