



SquadNinja Copywriting Masterclass Course Modules

Course overview



Course Overview

The SquadNinja Copywriting Masterclass.
10 in-depth course modules.

The **first module** introduces you to copywriting.

The **second module** teaches copywriters how to learn who their reader/buyers really are.

The **third module** teaches you how to craft copy that converts. i.e. Readers into buyers. Your copy must **SELL**.

The **fourth module** teaches you all about copywriting frameworks. Frameworks that pro copywriters use to create content that converts consistently. Irrespective of the product/service being sold.

The **fifth module** teaches you all about reader/buyer psychology. How sentences and paragraphs affect reader's minds. Especially how this impacts their impulse to **BUY**.

The **sixth module** details the importance of storytelling in copywriting. Nothing **SELLS** like a terrific, engaging, story.

AND So much more . . . Read on



Course Overview

What you **can** expect?

Through short learning videos

PDF handout material

A dedicated Facebook group

Regular trainer interaction

Together we'll learn the subtle,
valuable, art of copywriting



Course Overview

Copywriting Masterclass Modules

Module 1: Introduction to copywriting

Module 2: Buyer personas

Module 3: Creating copy that converts

Module 4: Copywriting frameworks

Module 5: Copywriters must be buyer psychologists?

Module 6: The importance of storytelling in copywriting

Module 7: Understanding buyer psychology

Module 8: Creating Facebook Ad Copy

Module 9: Writing Email Sequences

Module 10: Crafting blog posts



Copywriting Masterclass

DISCLAIMER:

These modules are subject to change. *Copywriting is alive and keeps morphing.*

Here change means the modules will be increased.

If/When this happens you will be informed by Email.

You'll also see the newly added modules in the course.

M1. An Introduction To Copywriting

- ❖ Why Copywriters Are Valuable To Business
- ❖ A Sense of Curiosity and Adventure
- ❖ Excellent (Internet Based) Research Skills
- ❖ A Technique To Milk The Most From Research
- ❖ Polished English Writing
- ❖ 2 Knowledge Blocks Which Copywriters Must Have
- ❖ A Working Knowledge of Business Marketing
- ❖ 6 Baseline Skills All Copywriters Need
- ❖ How Is Copywriting Skills Taught Learned
- ❖ What's A Copywriting Framework
- ❖ AIDA The Oldest Copywriting Framework
- ❖ AIDA How The Scaffolding Is Loaded With Content
- ❖ What Must Your Headline Do
- ❖ The 7 Step Copywriting Formula Which Works
- ❖ The 7 Step Copywriting Formula Which Works [Part 2]
- ❖ The 7 Step Copywriting Formula Which Works [Part 3]
- ❖ The 7 Step Copywriting Formula Which Works [Part 4]
- ❖ The 7 Step Copywriting Formula Which Works [Part 5]

M2. Getting Intimate With Your Buyer

- ❖ Does Knowing buyer demographics really have any impact on your copy
- ❖ Why Knowing Your Buyers Well, Benefits You?
- ❖ Lesson Recap
- ❖ Test Your Learning
- ❖ Your Feedback
- ❖ What's A Buyer Profile
- ❖ How Is A Buyer Profile Created?
- ❖ Buyer Demographic and Psychographic
- ❖ Why Create A Detailed Buyer Profile
- ❖ Simple Ways To Validate Your Buyer Profile
- ❖ Buyer Segmentation
- ❖ Simple Buyer Segmentation
- ❖ Actionable Insights From A Buyer Profile
- ❖ What Value Must A Website Bring To Its Owner
- ❖ How Does A Copywriter Decide On The Perfect Content
- ❖ What's A Value Proposition?
- ❖ Standard Structure For Value Proposition Content
- ❖ Examples
- ❖ A Close Look At A Buyer Persona
- ❖ Why Does A Copywriter Need A Buyer Persona
- ❖ Using A Buyer Persona Template

M3. Creating Copy Which Converts

- ❖ Creating Copy That Converts
- ❖ My Copy Which Converts Creation Process
- ❖ After Copy Creation What
- ❖ The Importance Of Headlines
- ❖ The 1 Rule Of Headline Creation
- ❖ The 4Us Of Headline Creation - Unique
- ❖ The4Us Of Headline Creation - Ultra Specific
- ❖ The 4Us Of Headline Creation - Useful
- ❖ The 4Us of Headline Creation - Urgent
- ❖ Using Strong Words In Your Headline
- ❖ Make Bold Statements When Writing A Headline
- ❖ Ask A Funny Or Uncommon Question In Your Headline
- ❖ Use Interesting Adjectives Which Readers Will Remember
- ❖ Use Superlatives where suitable
- ❖ Create A Sense Of Urgency In Your Headline
- ❖ Use Rationale For Engagement In Your Headlines
- ❖ Address The Reader As You
- ❖ The Little Known Ways Headline Formulas
- ❖ The Who Else Wants headline Formula
- ❖ The Get Rid Of Headline Formula
- ❖ The Burning Question Headline Formula
- ❖ The Classic How To Headline Formula
- ❖ The How To Case Study Headline Formula
- ❖ The Unexpected Comparison Headline Formula
- ❖ The Classic List Post Headline Formula
- ❖ Write Your Concluding Paragraph To Drive The Reader To 'Buy'

M4. Copywriting Frameworks

- ❖ 6 Simple Rules For Creating Perfect Webpage Content
- ❖ 6 Ray Edwards And PASTOR
- ❖ The 7 Part StoryBrand Content Framework
- ❖ Where Must Be Such Webpage Messaging Be Seen
- ❖ Webpage Content Where The Customer Is NOT The Hero
- ❖ Webpage Content Where The Customer Is The Hero



M5. Must Copywriters Be Buyer Psychologists?

