

# mediabistro

## Copywriting Fundamentals

### Session 1: Copywriting 101

**Lesson 1:** What is Copywriting, Anyway?

**Lesson 2:** Subheads & Subject Lines & Taglines, Oh My!

**Lesson 3:** The Real Estate of Copy

**Assignment:** Picture this: You're the lead copywriter at an innovative new sneakers startup. The company only sells one model of sneakers – it's comfortable and looks good on just about everyone. You want to target three specific customer segments on three different platforms. Your assignment is to come up with a headline and subhead for the following:

1. A Facebook post targeted at seniors in the Midwest
2. A NYC subway ad targeted at college students
3. A national parenting magazine ad targeted at new dads

### Session 2: Know Thy Audience

**Lesson 1:** The Basics of Branding

**Lesson 2:** Finding Your Brand Voice

**Lesson 3:** Winning Over Customers

**Assignment:** Come up with a fictional company in the food or beverage industry and develop the following:

1. Write a brief outline of:
  - a. What your company is (goals, vision, story, how it differs from competitors, the problem it helps solve)
  - b. Target audience
  - c. Voice type
2. Create a brand persona and mood board for your brand
3. Create a detailed ideal customer persona for your brand
4. Come up with a name and tagline for the company that reflects your brand voice and appeals to your ideal customer

Note: You will be using this fictional company for the next two assignments, so pick a brand you'll enjoy writing about again. *Templates for brand persona and ideal customer persona included in assignment details.*

### **Session 3: The Art of Copywriting**

**Lesson 1:** Clear, Consistent & Clean – The 3 C's of Copy

**Lesson 2:** Hyphens, Hyperbole & The Power of Words

**Lesson 3:** Crafting Catchy Copy

**Assignment:** For the company you created in Session 2's homework assignment, develop the following copy:

1. A headline and subhead introducing your product to the world. Use word play or alliteration for the headline. Use the "rule of 3" or personification for the subhead
2. An email subject line that uses hyperbole
3. One "About Us" paragraph (around 150 words) that includes the following:
  - a. Made-up words
  - b. Talking like a human
  - c. Intentional repetition
  - d. Parenthetical asides
4. A bio (around 150 words) about the company's CEO that has a memorable storyline

### **Session 4: Practical Tips & Tricks**

**Lesson 1:** When Inspiration Strikes...Or Doesn't

**Lesson 2:** Test, Learn & Test Again!

**Lesson 3:** Success As a Copywriter

**Assignment:** The marketing team at the company you created in assignments 2 and 3 has challenged you to come up with a seasonal creative campaign that promotes your brand during winter. Your assignment is to:

1. Brainstorm and sketch out 5 ideas for a winter marketing campaign. It can be a social media sweepstakes, a train station ad takeover, a YouTube campaign, etc.
2. Of those 5 ideas, choose one concept to develop further. Write a tagline and three sample pieces of copy for that campaign.
3. Create a mood board for that same campaign that'll help your design and marketing teams get a sense of your vision.