



S Y L L A B U S

Copywriting Secrets for Marketers

Duration: 5 Days (Total: 20 Hours)

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1.0 Course Overview

This module dives deep into the **secrets of powerful copywriting**, revealing how words can capture attention, drive emotion, and convert leads into loyal customers. Ideal for digital marketers, entrepreneurs, and writers, this course offers proven techniques and frameworks used by top brands and agencies.

2.0 Learning Outcomes

By the end of this course, participants will be able to:

- Understand the psychological principles behind persuasive copy
- Write compelling headlines, CTAs, and body content
- Adapt copywriting techniques for email, ads, landing pages, and more
- Use storytelling and emotional triggers to build connection and trust
- Test and optimize copy for performance and ROI

3.0 Training Methodology

- Swipe File Analysis
- Live Copy Clinics and Reviews
- Writing Sprints and Practice Prompts
- Peer Feedback Sessions
- Real Brand Case Studies

4.0 The Psychology of Persuasive Copy (3 Hours)

Objectives:

- Understand the buyer's brain and emotional motivators

Topics Covered:

- Why People Buy: Fear, Desire, Belonging, Transformation
- AIDA, PAS, FAB Copywriting Frameworks
- Scarcity, Urgency, and Social Proof
- Cognitive Biases in Copywriting

Activities:

- Group Discussion: What copy made *you* buy recently?
- Swipe File: Analyze emotional appeal in 5 ads
- Worksheet: Match emotions to product features

5.0 Crafting Headlines, Hooks, and CTAs (3 Hours)

Objectives:

- Learn how to grab attention and guide action with powerful messaging

Topics Covered:

- Anatomy of a Great Headline
- Power Words, Curiosity, and Specificity
- CTA Writing for Conversion
- Subheadings, Bullets, and Microcopy

Activities:

- Challenge: Rewrite 3 weak headlines into scroll-stoppers
- Task: Write 5 CTA variants for one product
- Group Review: Rate and refine each other's hooks

6.0 Structuring High-Converting Copy (4 Hours)

Objectives:

- Build strategic, flowing, and high-converting messages

Topics Covered:

- Long vs Short-Form Copy: When to Use Each
- Copy Structure for Landing Pages and Sales Letters
- Breaking Resistance and Overcoming Objections
- Testimonials, Guarantees, and Offers

Activities:

- Copy Clinic: Build a mini landing page
- Drill: Turn a feature list into persuasive benefit copy
- Group Critique: Reverse-engineer a sales page structure

7.0 Writing for Different Channels and Audiences (3 Hours)

Objectives:

- Master cross-platform copy tailored for various audiences

Topics Covered:

- Copywriting for Email, Social Media, Ads, and Web
- Personalization and Segmentation
- B2B vs B2C Tone and Approach
- Writing for Mobile and Skim Readers

Activities:

- Lab: Create a campaign with email + social + ad copy
- Group Task: Adjust tone for two contrasting audiences
- Demo: Eye-tracking and mobile content scanning

8.0 Storytelling, Emotional Triggers, and Brand Voice (3 Hours)**Objectives:**

- Connect through story and consistent brand communication

Topics Covered:

- The Power of Story in Marketing
- Emotional Copy: Identity, Pain Points, and Desire
- Defining and Maintaining Brand Voice
- Building Trust Through Authentic Copy

Activities:

- Exercise: Write a customer success mini-story

- Task: Build a brand voice guide in 3 adjectives
- Group Feedback: Share and refine a brand story post

9.0 Editing, Testing, and Optimization Strategies (2 Hours)

Objectives:

- Make your copy clearer, tighter, and more effective

Topics Covered:

- Copy Editing: Clarity, Brevity, and Rhythm
- A/B Testing Best Practices
- Headlines, Button Text, and Email Subject Testing
- Using Analytics to Improve Copy Performance

Activities:

- Task: Edit a messy paragraph into a clean, punchy one
- Review: A/B test results from real-world campaigns
- Lab: Create a split-test plan for an ad or email

10.0 Conclusion and Wrap-Up (1 Hour)

Key Takeaways:

- Reinforce copywriting mastery and next-level writing habits

Final Activities:

- Showcase: Present your mini-copywriting portfolio
- Certificate Distribution
- Feedback and Reflection: “My Copywriting Superpower”