

# How to become a successful copywriter

## Copywriting Essentials

If you're looking to become a copywriter, then Copywriting Essentials is the perfect starting point. It's our flagship course for novices, emerging and experienced writers wanting to become paid, professional copywriters.



## Copy Club

Once you've completed Copywriting Essentials, you'll want to keep the momentum up and get your burning questions answered as they arise. Joining Copy Club is the best way to do that. You'll also be able to connect with other copywriters, access a host of training videos and templates, and clients and join a community of like-minded collaborators.



## How to Build a Successful Freelance Copywriting Business

If you're serious about becoming a freelance copywriter, your next step is to complete the How to Build a Freelance Copywriting Business. You'll learn how to find clients, build your brand, automate your marketing and generate income.



### SEO Copywriting

For deeper immersion into SEO Copywriting, this course will give you the skills to write copy that helps clients get on page one of Google, source more traffic and increase conversions. If you want to charge a premium for your service, offer a point of difference and build your confidence, this is the course to do next.

*Coming Soon!*

### Email Marketing and Copywriting

For those who like long copy, and want to secure long-term clients, the Email Marketing and Copywriting course is the next port of call. This course does a deep dive into how to write email campaigns, landing pages and funnels and will set you up to become an expert.

### Real Estate Copywriting

Real Estate Copywriting will give you the skills you need to write compelling listings that paint an ideal picture of the property for sale. It's ideal if you want an additional revenue stream, have a passion for homes and property, are looking to build a strong client base through regular work, would like to create a niche writing in this area and simply love sticky-beaking in other people's houses!



*Coming Soon!*

## The Client Experience

Once you've completed your foundation courses, The Client Experience will put you in front of a friendly client and give you the opportunity to put what you've learnt into practice. Nothing focusses the mind like a real brief from a real person and that's what this course offers. You'll get to take a brief, write the copy and present it back in real time alongside other copywriters – and have a lot of fun along the way!