

WELCOME PACK

**COPYWRITING
MASTER CLASS**

MASTER CLASS

COURSE OUTLINE

Learn the essential skillset
behind copywriting that delivers (sales)

Let's see what you're in for

Copywriting is a unique writing skill. It's not like writing business documents or academic papers. It's not a talent gifted from the heavens either.

Copywriting is a technique and it can be learned.

Over 16 lessons you will learn the framework of effective copywriting, starting with understanding the reader and getting their attention, all the way to making an offer that motivates action.

This is a learn-and-do course. I've created the lessons as content you can read or watch-and-listen. So, you learn the technique in the way that suits you best and then you apply it in the exercises. Each module even has some advanced exercises for the adventurous.

I'll be there beside you every week. Not literally of course. I don't think we'd both fit on the chair. But you can submit your exercises and I'll give you advice and tips on how to improve, or a big virtual high-five.

The best part is the invite-only community. You'll be learning alongside others who are just as driven to be awesome, and you'll be able to learn from each other as you go.



Let's have a quick look at what each module will cover...

Module 1: Writing for an audience

How to write copy that makes an honest connection with your reader.

Lesson 1: Understanding your target market

We begin with the first step to good marketing: understanding your audience. You'll learn the motives and mindset driving your readers to take action... or not.

Lesson 2: Extracting benefits that sell

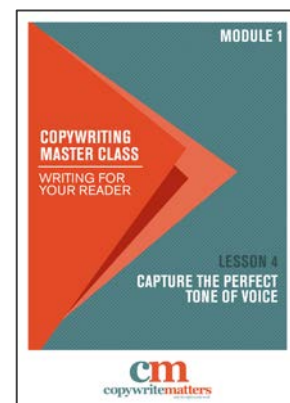
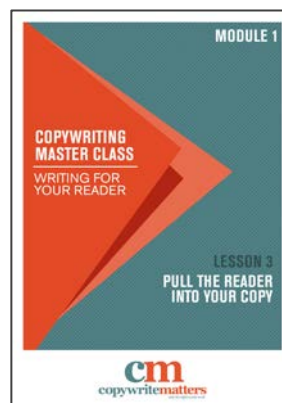
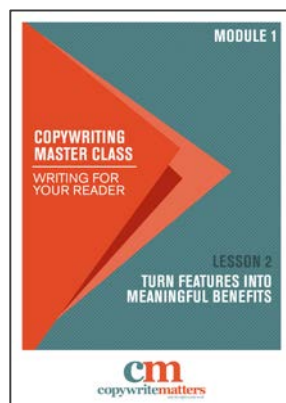
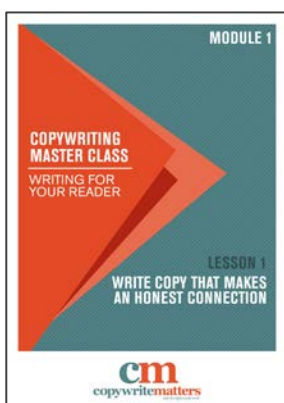
A classic mantra, but how do you write benefits that light a fire in your reader's belly? This lesson will step you through my no-fail technique to nailing the BIG, hairy benefits.

Lesson 3: Me vs. You

The techniques you learn will help you draw your reader in and make them an active part of the story, turning "I'm so amazing" into "Your life will be amazing, with me".

Lesson 4: Capturing the right tone of voice

Communicating the personality of the brand will help it stand out. This lesson shows you how to peg a brand personality and how to translate that into words.



Module 2: Offers and actions

How to incite action after making a connection.

Lesson 5: How to hook people in (with headlines and words that sell)

This lesson shows you how to fill in the blanks of headline templates with words that turn Gah! into GOLD. You'll also learn about specific words known as power words and how to use them.

