

# THE ART OF PERSUASIVE COPYWRITING

Price : \$2,150.00

**COURSE OVERVIEW:**

- Introduction to Persuasive Copywriting
- Understanding Psychological Triggers
- Crafting Compelling Messages
- Tailoring Copy for Different Platforms

WEEK	TOPIC
1	Psychology-Driven Writing Techniques
	Introduction to Persuasive Writing
	Psychology Behind Persuasion
	Applying Psychological Principles in Copywriting
2	Hands-On Practice
	Writing Exercises: Crafting Compelling Headlines
	Writing Exercises: Creating Persuasive Calls to Action
	Feedback and Refinement
3	Advanced Techniques and Application
	Understanding Platform Dynamics
	Adapting Copy for Web Content and Social Media
	Crafting Effective Email Copy
4	Advanced Techniques and Application
	Advanced Persuasive Writing Techniques
	Case Studies and Analysis
	Final Project Presentation and Feedback

**COURSE CONCLUSION:**

- Recap and Reflection
- Action Plan for Continued Growth