

Free Copywriting Course For Beginners

Introduction

Welcome to my free copywriting course.

I'm confident that by the end of it you will be a much better and knowledgeable writer. Understanding exactly what copywriting is and the skills needed to be a great copywriter are crucial if you want the best results for your business or career.

Whether you're looking to hire a copywriter or write material yourself, you need to understand the basics.

I'm talking copywriting definition, skills, and real-life examples.

And that's precisely what I'm covering today.

Let's jump right into it.

Copywriting meaning

According to Google, the definition of copywriting is:

The activity or occupation of writing the text of advertisements or publicity material.

I like to define it as the process of writing business material that generates results, whether that's website traffic, leads, sales, or another KPI.

Remember that copywriting isn't journalism or [crafting editorials](#).

Your goal when writing copy isn't to entertain or tell readers about the news, but rather to *sell*.

It should entice the reader to take any action that furthers them along the sales funnel.

This is also why copywriters need to be very well rounded in terms of marketing skills.

For example, I have 7+ years of experience doing SEO, lead gen, conversion rate optimization, and other practices.

I apply all of these skills to content and copy I produce, which ultimately helps it *do* something.

If your copy isn't *doing* something, then you're doing it wrong.

Copywriting vs content writing

Writing content for blogs gets commonly mixed up with copywriting.

Heck, I use these two words interchangeably sometimes, too.

Let's get picky, though.

Copywriting can be defined as writing direct response material, meaning copy that readers respond to directly. These include:

- Landing pages
- Sales pages
- [Sales letters](#)
- [Product pages](#)
- Web pages in some cases
- Brochures
- Flyers

Content writing, on the other hand, is producing articles for blogs and publications.

They both require different sets of skills and expertise with some being similar.

This brings me to my next point.

Copywriting skills

What skills do you need to be a copywriter? Quite a few, actually.

A good copywriter is well rounded and sharp. He/she can perform deep research quickly, put themselves in the customer's shoes, and more.

Let me elaborate a bit more.

Being able to research any industry or topic

There have been countless projects clients presented me in which I had very little working knowledge..

They included specific industries and deep topics within them.

But that's one of the hats you wear as a copywriter...

To become an expert on any subject.

When I begin a new project with a client, one of the first steps I take is to gather:

- [Blog posts](#)
- Internal documents
- Market reports
- [Reviews and testimonials](#)
- [Whitepapers](#)
- [Case studies](#)
- Etc

I collect this material and study it to learn about the industry, its customers, trends, and extract as much data as possible.

Every writer needs to do the same.

Emotional intelligence

I think emotional intelligence and empathy are some of the most underrated business skills.

They aren't measurable and can't necessarily be taught, but *damn* are they important.

Being able to empathize with customers allows you to understand why they're seeking a product, the emotions they're feeling, and similar circumstances.

Seeing as the [purchasing process is heavily emotional](#), sales copy needs to include emotional statements, questions, and stories.

Having a lot of empathy for others will translate well into writing copy.

Editing and proofreading

It'd be nice to finish one round of copy and be done, right?

Unfortunately, it doesn't work that way.

Edits, revisions, and proofreading are a mandatory part of the copywriting process.

This is exactly why you need to spend time editing every piece of copy you write once the first draft is done.

I once learned from a book called *The Copywriter's Handbook* by Robert Bly that you should **write copy as fast as possible**.

This is to ensure that you use the emotional and creative side of your brain.

The longer you stop to think about what you're writing, the more logical it becomes.

Your material shouldn't look like a caveman wrote it, but it needs to be emotionally driven.

I also love this practice because you get a lot of work done fast, which feels great and motivates you to keep going on the project.

This brings you to the editing stage, where you going to clean up any mistakes you made in terms of accuracy, grammar, etc.

Start learning to be a non-perfectionist when you write and edit later.

Organization is key

Being organized is crucial as an entrepreneur of any sort, including being a copywriter.

As a writer, you're going to collect heaps of resources as I mentioned earlier.

You will be playing with a lot of information, templates, and guidelines, so **it's critical you remain organized**.

If you feel messy physically, you're going to feel messy *mentally*. I've always sworn by keeping a neat office and cleaning up my online tools.

You should have folders for everything like client projects, content guidelines, and swipe files.

No writer should ever have to scramble to find references or spend unneeded amounts of time doing filing like a secretary.

I highly recommend everybody, regardless if you're a writer or not, to read the book *Getting Things Done* by David Allen.

My entire time management and productivity game is based off of his teachings and strategies.

They work. And really damn good at that.

You need to understand SEO

If you're writing blog posts, web pages, or similar online content, you **NEED** to understand SEO.

