

Summary Of The Course

Copywriting course test criteria =

- 100 questions
- All multiple choices.
- Is very difficult.
- Can be retaken

Tips & tricks for studying

1. Take notes (if you're just writing things down, you're filtering out what you think is important, you're also connecting dots in your brain)
2. Active recall (important vocabulary, if you make a list of them, you want to actively recall what you learned OUT LOUD, from both ends. For example: "What is this? Why is it important? What does it stand for?")
3. Teaching (if you can't really teach an idea, you don't really know it that well, try teaching a friend of yours)
4. Practice! (write headlines, subheadlines, emails, captions, etc... try time blocking it depending on how good you want to get and how fast you want to be good.

Questions

What's the difference between regular and deliberate practice?

What are your daily KPIs when studying?