

# Course Structure: Designed To Take Action

## Video Transcript

In this video, we're going to talk about everything that you need to know about this course because this course is designed from the ground up to make you a better copywriter, so ultimately you can be confident writing those Instagram posts, writing those Facebook ads, or writing those sales pages. Whatever it is, you're going to learn the fundamental principles that make you a great copywriter while staying true to your authentic voice.

To give us focus throughout this process, this is the clear course goal that we're going to be working towards with everything that we do inside of this course, and that is for you to become confident in your copywriting abilities.

The most important thing is that you have self confidence in your ability to write copy, excuse me, so that you actually do it. It's great when you're going through this course and you're completing these practice exercises and you're increasing your copywriting skills, but that doesn't mean anything if you're not confident in your skills. Because once you become confident in your abilities, then you actually put it into practice and you'll notice the difference in your online business or wherever you're writing copy.

This course is built on three main pillars. The first is to listen before you write. Now, this is a secret weapon to having great copywriting that most people just don't do. Most people write copy thinking about what their best guesses are that the reader wants to know, or their best guess about what the pain points your reader has are. But, it's so much easier if you actually just talk to the people you're writing for and listen to what they have to say. Listen to their problems. They will

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tell you their pain points, and if you listen, you can also start to learn their language. What kind of words are they using? How do they speak about these things?

And interestingly, by taking this extra step to listen to the people who we're writing for it makes writing the actual copy so much easier because instead of doing our best guess from our head where we really don't know what to say, we're rewriting those words that we listened from our target market. We'll talk about this in greater detail throughout the course, but this is your unfair advantage when it comes to writing great copy.

The next pillar is to focus your message. This is more important now than ever before. With the information age, all of us are bombarded with information. It is overwhelming. The people reading your copy are having the exact same experience. They have so much information out there that if you're able to become very clear on what your message is and keep it focused usually around one big idea, that's gonna make it way easier for your readers to digest what it is you're saying.

When you focus your message and you make your whole copy that you're writing aligned with one single point and leading your reader to take one specific action, it makes it way more likely for your reader to actually take that action and for them to understand what it is you're trying to say and to resonate with it, and that's powerful.

The last pillar that this course is based on is to write with simplicity. As we grew up going to school, college, and many of us in a corporate job, we've become trained to use big complicated words to make us sound smarter. They usually got us the better grade. But, the problem

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is it makes our copy hard to read. The best copy, it doesn't matter if you're writing for lawyers, for grad students, for PhDs, whoever you're writing for, if you're writing that copy for someone at a sixth grade level, it makes it way easier for them to understand what you're saying, and it's just less brain fatigue.

When you write with that simplicity, it makes it much more likely for people to read what you have to say because they don't have to spend all this mental energy trying to figure it out. Even if they know all the fancy words you're trying to use, writing with simplicity makes your copy more effective.

Now, I want to talk about what makes this course different. I've been teaching online courses for about four years now and after teaching a 100,000 students I found that there are a few things that make the experience way better for the students, but a lot of instructors don't do it because it makes it harder to teach the course, or it makes them uncomfortable.

What I've done is I've designed this course from the ground up to be as effective as possible for you. I'm going to share with you what this course is built on, what I've included to help this make this course easy for you to become a great copywriter with.

The first are mini missions. What I've realized is we don't learn anything until we actually do it ourselves. It's great if you watch all the videos inside of this course, but in a way it's like watching Netflix, but instead you're learning about business, so it feels like you're being productive. But, you're only going to get 20% out of this course what you could have if you're watching the videos without taking the

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actions.

Throughout this course you will find 13 mini missions where I'll give you a specific task to do and then I'll have you pause the video and complete that task yourself. By doing this, two important things are gonna happen. The first is that you're going to reinforce all of the principles that you've been learning inside of this course, and that's important.

But, the second piece is even more important, which is you're going to start to gain confidence in your ability to write copy. Once you actually write this copy yourself, you're going to realize that it's not as hard as you may have thought. It actually is really fun. Once you get a taste of that fun and ease of writing copy, your confidence is going to rise.

This is to say that as you experienced these mini missions throughout this course, make sure that you actually complete them, that you do them. This is the most important part of this course. You're going to get so much more out of it if you actually practice using these mini missions.

Now, the next thing I've included in this course are videos where you get to watch your copy coach. For all of these mini missions, before you actually complete it, I'm going to walk you through myself doing that mini mission. Unlike other copywriting courses out there, I'm going to do it live, so there is no pieces where I've already pre-written what I want to say because I want to prove to you how great of a copywriter I am. There is none of that BS.

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I'm going to be writing copy live and you're going to see that no matter how much experience you have, it's the same process that we all go through when we write copy. I am not like this guru expert when it comes to copywriting. I have more experience than you, but as you'll see, you can easily write copy at the same level.

Next up are real world examples. It's so important that we actually see how what we're learning applies to the real world. In a lot of other courses out there, I've seen where they create these artificial examples, but yet they don't represent what's out there in the world.

And so what I've done is I have scouted everywhere I could to find all these pieces of copywriting, whether it's You Tube videos, the thumbnails, websites for local businesses close to where I live, Udemy courses, Instagram posts, Facebook ads, or even billboards as I was walking down the street, copywriting is everywhere. It's everywhere in our lives.

By using all of these different examples, we're going to dissect what's working, what's not working, and why that is? No matter what you're writing copy for, you're gonna be confident in your abilities because you see how universal this skill is.

I think copywriting is an amazing, amazing skill. I am so excited to learn about it because if you're doing any kind of online business or working as a freelancer, or self-employed, this skill is your superpower. In the digital age, we use words all the time to communicate and to get people to take certain actions. By becoming confident in this skill, you'll see that no matter what you're doing in the world, copywriting is going to make you more effective and it's going to help you spread that

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message in a bigger way. I think that is just incredible.

One other thing that I've included in this course are cheat sheets. These are PDF resources that help summarize the most important points inside of this course. Some of them are even interactive, so you'll be able to type directly on the sheet itself. These are great things that you can reference, so if there was an important point inside of the course that you missed, you don't have to re-watch all the videos to find it. And instead you can just download the appropriate cheat sheet.

Finally, what sets this course apart is focus. There are no boring, pointless tangents inside of this course where I tell you stories that apply, but mostly they're a waste of your time. Everything that's inside of this course is laser-focused on helping you achieve that course goal, which is for you to become confident in your copywriting abilities. That way when you take this course and you complete the mini-missions, you know that you're making progress towards increasing that confidence and growing your copywriting abilities. That's it.

In this video, we talked about what this course is about and what you can expect as you're inside of it.