LEADERSHIP TOOL KIT

COPY SCHOOL
by COPYHACKERS

We make smart marketers smarter.
To get your team more wins.

Inside...

✔ How businesses increase leads and revenue with Copy School (p. 7-9)

✔ What marketing leaders say about Copyhackers (p. 1)

✔ How you can save 40% right now (p. 12)

Copyhackers training is revered by growth, CX & marketing teams at companies including...
INSIDE COPY SCHOOL...

The pros who’re hired by Shopify, L’Oreal, Metalab and Coca-Cola will now teach your crew.

**CEO Joanna Wiebe**
Copyhackers founder

Joanna has helped generate millions in revenue for Shopify, Metalab, BT, Tesco, Buffer, Edgar and Wistia. And she’s been invited to teach conversion copy on international stages including INBOUND, Mozcon, Call to Action Conference, Jeff Walker’s PLF Event, Copyblogger, Problogger and CXL Live.

**Joel Klettke** has worked with scrappy startups and Fortune 50 juggernauts. He once helped a UK-based company add over $165K to their annual revenue with 2 recommendations.

**Carolyn Beaudoin** recently helped LaunchDarkly (SaaS) double its leads as Copyhackers’ senior conversion copywriter. Her copy has helped businesses boost conversions by >70% and drop bounce rates by >60%.

**Wahida Lakhani** has helped earn multi-millions in revenue for clients and has managed over $1M in ad spend. She’s worked with Coca-Cola and L’Oreal as well as startups.

**Sam Woods** has created 100s of funnels for cold, hot and in-between audiences in over 37 industries. These funnels have generated 24+ million dollars in revenue and counting.

**Andrew Yedlin** has written conversion-focused websites and landing pages that have helped his clients grow their sales pipelines by millions of dollars.

**Nicole Luke** has 20+ years running the numbers at fast-growth tech companies like Intuit and Jobber.
LEADERS EMPOWER THEIR MARKETERS TO...

Write with confidence. Know it’s damn good.

MY TEAM’S STRONGER

“I have no doubt that my team is stronger both in their jobs, as well as careers thanks to Joanna’s training.”

Tara Robertson
Director of Marketing Strategy
SproutSocial

SO FREAKIN’ GOOD

“Joanna is the best copywriter I’ve ever met, hands down. One of the things that makes her so freakin’ good is her unique ability to combine finely-tuned intuition from years of experience with solid research.”

Michael Aagaard
CRO Expert
(formerly at Unbounce)

10x CONFIDENCE, RESULTS

“Email is at the core of my business - and if you’re online, it’s at the core of yours, too. Because it’s so critical, I cannot impress this upon you enough: learn to write emails from Joanna. Do what she says. You’ll 10x your confidence. And as for business results? The sky’s the limit.”

Brian Dean
Founder of Backlinko
If your marketers mimic the competition, **you’re behind.**
If they follow “gurus” who haven’t tested their methods since 2010, **you’re way behind.**

Copy School is not about hopping on board the latest trend everybody’s scrambling to follow.

It’s about building strong foundations. For product launches that **kill it.** For campaigns that are **off-the-charts.** For onboarding initiatives that get users to activate and achieve their AHA.


**That’s the Copy School edge.**

So while the competition is stepping all over each other, your team member is empowered to pinpoint what’s most likely to work. At any given time. On any given platform. For your company’s unique prospects.

And that makes Q1, Q2, Q3 and Q4 look **really good.**
Conversion copy isn’t just words. It’s nailing processes that move the needle. Again. And again. And again.
COPY SCHOOL ASKS: WHAT OUTCOME DO YOU NEED?

Your team doesn’t just learn to write convincingly. They learn strategic thinking. And **bullseye execution**.
This isn’t a long, boring course that’ll eat up company time.

Copy School laser focuses your team on outcomes.

Copy School comes with an ever-growing library of video roadmaps to research, plan, write, edit and optimize these assets:
- Homepages
- Sales emails
- Nurture emails
- Sales pages
- Long-form sales pages
- Lead cap funnels
- Re-engagement funnels
- Upsells
- Lead-gen webpages
- General emails
- Facebook and Instagram ads

...and more.

