

Module 1 Summary: The 3 Fundamentals

Welcome :) | Here's How to Get The Most Out of This Masterclass

Welcome to this Masterclass! I'm so excited to have you here :)

By the end of this Masterclass you will be Confident in your ability to write copy for any project.

To help you get there it's incredibly important that you complete the Mini-Missions. There are 13 of them total. They are the secret sauce to this course.

By completing the Mini-Missions you will reinforce everything that you're learning & most importantly gain Confidence in your new copywriting skills.

As you go through this Masterclass make sure to share your feedback in the comments section below each video. It's a great way to get engagement from me (your instructor) & your fellow students. This helps create a sense of community that lifts us all up :).

Lastly, if you have any feedback on how I can improve the Masterclass, or ideas for what you would like me to add, let me know! I'm going to continue to update this Masterclass based on your feedback.

Why Your Instructor's Relationship to Copywriting Has Changed Dramatically Over The Years

Copywriting has changed. What works now is Authenticity, Honesty, & Transparency. The slimy sales-tactics aren't working so well now.

That being said there is a ton of value in the time-tested Copywriting principles that have lasted 50+ years. It's time to integrate these 2 & use the power of Copywriting to improve the lives of your readers!

This Masterclass is designed to give you the best of those time-tested Copywriting principles combined with modern day trust based marketing techniques. The result is you will be able to write Copy that helps motivate your readers to take action because you're showing them that the action you want them to take is in their best interest.

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This Course Includes Mini Missions To Help You Put What You Learn Into Practice

This Masterclass is designed from the ground-up to help you become Confident in your ability to write great copy for any project.

The entire Masterclass is based on 3 main principles:

#1 - Listen to your audience

It is so important that before we go to write any piece of copy that we understand the pain points of the people we're writing for. You can do this by interviewing them 1-on-1 or by visiting the online marketplaces where your target audience hangs out.

#2 - Focus your message

In today's age all of us are bombarded with lots of information on a daily basis. By sharing a focused message you are making your copy enjoyable to read. You are also making it significantly more effective.

#3 - Simplify Your Copy

The most effective copy is written like you talk using everyday language. Inside of this Masterclass you will learn how to leverage the exact processes I use to write effective headlines & body copy for any copywriting project.

Attached to this video you will find the Masterclass Resource Folder. Inside of this folder you will find every single downloadable supplement to this Masterclass in one place. You can also download the supplements individually (each video will have its relevant material available to download). That being said, downloading this folder now is the easiest way to get all of the PDFs, slides, & transcripts on your computer at once.

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Fundamental #1: Listen to Your Reader

The first Fundamental that is critical to writing great copy is to listen to your reader. The biggest copywriting mistake we can make is to assume we know what our target market is thinking.

We don't know what other people are thinking until we truly listen to them.

You can listen to your reader by asking them questions and being present while you listen to their answers.

You can also listen to your reader by visiting the online marketplaces where they hang out and reading what they write.

Your target market is eager to be listened too. We all love someone that is willing to take the time & energy to genuinely listen to us & be present while we share how we're feeling.

By doing this you will have an incredibly solid foundation to write effective copy that speaks to your target audience's pain points.

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Fundamental #2: Focus Your Message

The second fundamental this Masterclass is based on is focusing your message.

The amount of information all of us are exposed to on a daily basis is overwhelming. We are in the information age now and one of the effects is information overload.

Instead of adding more noise to the mix, we want our copy to feel like a sigh of relief. To do this we must make our copy focused.

Specifically you will be learning how to become clear on the following 4 things before you start writing your copy:

1. Your Big Idea (what's the 1 main message you want to communicate?)
2. Your Customer Avatar (who is the 1 person you're writing for?)
3. The Feeling Your Reader Desires Most
4. The 1 Action For Your Reader

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Fundamental #3: Write With Simplicity

The third fundamental is to write with simplicity. Once you've laid the groundwork of listening to your target audience and becoming clear on what exactly it is you want to communicate it's time to write the copy itself.

The biggest secret here is great copy is born in the editing!

And yet most copywriters get stuck on the blank white screen when writing the first draft. For that first draft you just need good enough copy that you can work with and turn into something great.

In this Masterclass I will teach you the 3 methods I recommend for writing that first draft of your copy quickly & without stress. This part of the Masterclass alone can change the way you write copy forever!

Learning what I share with you here has completely changed the game for me this past year (even after writing & studying copy for 6 years).

You will also learn the exact process I use to write crazy effective headlines. It's easy & lots of fun :)

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Mini Mission: Write a Piece of Copy That Will Become a Snapshot of Your Current Skill

This is the first Mini Mission for you!

You are going to write a piece of copy that will become the snapshot of your current Copywriting skill level.

In the final module of this Masterclass you will repeat this same Mini Mission using the processes & ideas you learned. It is going to be lots of fun for you to see how much you've grown.

NOTE: I highly recommend you complete the Mini Mission & don't skip through it! These missions are the secret sauce of this Masterclass & will give you 2 gifts:

The 1st is it will reinforce everything you're learning.

The 2nd is it give you self-confidence in your ability to write copy for any project.

Once you've completed the Mini Mission feel free to post it in a comment below this video. This will also give you a chance to read other students copy :)