

The 3 Fundamentals of Becoming a Confident Copywriter in 2019

1. Welcome :) | Here's How to Get The Most Out of This Course
2. Why Your Instructor's Relationship to Copywriting Has Changed Dramatically Over The Years
3. This Course Includes Mini-Missions To Help You Put What You Learn Into Practice
4. Fundamental #1: Listen to Your Reader
5. Fundamental #2: Focus Your Message
6. Fundamental #3: Write With Simplicity
7. Mini-Mission #1: Write a Piece of Copy That Will Become a Snapshot of Your Current Skill

Fundamental #1: Get an Unfair Advantage By Listening Before You Write

8. Module Overview: Customer Development is Your Unfair Advantage
9. Have So Many "WOW" Moments By Listening to Your Target Audience
10. Watch Your Copy Coach: Run a Customer Interview Call
11. Mini-Mission #2: Practice Your Interviewing Skills With a Friend
12. Listen to Thousands of People From Your Target Audience Using The "Online Observer" Technique
13. Watch Your Copy Coach: Use the "Online Observer" technique to learn about a target audience
14. Mini-Mission #3: Choose an audience you want to learn more about & use the "Online Observer" technique to learn about them

Copywriting Masterclass Syllabus

Fundamental #2: Focus Your Message to Make Your Writing Concise

15. Module Overview: Blow Your Readers Away With How Concise Your Content Is
16. Everything You Need to Know About Customer Avatars
17. Watch Your Copy Coach: Create a Customer Avatar
18. Mini-Mission #4: Create a Customer Avatar
19. Find Your Big Idea
20. Find the Feeling Your Reader Desires Most
21. Find the One Action You Want Your Reader to Take
22. Watch Your Copy Coach: Create a 1-Sentence Copywriting Cheat Code
23. Mini-Mission #5: Create 1-Sentence Copywriting Cheat Code

Fundamental #3: The Theory That Will Make You a Confident Copywriter

24. Module Overview: The More Simple Your Copy Is, The More Effective It Is
25. Warning: Stop Trying to be Clever!
26. Use Power Words As Your Secret Weapon
27. Watch Your Copy Coach: Convince a Friend to do Something Using the Spoken Word
28. Mini-Mission #6: Record Yourself Convincing a Friend to Do Something Using the Spoken Word
29. Become More Effective by Learning the Difference Between Features & Benefits
30. Watch Your Copy Coach: Convert a List of Features Into Benefits
31. Mini-Mission #7: Practice Converting Features Into Benefits

Fundamental #3: How to Write Headlines That Get People to Read Your Stuff

- 32. Module Overview: Headlines Are the Most Important Part of Your Copy
- 33. What Headlines Look Like in the Real World
- 34. The Best Formula for Writing Effective Headlines
- 35. The Best Process for Writing Effective Headlines
- 36. Watch Your Copy Coach: Easily Write an Effective Headline Using the “HeadDump” Process
- 37. Mini-Mission #8: Rewrite a Mediocre Headline Using the “HeadDump” Process

Fundamental #3: How to Write Copy That Gets People to Take Action

- 38. Module Overview: The Simple Processes You Can Use to Write Effective Copy
- 39. Here Are The Most Popular Time-Tested Copywriting Formulas
- 40. How to Avoid Getting Stuck With a Blank White Screen
- 41. Writing The First Draft Method #1 |The “FlyWheel Process”
- 42. Watch Your Copy Coach: Write Copy Using the “FlyWheel Process”
- 43. Mini-Mission #9: Write Copy Using the “FlyWheel Process”
- 44. Writing The First Draft Method #2 | Record a Conversation
- 45. Writing The First Draft Method #3 | Fill In a Formula
- 46. Everything You Need to Know About Editing & Polishing Your Copy
- 47. Watch Your Copy Coach: Edit & Polish His Copy
- 48. Mini-Mission #10: Edit & Polish Your Copy

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See For Yourself How Much You Have Grown!

49. Module Overview: A Celebration of Everything You Learned

50. Mini-Mission #11: Write a New Headline That Will Show You How Much You've Grown

51. Mini-Mission #12: Write New Body Copy That Will Show You How Much You've Grown

52. Final Words From Your Copy Coach