Elite Editing

Social Media & Marketing Copy Writing Test

***About social media and marketing copy writing at Elite***

At Elite, we regularly tackle different types of content, and we love writers who are comfortable dealing with stylistically varied genres, but we also have places for those who excel at a particular kind of writing.

For example, we write monthly sets of social media posts for business and thought leaders, authors, and other influencers. We also write marketing copy for our clients’ books, including optimized Amazon listings, back cover copy, and author biographies. For a change of pace, we produce short but expressive product descriptions for catalogues and online retailers.

Rates and turnaround times vary with the length of project and complexity of writing. Most writing assignments have per-project rates, and these rates are always based on our standard per-hour rate of $22 to $25. Sets of social posts, for example, are paid at $5 per post, and a full set typically has a three-day turn period to allow ample time for any necessary research.

***About completing and submitting this test***

1. There are two parts to this test: social content creation and marketing copy. Please feel free to complete just one part—or both!—before returning.
2. Use *The Chicago Manual of Style*, 17th edition (*CMoS*). Follow *CMoS* recommendations for grammar, punctuation, capitalization, hyphenation, styling of numerals, and so on.
3. Note word and character count limits.
4. When you’ve completed this test (as well as any other tests you’ve decided to take), please [click here](https://app.smartsheet.com/b/form/8f91bc0544724bd381feeb4dd54b3fba) for a submission link.
5. Once you’ve opened the submission link, answer the questions on the upload form, attach *all* completed tests, and then hit “Submit.”

**PLEASE NOTE! Whether you complete one test or all four (or anything in between), you should upload only ONE submission form with ALL completed tests attached.**

1. At this point, you should see a confirmation screen that confirms we’ve received your test or tests. We will respond within 7 days to let you know the results of your test(s).
2. May the forces of snappy taglines and compelling text be with you.

**Elite Editing: Social Media Writing Test**

Say a business author wants us to write a social media post for her. She has recently written a new book, “The Six-Week Road Map to Getting Self-Published.” She would like a pain point post (formula below) that gets at her target audience’s biggest concerns/challenges and presents her book as the solution.

Use the interview question and author information below to craft an engaging social media post in the style of a pain point post. Focus on creativity💡, flair 🌟, and addressing the target audience in a way that will resonate with them 😯!

**Author information:**

* **Book description:** “The Six-Week Road Map to Getting Self-Published” is for authors who want to learn how to self-publish a book. This book helps prospective authors understand what self-publishing means, the royalty structure, the different platforms where you can sell your book, and so on.
* **Author interview question:**

**Q:** Why should authors consider self-publishing?

**A:** “Traditional publishing has a large time commitment—usually 16–24 months. (On the other hand, self-publishing can be as fast as 6 weeks!) You might not hear anything for 2 years after you submit a manuscript. You need to send query letters and contact agents in order to get the publisher interested—I tell authors to put on their ‘patience pants’ and not to get their feelings hurt with rejections.”

* **Target audience:** Corporate authors (CEOs, executives) who are considering publishing a book to support their brand. Typically professional men and women in their 30s/40s/50s.

**Pain point post formula:**

*1.*  *Opening Line: Start with a question.*

Example: Hey, target prospect (e.g., business owners, accountants, etc.), are you tired of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (pain point)?

Hey, target prospect (e.g., business owners, accountants, etc.) are you feeling \_\_\_\_\_\_\_\_\_\_\_\_? Overwhelmed with \_\_\_\_\_\_\_\_\_?

*2.* *Next Line: Validate the problem.*

Example: I hear you. So many of our clients are struggling to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*3.* *Next line: Introduce solution or insight—the aha moment.*

Example: Did you know that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

*4.* *Next lines: Offer tips or benefits.*

Example: The proper systems will:

* Do this
* This
* And this!

*5.* *Finishing line: Call to action*

Example: We help people with this all the time. Schedule a call today!

**Pain point post example:**

Do you ever feel like your team members just can’t operate without you?

You want to give them freedom to do their best work, but they just don’t seem to be executing your vision and meeting goals without you helicoptering over them.

