


COPYHACKERS



“I ♥ Your Copy”

The companion workbook for the creativity sessions
created by your friends at Copyhackers.



Creativity vs conversion?

Contrary to popular belief, creativity is not the enemy of conversion. Creativity has its place in copy and design alike. The only thing is... it typically needs to be reined in. Creative copy alone may capture your audience's attention - but then conversion copywriting needs to convert that attention into subscriptions, purchases and referrals.

In this free creativity series by Copyhackers - the creators of conversion copywriting - you'll see where to get creative and how to do it right. So the right people feel what they need to feel. In order for your copy to do what it's meant to do:

Get the yes.



SESSION ONE:

The CMO is your first customer

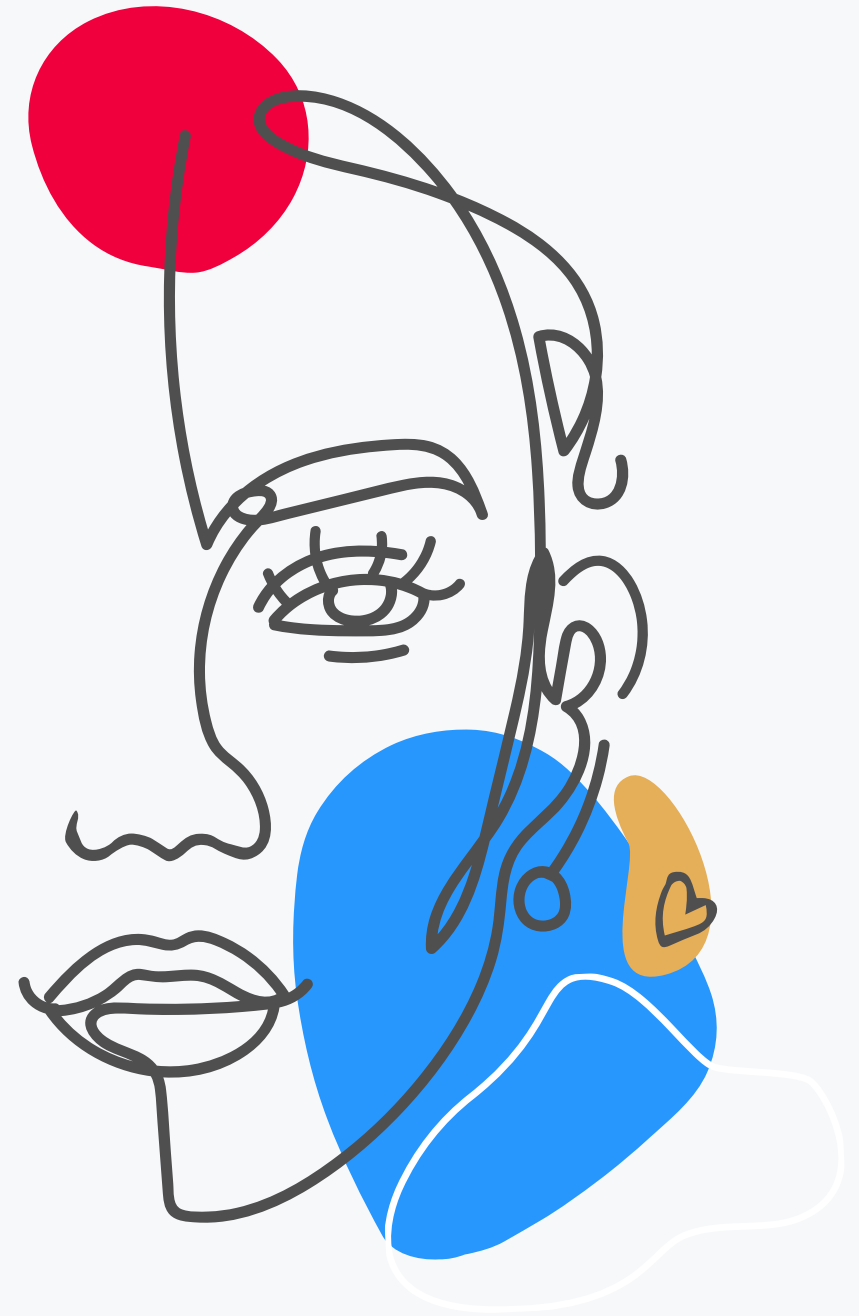
COPYWRITERS: If you've ever had your copy rejected outright...

FREELANCERS: If a client has ever promised that your copy would go live next week, only to promise the same thing the following week...

FOUNDERS: If you've ever wondered what it is about your copy that just feels a little flat...

MARKETERS: If you've struggled to figure out what's missing in that four-word headline you painstakingly crafted and revised while sitting around a shared google doc with your team...

