

Syllabus

Every step of the way, more and more people are going to drop off, what about you?

It's impossible to write well as a copywriter unless you understand business.

What you'll have to learn as a foundation:

- Business funnels
- KPIs to pay attention to.
- Quick NBA level of modern business internet marketing tactic
- Laws of persuasion, fundamental laws.
- Human psychology.
- Why do we do everything we do?
- Rules on how to write well
- Templates = exact formulas that perform successfully
- Mistakes to avoid as a copywriter
- How to get hired, how to work in the real world
- How to avoid things that will eventually make you fail

There's a test at the end of this course.

If you pass the test, you'll most likely get offered a job at Virtual Worker Now

Questions:

What motivates you to keep going till the end of the course?

Why is knowing how a business operates important for a copywriter?