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Style is a combination of characteristics that characterize an individual. It is no less important for a copywriter to have his own style than for an artist or writer. Having your own style of writing texts allows the copywriter to differ favorably from the rest, gives a highlight to his texts.

However, it is hardly possible to develop your own style of writing articles right away. This requires experience and the desire to constantly improve. The writing style comes gradually and is unique. If a novice copywriter will initially try to adhere to a certain style, then this will more resemble a stamp and most likely will negatively affect its texts than vice versa.

copywriter, start writing an articleThe work of a copywriter is such that the articles he writes can have a very diverse subject. Correctly developed style of writing text is appropriate in any article. And again, I repeat, it should not look like a stamp, but a nuance. The style of the author can be partially compared with the handwriting. And the handwriting, as you know, can be smooth, crooked, with squiggles, large or small, rounded or sharp, with or without pressure. You can also apply all these comparisons to texts.

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Could an article be not good enough if the author has her own writing style? Maybe!

Can the text be high-quality if the author does not have a style as such? Yes!

What determines the quality of the text?

The conclusion suggests itself that it is not the writing style of the text that determines its quality.

What then?

- Literacy.
- Simplicity of presentation.
- Accuracy and clarity.
- Text connectivity.

Experienced copywriters perform these steps automatically, and beginners often have to dwell on each of them. The whole point is that none of these points can be categorically neglected.