

WELCOME PACK

**COPYWRITING
MASTER CLASS**

MASTER CLASS

**ARE YOU EXCITED? I AM.
LET'S DO IT**

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WELCOME!

Congratulations on the taking the first step to improving your copywriting skills. Not just improving your copywriting skills... *transforming them.*

Copywriting really has changed my life. I know how dramatic that sounds but it's true!

LET'S DIG INTO HOW IT WILL WORK

The Copywriting Master Class gives you 3 modules PLUS you get access to the SEO Writing course.

You get instant access to ALL the content and how long you take is entirely up to you.

You have lifetime access to the content, the forum and your coaching calls – so don't stress about how long it takes. You have tips, advice and feedback at your fingertips whenever you need it!

Important!

Add masterclass@copywritematters.com and belinda@copywritematters.com to your safe senders list to make sure you don't miss any updates or emails.

Each lesson has a PDF version to read plus a video tutorial that talks through the same material. You can do either, or both. You will learn exactly the same information whichever you choose.

Each video is 6-12 minutes long. Seriously bite-sized, right? You can read the lesson, watch the video or listen to the audio. Then there are worksheets to practise what you're learning.

The exercises get more complicated and time-consuming as the course progresses and you have more knowledge to draw from. Not every lesson has a worksheet though. Some of the worksheets pull together a few lessons and techniques.

Even though you have instant access, I have numbered the lessons in the order I recommend you complete them. Why? **Each new skill will build on the ones before it.**

Remember!

You have **LIFETIME ACCESS** to the content and the Master Class forum so there is no such thing as 'falling behind'.

Like any new skill, it takes time and practise to perfect.

My advice: Practise. Practise. Practise.

About the coaching calls

We have 12 weeks of coaching calls together. There are actually 14 calls all up as I've included two BONUS calls during which you can Ask Me Anything. HURRAH! So. Much. Goodness.

On each call, I'll summarise the content relevant to the worksheet we're focusing on. Then, I'll do a live review of a selection of worksheets submitted to the forum.

While you might feel nervous about submitting your work, I encourage you to dive in because this is actually what you'll have to do with clients! **And my reviews are always encouraging and constructive.**

How will you know what we're focusing on?

I'll email you at the start of each week to remind you *when* our call is and *which* worksheet we'll focus on. This will give you time to submit yours to be up for a review.

If you aren't up to the worksheet we're going to focus on, don't worry. This is when your lifetime access really comes into its own.

Your lifetime access covers the course content *and* the forum. The private forum is where I've posted every review to every worksheet since the course began in 2013. **It's a GOLD MINE of feedback and advice.**

You also have lifetime access to your coaching calls too. When you get to your worksheet you can:

- Listen to the coaching call for that worksheet
- Search the forum for the advice I've given in the past

So, even if your worksheet isn't reviewed on a live call, you will have plenty of advice from me... at your fingertips.

Perks of the Copywriting Master Class

#1 Get feedback as you go

The best way to improve your copywriting skills is to practise and each lesson has exercises to let you flex your new copywriting muscles.

But doing the exercise is only half the equation. You need feedback. That's where I come in!

You can **submit your exercises to the Copywriting Master Class Forum** if you'd like some advice and coaching from me.

***This is the real value of the Copywriting Master Class.** The more you write and submit your work for review (and apply the advice you get) the faster you will improve. I guarantee that!*

#2 Mine the feedback I've already given

As I just mentioned, the Copywriting Master Class is a GOLD MINE of feedback and advice as it has every review of every worksheet submitted since 2013.

So, when you get to the headline worksheet, search on "headline" and you'll find all my comments on previous headline submissions. You can read them before or after you tackle the worksheet... it's up to you.

You can also watch the coaching calls *any time*. Those calls will have live reviews, but I'll also give you some extra pointers and traps to avoid.

#3 Ask questions - Get answers

If you have questions while you're going through the lesson, **post them in the Master Class forum or in the private Facebook group**. That's exactly what they are there for.

I log in to the forum **at least three times a week** to answer questions and review work that has been posted (usually more often). I'm in Facebook, well, I don't wasn't to admit that but it's often.

5 mistakes that will make this course a GIANT waste of time

1. Only reading the content once

You're going to get a lot of information delivered over 12 weeks. You may feel like you have words leaking out of your ears by the end.

