

LEARN HOW TO WRITE WORDS THAT SELL AND GET PAID TO BE CREATIVE

Here's why becoming a professional copywriter has never been more exciting.

It's no secret that some of the world's top novelists and screenwriters started their careers as copywriters – Fay Weldon, Peter Carey, Philip Adams, Di Morrissey, Salman Rushdie, Don DeLillo, Dorothy Sayers, to name just a few.

Sure, advertising was just a means to an end for most of them; a day job to keep them solvent until they were lucky enough to leave.

But their time in advertising wasn't a waste: as copywriters they learned valuable lessons – how to write economically and on deadline; how to conduct research quickly and accurately; how to walk a mile in the shoes of another and how to vary pace, tone, and style on cue.

Not sure what copywriting is? That's understandable. Most people don't – that's why it's called the 'secret occupation'. Copywriting is the art of writing words that sell, and the people who write the words are copywriters. We're surrounded by copywriting, but most of the time we just don't know it. TV commercials, radio commercials, websites, blogs, billboards, social media posts, brochures, packaging, signage – it's all copy, it all sells something and someone has to write it – why not you?

If you're tired of working for peanuts to support your creative endeavours, there is simply no better option than to become a professional copywriter. You get to write when you like, where you like, for whom you like, from home, with no overheads, staff or equipment needed. And best of all, you can make an outstanding income from it. This is the career opportunity you've been looking for. And yes, this career really does exist and yes, you can get started without any experience. This 5-part course will teach you how.

Why are we offering this course?

The course has been developed because we know that building confidence in your writing abilities is key to success. Maybe you are already a professional writer but don't know the inside tricks on how to write copy that people will pay for. Perhaps you've been out of the writing game or the business world for a while (or forever!) and you'd like a refresher course to get those creative juices flowing again? Or maybe you're already working as a copywriter but lack structure, templates and processes so it's taking you longer to write copy than it should.

If any of these scenarios ring true, or you'd just like to challenge yourself, learn a new skill or become aware of the marketing forces that shape the way we consume, this course is for you.

Who will deliver the course?

The tutor for this course is Bernadette Schwerdt. She has trained some of Australia's most successful freelance copywriters and knows exactly what it takes to become a successful copywriter. She brings to the table over 25 years of freelancing experience, decades working as a copywriter (she doesn't just teach copywriting, she writes copy too so she knows exactly what traps to watch out for) and is a highly successful online entrepreneur who will show you how to realise your dream of getting paid to write.

Why learn how to become a freelance copywriter?

People love working as a freelance copywriter because there are few, if any, barriers to entry. You don't have to pay for rent, staff, stock, franchise fees, overheads, or any of the usual costs associated with starting a business. And it doesn't matter how old you are, how much experience you have or what you look like, because all clients care about is 'can you write great copy!'

Best of all, you can get started straight away – all you need is a computer! It's truly as simple as that. Sure, it'll require effort and commitment but if you're getting paid well to write for a living, you won't even consider it work because it'll be stimulating, challenging, and filled with variety.

You'll learn how to:

- Use a unique 7-step process to write great copy for any product, any service, any medium at any time
- Build your confidence as a copywriter and charge top dollar for the work you create
- Use tried, tested and proven headline formulas that get instant results
- Take a Creative Brief, why you should and the disasters that await you if you don't
- Use sophisticated research techniques to become an instant expert on any topic and any product
- Identify the top 10 on- and off-page SEO copywriting factors that determine how a website gets ranked (this technique alone will guarantee clients will pay you double the standard writing rate)
- Write EDMs (electronic direct mailers), direct mail letters, and brochures using a fast-track writing process that takes your writing from average to outstanding in just 13 minutes flat! (we guarantee it)

Our training works:

This inspirational course has kick-started the careers of some of Australia's most successful copywriters, many of whom have gone on to have illustrious careers as creative directors,

digital copywriters, copywriting 'guns' and more. We've even trained the copywriters who go on to train other copywriters!

Even if you don't want to be a full time copywriter, just having the skills to write great copy will give you the freedom to earn great money while you write your big novel, screenplay or blog – and you'll learn some handy writing tips along the way that will help you in your other work, including how to overcome procrastination, deal with fear, use deadlines effectively, as well as how to write copy to help you promote your own creative work be it a book, a movie or a play.

Featured in The Sydney Morning Herald, The Age, and on Radio National's Life Matters, this best-selling course is widely regarded to be one of Australia's most successful copywriting courses for those seeking practical, real-world training that generates paid work.