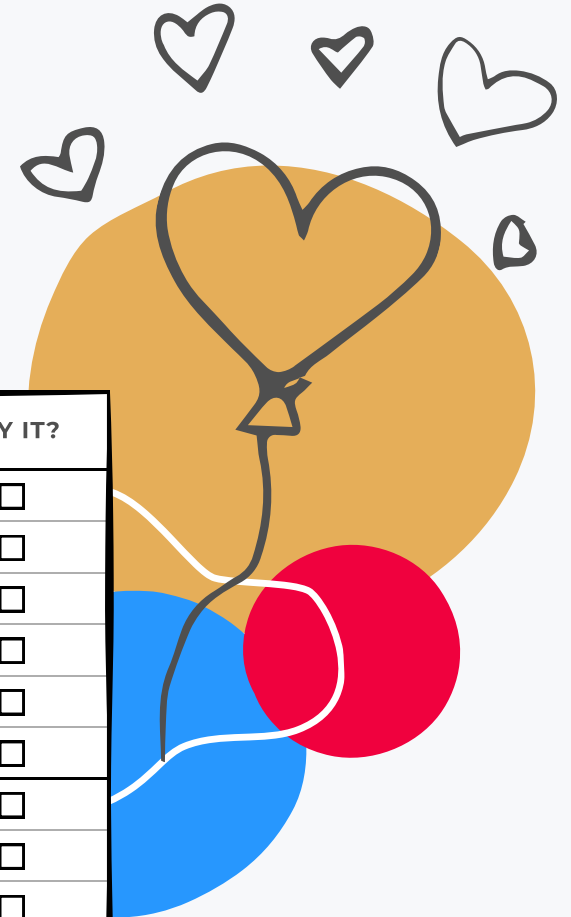
This session will show you what went wrong.



SESSION ONE:

How to use an idiom as a headline

Brand, product, service or feature: _____



PRODUCT WORDS	IDIOMS, SAYINGS & QUOTES	TRY IT?
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Resources used in this section

IDIOM DICTIONARY
idioms.thefreedictionary.com

WEBSITE EDITOR FOR CHROME
bit.ly/edit-copy-extension



Copy School reopens May 12, 2022.

An always-growing library of 15+ complete programs, Copy School has taught 4000 marketers, founders and copywriters how to masterfully generate leads and sales. If you are beginning to realize that copy isn't "just words" but rather that it's your scalable online salesperson... or if you're starting to see that no one hires a copywriter to write (they hire copywriters to sell), then you're ready for Copy School.

**TO GET A PRIVATE OFFER FOR COPY
SCHOOL 2022**

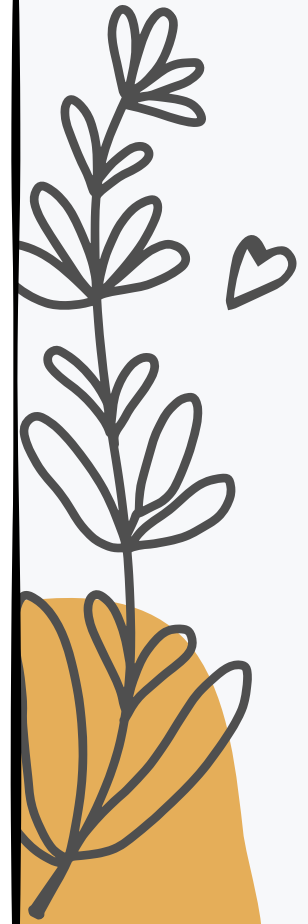
Register for our live masterclass [here.](#)

Surprise. You earned this.

To reward you for being a great student and using the workbook (yay!), we'd like to give you a coupon code to save 15% on Copy School when it reopens on Thursday, May 12, 2022. Use this code during checkout:

IWIN

Although you may win at life 24/7, the IWIN code is only good until 5pm PT on Tuesday, May 17, 2022.



SESSION THREE:

A quick formula for instant creativity

When you're short on time, use the formula in this lesson to write a creative headline your team will love. In less than 60 seconds. For best results, go through your own website and identify a variety of headlines or crossheads you could replace with a headline using this formula. Then choose one... and publish your new creative headline ASAP.



Write your four headline options here:



“MY FREAKING GENIUS COPYWRITER”

THE MASTERCLASS

Wednesday, March 11, 2022
9am Pacific / Noon Eastern

[Go here to save your spot](#)

My Freaking Genius

Copywriter: **The Masterclass**

Be the copywriter they hope you are. Complete the following during our live class on May 11.

POP QUIZ ANSWERS

- 1) In checkout, use a _____.
- 2) Start closest to the _____.
- 3) Find costly messaging with a _____ audit.

“Our copy doesn’t sell products. Our copy _____.”

“It’s not just what we add to the page. It’s also what we _____.”

“For our customers, there’s no such thing as _____.”

“This is my _____ of the week.”

“What _____ are you using?”

“_____.”



About Copyhackers

If you're reading this, it could be that you either love what we've taught you (woo hoo!) or you're skeptical (also fair!). What you may want to see is not that Copyhackers was founded in 2011 when Joanna Wiebe accidentally quit her tech job and fell in love with all things Hacker News. You also don't want to see that Google has invited her to teach at their offices or that she's been consulting for Shopify Plus for years or that she has two cats and a dog and a husband who tells dad jokes like it's his job. Nope, you wanna see that you're in the right place - that you're right to trust us. And security icons (not relevant here) and testimonials (fakeable) won't help. Because there's a lot of crap out there. And the last thing you need is to find yourself saying "I learned from Jo at Copyhackers that" only to have the people around you raise an eyebrow.

So because we can't prove our awesomeness to you using our words or even using the words of our many happy customers and clients... might we recommend you check out copyhackers.com? There you'll see 100s of videos and articles on conversion copywriting. And that will help you know if we're full of it... or if you just discovered a corner of the internet created by pros like you and loved by pros like you.



COPYHACKERS



“I ❤️ Your Copy”