Gah.

It makes me cringe when copywriters don't understand the fundamentals of on-page SEO and try to offer content writing services.

You don't need to be an SEO wizard or spend \$1,000 on a course to learn the basics, either.

I'd recommend learning about keyword research and on-page ranking signals.

Create a blueprint and rules you can follow for every piece of content you write for clients.

When they see their rankings and traffic shoot up because of you, they will want to work with you for life!

Here are articles I wrote to learn more about SEO:

- [The Definite Guide to SEO Writing](#)
- [On Page SEO Checklist That Will Skyrocket Your Rankings to The First Page](#)
- [7 SEO Tools That Will Increase Organic Traffic, Backlinks, and Rankings](#)

Ooze charisma

I firmly believe in forming an organic relationship with all of the clients I work with.

But it's a two-way street.

I have to be good energy, too.

I'll never work with a stubborn or negative client in my life.

Been there, done that. No thanks!

Not only does it make the project more difficult and less fun, but it doesn't align with my values or who I am.

I like to think I'm a naturally positive and charismatic person, and it really shines when offering services.

Some of my main goals are to make the client's life as easy as possible, be easy to work with, flexible, and being fun.

Sales, sales, sales!

If you're going to pitch clients and make the big bucks as a copywriter, you better know your sales skills.

I'm talking pitching, negotiation, following up, handling objections, etc.

This also translates into the copy you produce because you will understand how to sell and grab attention with words.

Copywriting examples

With the foundations of copywriting out of the way, let's look at some real-world examples of great sales copy in action.

David Ogilvy and Hathaway



NOTE THE CAREFUL PATTERN MATCHING ACROSS THE FRONT OF OUR HERO'S SHIRT. IN A VARIETY OF STRIPES. \$8.95

Hathaway presents a mercifully restrained new stripe
—woven from Dacron® and cotton in the cause of good taste

HATHAWAY is adamant. Striped shirts should look crisp, stay neat, and exude an air of *quiet* individuality.

Hence the introduction of the shirt you see above. *These* stripes will never clash with your tie or leap off the shirt at you. They are far too discreet.

The secret of their subtlety is in the weaving. Every strand of color is cross-woven with a strand of white. Which

*DuPont registered trademark

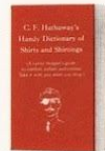
explains the stripes' quiet understatement. *Mercifully* restrained.

But how to keep the stripes looking crisp and neat? Hathaway solves the problem by using a canny new blend of Dacron® polyester and cotton called *Hathaweave*.

A shirt of this ingenious stuff stays fresh and unwilted for 24 hours. It also shrugs off dirt. Never puckers or

wilts along the seams. Drip-dries overnight without a trace of wrinkling. And rarely needs the attention of an iron—a boon when traveling.

For a free *Dictionary of Shirts and Shirtsings*, and store names, write C. F. Hathaway, Dept. 00, Waterville, Maine. Or in New York, call OXford 7-5366.



"Never wear a white shirt before sundown!" says Hathaway.

Source: [Print Magazine](#)

One of the most legendary advertisement's ever written is the one David Ogilvy produced for Hathaway's dress shirts.

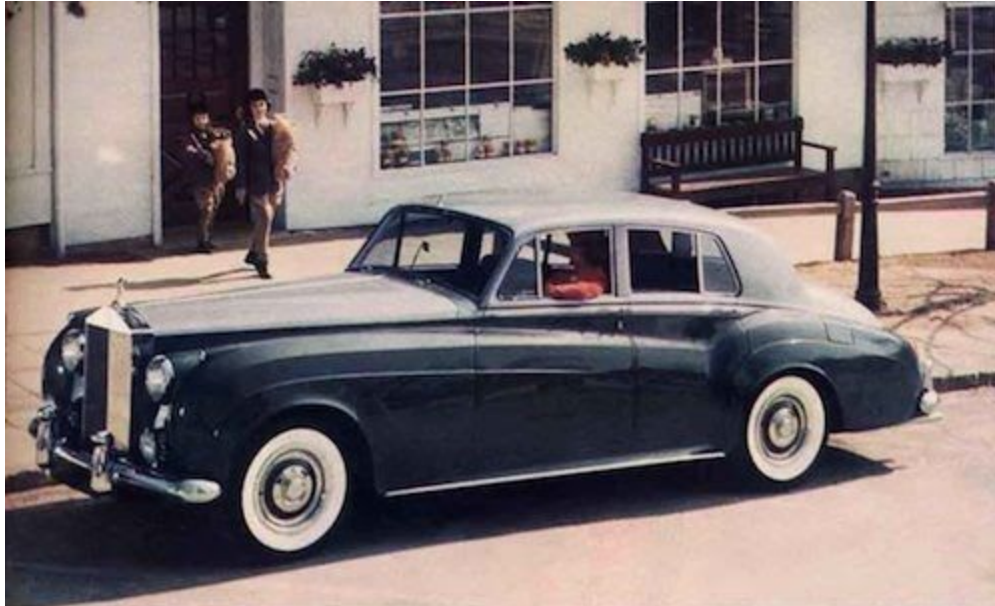
It featured the iconic man with an eye badge that caught everybody's attention off guard. It was both creative *and* sales-forward.