If you have a photographic memory, then reading all your lessons just once will work for you. *I kinda hate you a little if you do!*

If you haven't got a photographic memory (like most of us), then you'll want to read, watch and listen to it all a few times. If you're like me, you'll want to consume it, apply, and consume it again – asking questions as you go.

The more you get these copywriting lessons in front of your eyeballs, the more likely you'll move the information from your short-term memory to the 5-star deluxe hotel that is your long-term memory.

In fact, I've written this content to be a copywriting bible for you. Something you can refer to as you're writing today, tomorrow and in years to come.

2. Not adding your own notes

I think I'm pretty good at explaining the whys and wherefores of copywriting. You're also going to see lots of examples to show you what I'm talking about.

But maybe your brain translates the lesson a little differently than the way I explain it.

Don't be afraid to add your spin to the content. Print it out and scrawl your notes, use your favourite PDF editor or note-taking tool like Evernote to add your thoughts.

Writing notes will help you cement the concepts you're learning and wedge them a little more firmly into your brain.

3. Skipping the exercises

It's all very well learning the theory of copywriting but it's only when you *apply them* that everything comes together... Or the wheels fall off. Trust me.

Because you have access to a module of lessons at a time, it will be tempting to skip the exercises and keep pushing through the content. If you do that, you will be short-changing yourself in your journey to become a copywriter in-demand.

To make sure the foundation of your writing skills is solid, do the exercises and submit your work for review. You won't regret it.

4. You only invest money

When you bought this Copywriting Master Class, you said, "*I am going to learn how to write killer copy.*"

Didn't you? So now you must commit to that.

The truth is...

You don't *have* to open the lessons I send you.

You don't *have* to do the exercises.

You don't *have* to join the discussions in the Master Class forum.

Seriously. **This isn't high school. No one's going to make you.**

But, if you are serious about becoming a better copywriter (and I suspect you are), then you're going to give this everything you can.

Because...

When you *make time* to stay on top of the lessons...

When you *make time* to do the exercises and submit them for feedback...

When you *make time* to take interact with other master class students...

... **you are going to do better than you even thought was possible.**
Pinky swear.

TIP: Lock in a weekly time slot and you'll be done before you know it.

Many of you will be snatching 30–60minutes when you can. And that's totally okay. **As long as you make it regular time.**

- Block out time in your calendar.
- Turn off your phone, close down emails and social media.
- Ask your family to support you (and to stay quiet for an hour)

I'm asking you to commit – but not because I'm going to snatch the content away from you.

You have 24/7 access to the content. Forever.

That's right: LIFETIME ACCESS.

That means you can go through it whenever you want. Over breakfast, during lunch, late at night when everyone else has gone to bed, as the lessons unfold or in 6 months' time. No one's judging.

But don't let this be like those things you buy and promise to make time for – **but never do.**

One final thing...

I'm not overdoing it when I say **the real value of the course is access to me.**

Ask me questions.

Post your copy to review.

Apply my advice and post it again.

If you let me be part of your journey you will become a better copywriter, faster.

For reals.

What next?

Now all you have to do is get excited. Oh, and read through the other BONUSES that come with this welcome pack.

Your first task is go to the Facebook group and introduce yourself.

If you have any burning questions before you get to the first lesson, head over to the Copywriting Master Class forum, ask in the FB group or hit me up on masterclass@copywritematters.com.

Here's to learning how to write amazing, effective, profitable copy.

Belinda



ABOUT YOUR COPYWRITING COACH

Belinda Weaver.

Before building Copywrite Matters into a successful copywriting business (booked out for months in advance), Belinda spent years developing and implementing marketing strategies.

She took many campaigns from idea to execution before realising copywriting was the practice she enjoyed most.

Over the years, she's learned what works and what doesn't. As a copywriter, she used that experience to help her clients create unique brands — starting with their copywriting.



Now she shares her proven techniques to help (wannabe) copywriters become in-demand copywriters.

Like here, with this copywriting course.

Because learning a new skill is easier when you get to peek into an expert's handbook, right?

This course is your ultimate copywriting bible, jammed with copywriting techniques, tips, processes and strategies to help you write compelling copy that earns \$\$\$ (for you and your clients!).

Belinda shares heaps of free copywriting advice on the Copy Detective blog and on her podcast, Hot Copy.