I hear you. We see this all the time with entrepreneurs we work with. They set up shop and hire great people but then have to be involved in every project, or else nothing seems to get done.

This is because you haven’t set up systems—or sufficient systems—to make your company run without you. ⚙

The proper systems will:

👉 Free you up to focus on bigger picture items (which is your role as a leader)

👉 Ensure quality delivery from your team when interacting with clients

👉 Keep people accountable without getting defensive

You may not have set systems up because you don’t know where to begin (there are so many to create!) or you don’t have the time.

Drop a comment below if you’re ready to focus on the big picture again!

**Write your social media post here (character limit, *including spaces*: 1,300—however, you should rarely go over about 1,000. The call to action should involve reacting to / commenting on the post or DMing the author).**

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**Now rewrite your social media post above as a Twitter post (character limit, *including spaces*: 257).**

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**Twitter post example:**

As an executive, you’re not a helicopter. You’re a person.

So it doesn’t feel great if your team can’t operate on their own.

You don’t have to live like this forever! Drop a comment below👇 if you’re ready to get back to the big picture.

**Elite Editing Writer Test: Marketing Copy**

Please use the author questionnaire below to create the following:

1. One long tagline of no more than **80 characters, including spaces**
2. One short tagline of no more than **30 characters, including spaces**
3. A book description of approximately **160 words**

*Please use high-ranking comparable titles for this genre on Amazon to guide in you choosing a theme and positioning for each piece of copy. For example, if the copy leans heavily on romance, use high-ranking romance titles as your starting point.*

**Author Questionnaire for *The World Moves On***

*What is your book’s specific genre?*

Romance, mystery, western

*What promo hook should your marketing copy leverage?*

Its focus on true love as the key to unlocking this mystery; also, keep the tone adventurous and lighthearted

*Provide a thorough summary of your book.*

My book is about two main characters, Joanna and Joseph, set in a western setting. Joanna is beautiful—blue eyes, dark hair, a great smile—smart, and rather independent, especially compared to most girls in her town. Joseph is over six feet tall, has brown hair and eyes, and is hot by everybody’s standards. He’s great on a horse and loves guns. They’re in their late teens, but they live in a time where this was basically adulthood. Joanna lives in a small, outlying town that is set in its ways and very old school. The mayor of the town, Duke Johnson, has his eye on her and has arranged with her selfish spinster aunt, Christina, to have more than that, for a price.

Joseph, along with two of his friends Michael and Stephen, has been sent to Joanna’s town as punishment for misbehaving by his father, who works for the faraway, central government. He’s been sent to assess the town’s resources and how significant they’d be if called upon in a time of war.

But there are other, new, and strange men—all bearing the same strange skull tattoo—who have also come to town, and Joseph quickly realizes there’s something suspicious going on, and he and his friends decide to make discovering what it is their main mission. The strangers’ names are Ransom, Anthem, and Codence.

All the while, Joseph and Joanna keep crossing paths, and every time they do, there is an unmistakable spark. But Joanna doesn’t want to pursue anything because she made a vow to the mayor, and Joseph doesn’t think anything will ever be able to come of it.

By the end of the book, Joseph and his friends have uncovered the devious plot by the strangers, and Joseph and Joanna can no longer ignore what’s between them, nor do they want to. But then things go very wrong when Joseph and his friends get caught in a surprise trap the strangers have set for them—and the mayor learns of Joseph and Joanna’s secret meetings.

All seems lost until something nobody expects happens—and then everyone is in for the ride of their lives.

*Describe the specific tone, themes, and mood you would like your book to convey to readers.*

My book’s tone is lighthearted and adventurous, but also a little tense, when it comes to the mystery of what the strangers are doing.

*What specifics about your book should not be included in your Marketing Copy Essentials?*

Don’t include that the unexpected thing that happens is that the strangers are really supernatural beings who are there to harvest the souls of the town’s inhabitants.

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Long Tagline (80 characters, including spaces)

Short Tagline (30 characters, including spaces)

Book Description (approximately 160 words)