More important, the copy is *perfect*.

Notice how David speaks about how a Hathaway shirt won't clash with a tie, be too overwhelming, and looks crisp at all times.

He also mentions Hathaway's new blend of material that you can't get anywhere else which stays fresh for up to 24 hours.

David Ogilvy and Rolls Royce



The Rolls-Royce Silver Cloud—\$11,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-drives* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a stethoscope to listen for axle-whine.
6. The Rolls-Royce is guaranteed for three

years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before nine coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
 13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.
- PRICE.** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs **\$13,995.**

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959

Source: [Print Magazine](#)

Ogilvy is my favorite copywriter of all time, so I'm a little biased for including him multiple times. However, let the copy do the talking.

This is another iconic ad he wrote for Rolls Royce with the famous head line "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock."

That line summed up the luxury and comfort a Rolls Royce car delivers. It also stood out from the other vehicles being sold in 1959 which were notoriously noisy.

It serves as a great example of [how a headline will get customers reading the rest of the copy](#) and further towards the sale.

Albert Lasker's Sunkist campaign

Drink an Orange

Orange juice—a delicious beverage—is *healthfulness itself*. California orange juice is rich in flavor and bouquet.

Have you a tendency to overeat?—orange juice provides an aid to digestion that counteracts the ill effects of the heavy meal.

California orange juice is advised by thousands of physicians for the tiniest babies as well as for grown-ups. It provides a needed food value and aids in the proper assimilation of food.

In short, the fresh, pure, *live juice* of good oranges, which comes to you in Nature's germ-proof package, is a *natural regulator* that every mother and wife should be careful to serve to the whole family at every meal.

Why forego for even a single day this natural liquid food that makes *all other* foods more healthful?

Sunkist

California Seedless Navel Oranges

Sunkist navel oranges are juicy, sweet, full-flavored and delicious. They are seedless, firm and tender. Because of these facts hundreds of thousands of housewives, and famous chefs, prefer them for salads and desserts. Write for free booklet of excellent tested recipes. Try the many dainty dishes you can make with this luscious fruit.

CALIFORNIA FRUIT GROWERS EXCHANGE
Co-operative - Non-profit
Eastern Headquarters
Dept. A99 - 129 North Clark Street, Chicago

All first-class dealers sell Sunkist Oranges and Lemons. Look for the name "Sunkist" on tissue wrappers, and save wrappers for beautiful silverware.

Use the Sunkist Orange Juice Extractor
10c—from Your Grocer or Fruit Dealer

The Sunkist Juice Extractor is especially designed to extract the juice of the largest as well as the smaller sizes of either Sunkist oranges or lemons. It is a new pattern of unusually large size which is manufactured of heavy tough glass exclusively for us.

We are distributing an enormous number of these at cost simply to facilitate the preparation of orange juice. This gives you, at a minimum price, the best orange juice extractor that fruit experts can devise.

If you cannot secure this from your dealer, send 16c in stamps to cover cost and expense of mailing and we will send it direct to you by parcel post. 24c to points in Canada.

CALIFORNIA FRUIT GROWERS EXCHANGE
Co-operative - Non-profit
Eastern Headquarters
Dept. A99 - 129 N. Clark Street
Chicago



This Juice Extractor 10c from Your Dealer anywhere in U.S.

This is an exact reproduction of the Extractor, actual size.

Source: [Honey Copy](#)

Believe it or not, there was a point in time when Sunkist was producing too many oranges and they couldn't sell them.

They, unfortunately, had to begin cutting down orange trees to reduce their production until a copywriter by the name of Albert Lasker saved the day.

He began working with Sunkist and came up with the idea of orange juice, which wasn't a common drink back then.

The two produced and patented an orange juice extractor that was sold for ten cents each. It was advertised under the "Drink an Orange" campaign, and American's went wild for this new beverage.

This campaign helped Sunkist sell more oranges and no longer have to scale back operations.