

The Copywriters Framework™

The Copywriters Framework™ is a comprehensive training and course that implements multimedia content, with online learning tools, to effectively prepare students to master the art of copywriting for clients or for yourself in a multitude of industries.

The course is divided into 17 short modules with each module building upon the previous module. There are 17 videos that you have access to that are the main course.

*After completion, you can use the course as a reference guide.

Module 1 - Pre-headlines, Headlines, and Sub-headlines

Module 1 is all about understanding how to write the most important part of a sales letter, the pre-headline, Headline, and Sub-headline.

Getting this right, can be the difference between your copy being read or passed.

By the end of this module, you'll understand:

How to write Pre-headlines, Headlines, and Sub-headlines for yourself.

Adil's personal 5 favorite "go-to" headline prompts.

What to avoid in your headlines to make them effective.

You'll also have 3 Pre-headlines, Headlines, and Sub-headlines already written by the end of this module!

Module 2 - The Opening Paragraph

Following on from Module 1, Module 2 - The “Opening Paragraph” is important to keep your marketing message from being discarded. Within this module, you’ll understand how to write an opening paragraph that gets read and builds a reader's desire to keep reading.

By end of this module you’ll:

- Know how (and why) writing your opening paragraph will keep your reader interested.
- Be able to write your opening paragraph for your services or for a fictional product.
- Understand the power of a one-sentence paragraph and how effective they are.

Module 3 - Creating an introduction, building the story, and uncovering the story of discovery.

By the end of Module 2, you would have created an excellent open loop for your reader to want to keep reading and to find out more.

Module 3 is a bigger module as it comprises 3 videos.

By the end of Module 3, you’ll uncover how to:

- Create a compelling introduction to your audience that instantly resonates with them (there’s a reason it’s a mainstay within elite copywriting circles).
- Build your story using the basic blocks framework, which’ll allow you to find the core story that you’d use for yourself and for your clients.
- Detail your story of discovery of the need, skill, service, or product for your audience. This will build a solid bond between you both.

Module 4 - Introducing your product and service.

After completing Module 3, you'll have a very solid opening to your sales letter, introduce yourself, build up credibility through the story, and your readers will be wondering what the solution is that you're offering.

At the end of Module 4...

- You'll be able to introduce your product or service as the reader's perfect solution.
- Understand how to write for both products and services.
- And so much more...

Module 5 - Describing Your Product & Services Descriptions

This is a powerful lesson to know and understand.

Without clearly being able to describe your product or service you could accidentally end up losing the right customer or client.

By the end of this module, you'll have understood:

- How to position your product/service properly.
- The exact outlines of how many bullet points and why.
- The format to frame your product/service to your reader.

Module 6 - Testimonials.

Nothing is more powerful than social proof.

In this module, we're going to cover how to get testimonials. Whether product or character ones, to help you sell your services and/or clients products.

- Understand how to acquire a testimonial.
- Where they should go in your sales letter.

- Why they're important to use and what to do if you don't have any testimonials yet!

Module 7 - Price Reveal & Justification.

When it comes down to the price, many people fumble this.

What you'll uncover is how to reveal your prices, packages, and more.

- Discover how to reveal your price to your audience.
- Why having a justification matters and how it can impact the overall sales conversion.
- And so much more...

Module 8 - The Close

This is one of the most difficult parts of a sales letter (or any form of copywriting really).

By the end of module 8, you'll have understood how to:

- Structure your close and ask for the sale in a non-sleazy manner.
- Remove fear from the buying discussion and have your reader ready to buy from your letter.
- Adil's hidden close that has been responsible for a LOT of successful marketing campaigns.

Module 9 - Guarantees

Some marketing requires guarantees, others don't.

In case you ever need to write a guarantee for a client, or yourself, this module will go into depth about how to do so.

Including:

- How to ensure you put your reader's mind at ease.
- The best way to make everything feel low-pressure.
- How to lower refund rates to anything you sell or write for clients.

Module 10 - Bonuses...

By now, your sales letter will be pretty much at the end.

This is the icing on the cake, but done incorrectly it can spoil all your hard work.

- Uncover how to present your bonuses in a powerful manner that takes your reader from “maybe” to “HECK YES”.
- Where to present them in your sales letter and why it works best here.
- The hidden dangers of overhyping a bonus (and what to do instead)

Module 11 - The “Re-Close”

Now, this is one of the most important parts of the letter.

In effect, it’s a summary of everything you’ve written.

By the end of this module you would have:

- Discovered how to concisely summate your whole letter in a few longer paragraphs.
- How to ask for the sale again without being pushy.
- And so much more...

Module 12 - The Sign off.

This short, yet powerful module, allows you to build a bond with the reader and audience at large.

Whether you have a catchphrase or sign off, or if your client does, this is perfect to use.

You'll know how to come with your own and more by the end.

Module 13 - The P.S.'s

The post script is an underutilized part of a sales letter that could really bring up your results.

The reason this works is simple.

By this point of the course, you would have written up all of your letter, the P.S. 's provide you with an opportunity to make a final, short closing argument for why someone should work with you, hire you, or buy from you/your client.

After this module is completed, you'll have:

- Uncovered and understood how to write a sales letter.
- Figured out how to create a persuasive, ethical story to sell your services or products.
- Be able to summarize your points in a manner that the reader can repeat.
- Created a powerful call to action to move your readers to take action.
- And so much more...

Bonuses:

Being a part of The Copywriter's Framework™ grants you access to 3 special bonuses.

Bonus #1: Office hours with Adil.

On Mondays and Thursdays, Adil will reply to your emails between the hours of 9 am EST - 8 pm EST.

Ask your questions to him and he'll reply back with his advice.

Bonus #2: An example sales letter + review.

In this exclusive bonus, Adil breaks down a sales letter he's written to show you how he would sell his course.

Not only that but he has a video review, showing you how every part of The Copywriter's Framework™ is put into use and how you can too.

You'll also receive access to a Google doc that has the sales letter for you to model after.

Important Note: Use the model as a template as it's intellectual property still remains with Adil Amarsi.

Bonus #3: A secret bonus released in 30 days.

This bonus is a gift from Adil to make your entire journey easier, especially when crafting stories for your clients or yourself.

You'll see it appear in your course portal on November 14th, 2023.