This course is brilliant for:

- Creative writers who want to learn the art of writing copy for pro
- Journalists who want to add copywriting to their suite of corporate services
- Entrepreneurs and business owners wanting to write great copy (and don't want to pay a freelance copywriter to do it)
- Anyone looking to dip their toe in the copywriting waters to see if the copywriting life is for them

Personal mentoring:

This is the component that makes this course truly different from all other copywriting courses on the market. If you really want to fast track your copywriting business, this is the way to do it. These 2 x 45-minute, one-to-one sessions with Bernadette will give you the motivation, the know-how and the steps you need to get started. Bernadette charges 10 times the cost of this course to speak for one hour at a conference so if you want the best advice for a fraction of its true cost, this is the course to do.

Topics for your coaching call can include:

- Feedback on your work
- How to get your business started
- How to charge for your work
- How to leverage current opportunities in your market
- How to transition from full time work to your freelance business
- How to overcome limiting beliefs, lack of confidence, and procrastination

Course outline:

Module #1: The 7 steps to writing great copy

Whether you're writing for blogs, the web, social media, brochures, direct mail or billboards, this module is the foundation on which all the others rest. Based on extensive research, there are seven essential elements that underpin all great pieces of copy and this module outlines each one in detail.

You'll learn:

- What copywriters do and why words matter
- The writing success cycle
- How to write conceptual advertisements
- Why some advertisements don't work
- 7 steps to writing great copy for websites, sales letters, newsletters (Parts 1 & 2)
- Top formulas for writing headlines that work and how to adapt them to any business
- How to write signage that gets compliance
- How to tell the difference between features and benefits
- Different types of offers
- How to get people to take action

Module #2: How to write headlines that sell

If you want to be a copywriter, it's vital that you master the art of writing headlines. Why reinvent the wheel when you can use existing formulas that professional copywriters use every day? Don't waste time trying to come up with a creative headline when you can use formulas that work.

You'll learn:

- How to use headline formulas
- How to adapt the formulas for any business and any product or service
- How to tap into your customer's problems, headaches and frustrations and write copy that solves their needs
- The 'so what, who cares?' test
- Why do people buy anything?
- The 4-step process to writing effective headlines
- How to overcome psychological resistance

Module #3: How to take a creative brief

The Creative Brief is the backbone behind every piece of copy and it's vital you nail this as it will shape everything you write. For many writers, the concept of working to a Creative Brief is foreign. Shouldn't we be able to write anything, so long as it's creative? Well, ah, no.

You'll learn:

- The creative brief; why they're needed, how they help, best and worst examples
- How to work out which features and benefits you offer
- How to use the FAQ technique to help you write the copy
- Techniques for converting features into benefits
- How to find a Unique Selling Point/Point of Difference for any product or service
- How to use launch statements to help you generate great copy
- Templates for creating USPs, Elevator Pitches or Positioning Statements

Module #4: How to write SEO copy

For most professional copywriters, writing web copy is the basis of their business and as such, their bread and butter. It's the basis of almost every job we work on and from this other work gets generated – blogs, brochures, fact sheets, articles, eBooks and more.

You'll learn:

- How to write SEO copy and how, if you can, you get paid more
- How to find out what people are typing into Google to find you
- Why "Relevancy" is the key
- Google rankings 101
- What keywords are and why they're important
Meta tags, what they are, and how to write them
- Differences between Pay Per Click and Organic Search and how each works
- How to write effective titles and descriptions for a website
- Long and short tail keywords – the difference between them, why they are used and the benefits of each
- How to view competitor's metadata and why it helps your work
- Using Google Keyword Planner and other research tools
- SEO web writing principles and putting them into action
- Writing styles that work for the web (and ones that don't)
- Specific versus vague copy and the power of 'white space'
- How to write 'as you speak' and why this makes a difference to sales

Module #5: How to Write Electronic Direct Mailers, Long Copy, Direct Mail Letters & Brochures

Based on everything you've learnt in the previous four modules, we now take a deep dive into the nitty gritty world of writing emailers, sales letters, brochures – 'long copy' that needs to tell a story and have the reader hanging off your every word.

