



COPYWRITING MASTERY IN A NUTSHELL

COURSE OVERVIEW:

To survive today, companies need direct-response copy that moves customers along the Customer Value Journey and encourages them to take specific, measurable actions—driving them to make purchases or become sales leads. In this course, you’ll discover proven online and offline secrets to writing copy that grabs attention, sets you apart, and sells.

In this class, you will cover direct response copywriting as well as:

- 3 Fundamental Rules of Selling
- Defining Your Prospect
- The Big Idea, The Power of One
- How to Find Your Voice
- The Power of Passion

After completing the 55 question final exam, you will have a solid foundation in the following copywriting tactics:

- Develop a firm foundation on copywriting including what it is, how it will move your customers through the Customer Value Journey, and how to use copy to connect with your prospects on a personal level
- Acquire the ability to write like you talk—using passion, the power of stories, and your brand’s unique voice
- Learn how persuasive, impactful copywriting is all about developing a core benefit for your prospects
- See an entire promotion example as well as create your own, from start to finish, so you can put together copy for your future campaigns.

COURSE OUTLINE:

<p>MODULE 1: CORE CONCEPTS OF COPYWRITING</p> <p>Learn the difference between branding and copywriting, and the important copy skills that drive sales. You’ll find out how to understand your prospect’s deepest desires and write copy that connects and leads to action.</p>	<p>MODULE 4: PERSUADING YOUR PROSPECT</p> <p>Find out how to connect with your prospect emotionally so your product or service is seen as the ultimate, must-have solution. You’ll know how to captivate buyers through “power emotions,” The Golden Thread, and more.</p>
<p>MODULE 2: DIVING DEEPER INTO EFFECTIVE COPYWRITING</p> <p>Begin immersing yourself in a century of tested, proven Master’s secrets that still work like crazy today, offline and online. You’ll understand how to overcome the Theory of Resistance, write like you talk, and much more.</p>	<p>MODULE 5: ANATOMY OF A SALES PROMOTION</p> <p>Walkthrough an entire promotion — from the attention-getting headline and lead to the irresistible P.S. — so you can put together copy elements that guide your prospects to an easy buying decision.</p>
<p>MODULE 3: WHAT IS YOUR COPY REALLY SELLING</p> <p>Learn how persuasive, impactful copywriting is all about benefits and explaining what’s in it for the prospect. You’ll see how The Principle of Future Benefit and a USP help you outshine the competition and amp up results.</p>	<p>MODULE 6: COPYWRITING SECRETS FROM THE MASTERS</p> <p>Discover the inner secrets we’ve compiled from several of the most prolific and successful working copywriters responsible for several billion dollars in sales. You can apply these words of wisdom to your own winning copy.</p>

WHO SHOULD TAKE THIS COURSE:



All Marketing Professionals



Solopreneurs/Entrepreneurs

WHEN YOU’RE DONE YOU’LL...

Receive a solid, foundational understanding of today’s direct response copywriting tactics:

- Discover how you can use the power of copywriting to move your customer easily and seamlessly through the Customer Value Journey.
- Discover who exactly your prospect is by defining the prospect and learning how you can leverage that information to write copy to reach the prospect.
- Learn how to leverage your copy to portray the benefits, future benefits, and deeper benefits to your prospect for more conversions.
- Build out a sales promotion from scratch and all seven stages of your sales promotion as well as looking at a sales promotion from a B2B Sales Letter, B2B Sample, and a Modern Web Sales Promotion.