



SquadNinja

Copywriting Masterclass

Course Modules

Course overview



Course Overview

The SquadNinja Copywriting Masterclass. 6 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.



Course Overview

What you can expect?

Through **learning videos**

PDF handout material

A dedicated Facebook group

Regular trainer lead interaction

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



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

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
- ❖ Whats 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
- ❖ The 4Us 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 Superlative 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



Course Delivery



Supporting you on your online Copywriting Masterclass journey...



Access video lectures with accompanying downloadable course material.



Access resources to help you with your studies, via recommended reading, where applicable.



A private Facebook group, to interact with fellow students.



The Facebook group can be accessed 24/7 through your desktop or mobile device.



Regular office hours conducted using a Zoom meeting room. Ask questions and get answers from the course creator.



Need more information?

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