You'll learn:

- The 7 steps to writing great advertisements
- WIIFM – why we need to walk a mile in our customer's shoes
- How to write body copy for sales letters, long copy etc in 13 minutes!
- Deconstructing a brochure to reverse engineer the brief

- The top 13 reasons why people buy anything
- Linking words – the power of writing words that sell
- Case Studies using award-winning advertisements to demonstrate key concepts
- How to write an email or direct mail letter using Link Words
- Tips on how to make your copy more compelling
- Why PS's are so powerful
- Tips on writing quickly
- Active vs passive voice and how to tell the difference
- Why you should avoid cliches like the plague
- Simple vs complicated words
- Why familiar words work better
- Wasted words and why they damage your copy

Module #6: How to make money from copywriting

We know this is not really what you did this course for, but if you're looking to make money from copywriting and want a fast-track way to make it happen, this video will give you the basics of how to start making money quickly.

You'll learn:

- How to find paid copywriting work quickly
- Use proven techniques to improve the dollar value and your charge out rate for each job
- Use invoicing templates that help you charge lucrative rates
- Get access to 'hidden' copywriting opportunities that are lying at your fingertips

13 Additional eBooks:

Copywriting: An introduction

- What copywriters do
- What art directors/graphic designers do
- The difference between products and services
- The different types of copywriting
- What great advertising is and how to identify it

The Ad Pack

- A 120-page compilation of award-winning advertisements from every medium

Great advertising – What is it and how is it created?

- How to create the 9 building blocks of great advertisements:
- An attention grabbing headline
- A visually arresting image
- A sub headline that expands on the headline

- Succinct body copy that's fluid and informative
- A relevant and targeted offer
- A clear Call To Action
- Evidence/Proof Of Claim
- Easy identification of the product and client name
- A memorable tag line

The creative brief

- What a Creative Brief is and why it's used
- The components of the brief
- How to complete a brief
- The importance of Contact Reports
- Versions of the brief: Long and Short
- Samples of Creative Briefs
- Cheat Sheets
- Templates of briefs for your files

How to write headlines that sell

- The importance of headlines
- The role of headlines
- The 3 basic guidelines for all headlines
- The Top 19 formulas for creating successful headlines

How to write direct mail

- When to use direct mail
- How to write direct mail letters
- How to open with a dramatic statement
- Selling the benefits, not the features
- Getting the consumer to take action
- Using a 'PS'
- Increasing response rates
- Avoiding common mistakes
- Contact reports

How to come up with great ideas

- How to avoid procrastination and get started
- How to develop your own creative process
- How to be creative: a 7-step process to instant creativity
- 6 innovative ways to come up with an idea
- Copywriters on creativity: how award-winning writers create ideas

- 9 ways to avoid writers' block
- Breaking the boundaries of advertising – BMW case study

How to write words that sell

- How to use persuasive words that sell
- Choosing the right word for maximum effect
- Choosing the right benefits
- How to write body copy
- How to improve the clarity of your writing

How to write press and print advertisements

- The difference between print and press advertisements
- How to write concepts
- The 3 elements of any print ad
- How to write body copy
- How to write strap lines (or tags)
- 13 ways to improve your ad
- How to advertise a service
- How to write Yellow Pages ads
- How to write small space ads
- Questions you should ask your client

How to write for TV and radio

- The difference between TV and radio advertisements
- Strengths and weaknesses of TV and radio
- How to write effective radio commercials
- Mistakes to avoid in radio
- How to write effective TV commercials (TVCs)
- How to layout a TVC
- Jargon of TVCs
- Tips on making a good TVC

How to write brochures

- How to identify what the reader needs to know
- What format your brochure should have
- What to include on the cover and contents page
- How to distinguish between features and benefits
- How to write brochures for service companies
- A step-by-step guide to writing brochures from scratch

How to write a newsletter

- The reasons for producing a newsletter
- How to identify your target markets
- How to work out what size and format you need
- How to collate information and choose stories for each issue
- How to choose names for the newsletter
- How to write articles and source content quickly and easily

Writing for the web

- The 11 fundamental principles for successful web writing
- How to create a great website
- Pages you need to include on the website
- How to write copy for the web
- Ten guidelines for website design
- How to use email to market a product or service
- How to write email marketing messages that sell
- How to write eNewsletters
- How to optimise your site
- Web etiquette

Course cost and guarantee:

You can get all this for a low \$797.

If for any reason you are not 100% thrilled with the value you receive from us, simply let us know within 30-days and we will personally refund every cent of your investment and part as friends. There's no risk to you whatsoever. This course has been in operation since 2001 and has been instrumental in helping people from all walks of life, with no writing or business experience at all, become highly successful copywriters. We hope it can do the same for you too. Try us out. We stand behind our course and believe it has the potential to change your life. But you have to do it to find out! You have nothing to lose.