

Twitter Thread by Logan | Landing Pages



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@LoftedLearning



The Beginners Guide For Learning Copywriting

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1. Start Reading

I would pick three copywriting books and read them. If you pick more than that, you'll be learning the same things and never actually practice your copy.

My favorites are:

- Robert Collier Letter Book
- Boron Letters
- Scientific Advertising

Free PDF's online

2. Courses Save Time

Believe it or not this is exactly how I got started. The good courses might be a little pricy, but you'll make your money back with your first customer. The time it saves you is well worth it.

I started with @ComedicBizman's course:

<https://t.co/cCVpAJxgvd>

3. Online Resources

Tons of options for online resources.

A quick Google or YouTube search can find you some pretty good stuff. I like Brian Dean's stuff on YouTube especially.

Here's a great free guide:

<https://t.co/0FEFGoKf0S>

4. <https://t.co/gQyh5vJk15>

An amazing site that has ads compiled from a hundred years ago until now. Truly a copywriter's dream Swiped allows you to study articles for your work.

I've even used this site to copy headline formats.

It's great for studying and rewriting stuff.

5. Take notes on EVERYTHING

When using these resources you should be taking notes so that you can look back at them later.

It will help you remember the material better and apply it to your future work.

I have a couple of pages of notes in my phone and on paper.

6. Study Ads

Copywriting is all around you. Ads in commercials, websites, twitter bios, it's all there!

Think about how you could improve that M&M commercial you just saw on TV.

Who are they selling to?

How are they describing the product?

Could they do it better?

7. Practice, practice, practice

They say practice makes perfect, and it holds very true for writing copy.

Rewrite sales letters in your own words using your own techniques.

Create a portfolio that you can show to clients if they ask for your work.

Just keep writing more!

If you follow these steps you can be making money in no time (I'm not kidding).

If you have any questions feel free to DM me.

Good luck and get to writing!