With these outcomes:
- Acquisition: Traffic
- Acquisition: Leads
- Acquisition: Trial Starts
- Activation / First Use:
- Retention / Engagement / Clicks
- Revenue: 1-to-1 Sales
- Revenue: 1-to-many Sales
- Revenue: ARPU / AOV
- Referrals
- Winback

So your marketer:
- Learns important marketing concepts while creating assets for your company
- Executes on projects from A-Z without wasting time guessing or wondering if there’s a better way
- Focuses on what’ll move the needle (and how) with immediately actionable, single-subject lessons
Get the resources copy pros use to help generate millions in revenue.

Also included with Copy School:

**Build Assets with Consistency...**

**The Copyhackers Ultimate Message Map**
Ensure your team works from the same base of knowledge with this central depository for everything needed to write conversion copy.

**The Copyhackers Solution Design Strategy Doc**
Strategize efficiently with this framework doc that Joanna Wiebe and team uses to execute on client projects.

**Anytime-Access to Smart Marketers.**

**Copy Quad**
Talk shop with other digital marketers in Copy School to share challenges and successes. And see what is and isn’t working. And why.

**Copy Talk**
Get access to Joanna Wiebe and the Copyhackers team live every week. Ask questions, bring your challenges, present your work for feedback.

Plus dozens of official Copyhackers cheat sheets and templates to help your team execute quickly.
On anything. At a moment’s notice.
WHY YOU SHOULD CARE ABOUT COPY.
EVEN IF YOU THINK YOU SHOULDN’T CARE ABOUT COPY.

Conversion copy boosts bottom lines.

What are these worth to you?*

→ Your winback funnel - when it works?
→ Your abandoned cart sequence - optimized?
→ Your Facebook LP - with a 23% CVR lift?
→ Your Black Friday upsell - with a 42% lift?
→ Your LinkedIn lead magnet - with a 50% opt-in rate bump?
→ Your campaign email - with a 33% open rate?

Fact is:

Copy creates the assets that get you wins.
The better the copy, the bigger the wins.

*There is no guarantee as to any particular outcome, or earnings, based on using the techniques and ideas available. Examples are not to be interpreted as a promise or guarantee of earnings, results, or any other outcome. Outcomes are entirely dependent on the person using our products, services, ideas and techniques. You are solely responsible for your results.

Roland Fisher
Business Owner

PAYS FOR ITSELF

“(The email roadmap) has made me enough money to pay for Copy School and I’ve not even finished it yet.”
INVEST IN RESULTS


Every plan is a safe decision with...

✔ A 7-day money-back guarantee

While getting results through...

✔ More than 300 hours of lessons
✔ Tons of Copyhackers templates
✔ Exclusive Copyhackers community
✔ Weekly live AMAs with Joanna Wiebe and the Copyhackers team
INVEST IN BETTER MARKETING. JOIN COPY SCHOOL NOW.

Get more wins. Enroll your team now.

ADD EXTRA SEATS AT CHECKOUT AND SAVE

ANNUAL - SAVE 40%

JUST $1497/YR

7 DAY MONEY-BACK GUARANTEE

SAVE 40% - JOIN NOW

MONTHLY

JUST $297/MO

7 DAY MONEY-BACK GUARANTEE

PAY MONTHLY

SECURE CHECKOUT. CANCEL ANYTIME FROM YOUR ACCOUNT.

VISA | AMEX | Apple Pay | Google Pay | PayPal
COPY SCHOOL STUDENTS GET RESULTS

“It worked like a hot dang.”

CRANKED UP THE CONVERSION RATE

"I am seeing results. I've done 2 email campaigns, and the results are nothing but excellent. Before Copy School, I was reasonably effective. I was getting results ... but after the first ROI session I went back and quickly reworked the current campaign I was writing, and well.... just cranked it up a notch. It worked like a hot dang."

Rob Young
Student

STRATEGIES + TEMPLATES = BOOSTED REVENUE

“Just wrapped up my very first campaign for a super competitive affiliate launch. Using the strategies and templates from (Copy School) I was able to hit over $15K in revenue! These programs are making money for me over and over again.”

Tarzan Kay
Student

CREDITS COPYHACKERS WITH HER CAREER

“I credit Joanna with my entire career. Seriously. Before her training, I thought being a good writer was enough to make me A great copywriter. WRONG. Thankfully, after a few months of floundering and writing embarrassingly-bad copy, I found Joanna.”

Marian Schembari
Student
Have questions about Copy School? Want to discuss how Copy School is the right fit for your team?

Contact us:
support@copyhackers.com

Or visit us:
copyhackers.com

JOIN COPY SCHOOL

7-day money-back guarantee
Save on annual plans