- ❖ Must Copywriters Be Buyer Psychologists?
- ❖ Copywriting is both an art and a science.
- ❖ Feel good chemicals that copywriters must learn to harness.
- ❖ There Are Feel Bad Chemicals Too.
- ❖ What copywriters must do instead?
- ❖ Reader's feelings/emotions are driven by neurochemicals.
- ❖ Recognize The Potential You Have As A Copywriter.
- ❖ Simple Ways To Engage Your Readers Minds Correctly.
- ❖ S.L.A.P Your Readers.
- ❖ A K.I.S.S. For Your Readers.
- ❖ Isn't it awesome how our words, sentences and paragraphs affect readers?
- ❖ Position Images & Graphics On The Left Of Content.
- ❖ Enlarge Words That Communicate Excitement.
- ❖ Use Long Thin Fonts To Convey Beauty.
- ❖ Use Obscure Fonts To Attract Greater Attention.

M6. The Importance Of Storytelling In Copywriting

- ❖ Storytelling sells.
- ❖ Make Your Story Relevant And Supportive
- ❖ Maintain A Reader's Interest
- ❖ The Many Places For Storytelling In Copywriting
- ❖ Examples of short form content.
- ❖ Examples of long-form content.
- ❖ A Simple Story Creation Process
- ❖ Why Tell A Story In Copy?
- ❖ Where Do You Find Ideas For Stories?
- ❖ How Copywriters Create Story Based Copy Which Converts?
- ❖ The Concept Of Show Don't Tell
- ❖ Show Don't Tell - Examples





M7. Facebook Advertising

- ❖ Facebook Ad Frameworks Pros Use
- ❖ The Components Of Successful Facebook Ads.
- ❖ The FB Ad Must Be Visually Appealing
- ❖ The FB Ad Must Be Relevant
- ❖ The FB Ad Must Include A Great Value Proposition
- ❖ All Ads Must Have A Clear Call-To-Action (CTA)
- ❖ Offer A Bonus (or bonuses) For Taking Immediate Action
- ❖ Borrowed Credibility Ads.
- ❖ Metaphor Ads.
- ❖ Rags To Riches Ads.
- ❖ Facebook Advert 1
- ❖ Facebook Advert 2
- ❖ Facebook Advert 3
- ❖ Facebook Advert 4
- ❖ Facebook Advert 5

M8. Writing Email Sequences?

- ❖ What is an email sequence?
- ❖ Why create email sequences?
- ❖ The different types of email sequences.
- ❖ Nurture sequence
- ❖ Engagement sequence
- ❖ Conversion sequence
- ❖ Onboarding sequence
- ❖ Abandoned cart recovery sequence
- ❖ Renewal sequence
- ❖ Event sequence
- ❖ Follow up sequence
- ❖ How to write a great email sequence?
- ❖ Plan your sequence goals before creating email content.
- ❖ Taking your email sequences to the next level.
- ❖ Combine multiple sequences



Mg. All About Lead magnets and Tripwires?

- ❖ Why Entrepreneurs Need A Lead Magnet?
- ❖ How Do Entrepreneurs Increase Their Email Lists?
- ❖ What's A Lead Magnet?
- ❖ There Are Feel Bad Chemicals Too.
- ❖ Questions To Answer Before Creating A Terrific Lead Magnet
- ❖ Reader's feelings/emotions are driven by neurochemicals.
- ❖ What can I provide that will help my targeted audience?
- ❖ What kind of lead magnet should I create?.
- ❖ What's A Tripwire?
- ❖ What's The Goal Of A Tripwire?
- ❖ How Is a Tripwire Different From a Lead Magnet?
- ❖ How Is A Tripwire Different From A Discount Coupon?
- ❖ Where Should You Use a Tripwire in Your Sales Funnel?.
- ❖ The 5 Factors Which Make A Tripwire Successful.
- ❖ 8 Types of Products You Can Offer as a Tripwire
- ❖ How To Price Your Tripwire Offer?.



M10. Creating Blog Posts

- ❖ Why Publish Blog Posts Regularly?
- ❖ How Often Should You Post?
- ❖ Understanding the art of writing
- ❖ Generate Gob Loads Of Ideas For Your Blog Topics, Fast.
- ❖ Research Done Before Crafting Your Blog Posts
- ❖ The 5-Step Curation Process Explained
- ❖ Writing Headlines & Subhead Lines That Pop And Sizzle
- ❖ Creating Effective Subhead Lines?
- ❖ Simple Rules Of Writing Blog Posts
- ❖ Format Your Blogs For Visual Flow And Scannability
- ❖ Build Links To Your Blog Posts For Good Google Juice
- ❖ Always Sell In Your Blog Posts
- ❖ More Help Learning to Write Brilliantly

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