

**Everything You Need To
Know About This Course**

Course Goal

**Become Confident in
Your Copywriting Abilities**

The 3 Pillars:

- 1. Listen Before You Write**
- 2. Focus Your Message**
- 3. Write With Simplicity**

What Makes This Course Different?



Mini Missions

Watch Your Copy Coach

Real World Examples



Does life feel too short? Get off your ass. | Erling Kagge

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It's perfectly normal to experience stress or unwanted setbacks on the way to achieving your goals. But what if we told you there is a hidden way to radically improve your life so that unpleasant things actually stop happening to you. In this FREE Masterclass, Jeffrey Allen, one of Mindvalley's highest rated authors, will share with you 4 Powerful Energy Tools you can use today to see results immediately.

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Cheat Sheets

Customer Interview Questions Cheat Sheet

Overview

Asking the right questions is powerful. Interviewing the target audience that you're writing for will give you an unfair advantage. It allows you to get deep into their pain points and truly understand where they're coming from.

Below you will find some of my favorite customer interview questions. During an interview I recommend starting out with one of these questions and then asking your next question based on what feels most natural in the conversation.

This sheet is something you can come back to if you don't know what questions to ask but don't feel like you have to read off each question in a list style. Asking questions based on your intuition and what feels right will give you the greatest insights!

Questions

- Biggest Frustration with (insert pain point)?
- What impact is that having on your life?
- Why do you want to fix this?
- When you first had (insert problem) how did you feel?
- What have you done to solve this problem?
- What didn't work?
- How much time do you spend thinking about (insert problem)?

Where You Can Listen To Your Target Audience

Overview

Thanks to the power of the internet you can easily listen in to thousands of conversations your target audience are having everyday! You can read product reviews, blog posts, forums, and comments to understand how they see the world and what kind of language they're using.

With this knowledge you can then speak to them in their own language. You will also become much more likely to write copy & create products that actually fills a need instead of your best guess of what you think people want.

Marketplace Suggestions

- Reddit (Thousands of Subreddits for Niche Subjects)
- Google Search (Your niche + forum)
- Amazon Product Reviews
- Amazon Book Reviews
- YouTube Comments
- Udemy
- Etsy

Focus

Video Review

Course Overview