

# Copywriting Masterclass:

## Become a Pro in 4 different types of copywriting

Welcome to the course!

Meaningful and result-driven copywriting is both an art and science. This Masterclass is packed with hands-on advice and tips that the instructor has learned over a decade of working with different clients, across industries and countries.

The course starts off with a Primer module, which discusses the fundamentals of effective writing. It is then divided into 4 distinct Lessons; Social media copywriting, website copywriting, PR copywriting and Thought Leadership copywriting. The course concludes with a Bonus Lesson on how to market yourself as a top-notch copywriter.

This Masterclass is for copywriters and aspiring who wish to make themselves invaluable for their employer, clients or customers. If you write for a living and want to earn top money for your expertise, this course is for you.

## Module 1

Essentials of effective copywriting

- What is copywriting
- The three Cs of writing
- Four questions to ensure great copy
- How to copyedit your work
- Mistakes to avoid as a copywriter

## Module 2

Brief descriptions of different types of copywriting

- Social media copywriting
- Direct response copywriting
- Public Relations copywriting
- Thought Leadership copywriting
- Email copywriting
- Marketing copywriting
- SEO copywriting
- Technical copywriting

## Module 3

Social Media Copywriting

- What is social media copywriting
- Traits of great social media copy
- Six tactics to get more engagement on your copy
- Mistakes to avoid when creating your copy

## Module 4

Website copywriting

- What is website copywriting
- Website copywriting fundamentals
- How to write copy for a 'classic' homepage
- How to write an 'About Us' page
- How to write a 'Products' page
- How to write a 'Contact Us' page

## Module 5

Public Relations copywriting

- What is PR copywriting
- Developing a PR strategy
- What do journalists look for in a Press Release?
- How to send the Press Release
- Tips from top PR professionals
- Press release template

## Module 6

Thought Leadership copywriting • Introduction

- What is 'thought leadership' copywriting
- Why become a thought leader
- Do you have what it takes?
- How to write an authoritative thought leadership article
- Recap: Thought leadership checklist
- Case study

## Module 7 - Bonus

How to brand yourself as a top-notch copywriter

- Decide what is your niche and forte
- Build your portfolio
- How to showcase your portfolio
- Channels to market yourself