Video Transcript

Welcome to the first mini mission inside of this course. This is where you're going to write your first piece of copy.

Now, unlike all of the other mini missions in this course, this is the only one where you're not going to be watching me complete the mission, and instead you're just going to jump in and do it yourself.

The goal here is to take a snapshot of your current copywriting abilities. And then, at the end of this course, I'm going to have you redo this same mini mission, so you can compare how much you've grown and learn, since you first started this course. So, you're going to be thankful that you completed this, once you've finished the course, because I think you're going to be amazed at how much progress you've made.

For this mini mission, I'm going to give you a scenario, but if you'd like, feel free to write your own piece of copy for something that's relevant to your own business. With all of the mini missions, I'll always give you a scenario that you can use, but if you have a piece of copy that's already on your mind that you need to write for your business anyways, that's going to be even better for you to do, because it's something that you actually care about.

But the scenario I'm giving you for this mini missions is, let's say you have an email list with 1000 people on it, and all of them are interested in becoming freelance copywriters. So they want to become a full time copywriter where they get paid to write copy for other people's businesses.

And now you're going to write an email with the subject line to those 1000 people that are all interested in becoming a freelance copywriter. The action that you want to take is you want to invite them to enroll in a $99 training or online course that you've created for them.

That's all I'm going to give you for this scenario, and feel free to just have fun with it. Don't worry if you think your copy is terrible. This is just a snapshot of where you are right now, and then we're going to complete the same scenario at the end of this course.

What I want you to do is pause this video now, and don't press play until you've finished writing this email for the mini mission.

Congratulations. You've just completed the first mini mission inside of this course. That is awesome. Hopefully you feel the value in taking these steps. It's so much different when you're actually doing things. Even though you haven't learned much in this course, yet, by writing something down, you've made a ton of progress. And the first step is always the hardest, so, congratulations, you've done it.

Now what I want you to do is save that email that you wrote, because, like I said, we're going to refer back to that at the end of this course.

In this video, you completed the first mini mission where you wrote your first piece of copy.