Lesson 6: Compelling offers: why they work and how to write them

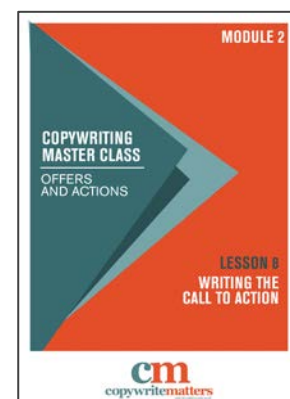
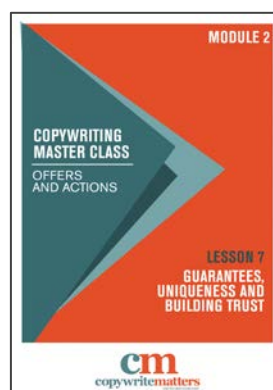
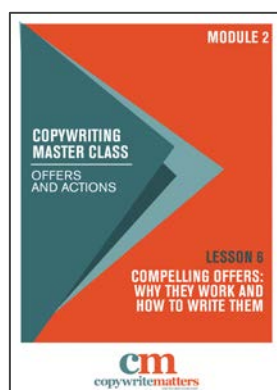
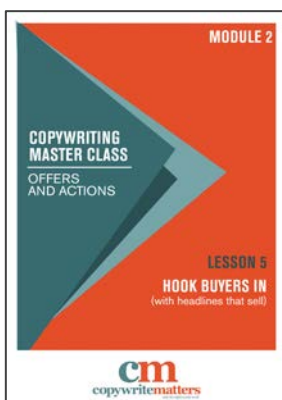
Promises, promises. In this lesson you'll learn a range of guarantees and offers that will help get customers over the line, and learn how to make them sound credible.

Lesson 7: Guarantees, uniqueness and other trust-building techniques

Your words don't have long to establish trust. This lesson shows you how you can fast-track that process. But remember, with great power comes great responsibility....

Lesson 8: Writing calls to action

The call to action can be the final tip to awesome results, or the final letdown. You'll learn how to write calls to action that motivate action!



Module 3: The writing process

How to create the best writing results possible.

Lesson 9: The beginning

This is where good copywriting begins: the brief. I'll show you what to ask as well as revealing my techniques for brainstorming creative ideas, researching and preparation.

Lesson 10: The 'how to' collection

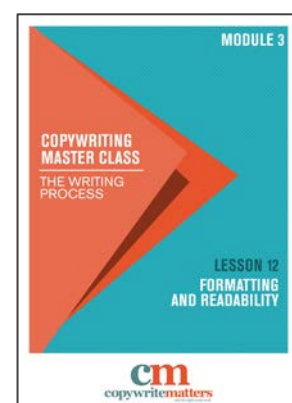
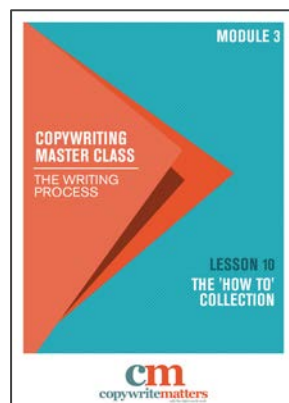
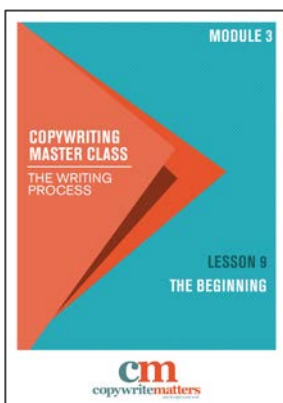
This is a nuts and bolts lesson. You'll learn how to write a website, a brochure, direct mail and advertising with a content map of how to structure your messages.

Lesson 11: Editing for conciseness

The more you write, the more you edit. Editing will become half of your writing task, so we'll step through some ways to tighten your copy up.

Lesson 12: Formatting and readability

We'll wrap up with some techniques to make sure your copy is more readable, including my thoughts on grammar and proofreading.



I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes.

- Philip Dusenberry

SEO Writing

How to write copy that returns some Google love without turning readers off.

This is an essential skill set for any online copywriter and so you can access this standalone module at your leisure.

Part 1: About SEO: only what you need to know

This introduction will set the scene off and help you get to grips with search engine optimisation (SEO) and SEO copywriting, without having to get a computer science degree.

Part 2: Matching keywords to intent

A lot has changed about keyword research, but it's still an important start to the process of optimisation. The real skill is to understand the intent behind the searches.

Part 3: How to SEO

This is the meat of the module and we'll cover the mechanics of using keywords strategically in your copy, optimising text and writing meta tags that sell your pages.

Part 4: When is enough, enough?

Sometimes it's hard to know when to stop (eating ice cream for example). This lesson will take you through some ways to tell if it's time to step away from the SEO.

