

# Do you want to be a copywriter?

## The Copy Right Course

***"Hi! I've been watching your videos and have learned so much! I'm brand new and I really appreciate you for sharing your knowledge with us. Keep doing your thing and I'll keep watching!" From Jen Flatt Osborn***

***Response: "Someone will get back to you."***

They never did.

And that was my conversation with a copywriting influencer who kicks ass. (We're talking seven figures.) I was really excited to send that DM to see if I would hear from her, but my bubble was sufficiently burst.

### **The next time it happened still stings....**

When I was a baby copywriter I reached out to a guy who has it all goin' on -- courses, podcast, writer....he's a regular Ryan Seacrest.

He always mentioned at the end of newsletters he was available to answer questions and to "Just hit reply!" so I asked him a couple of questions and we started a professional friendship.

But I'm not naive. I realized he didn't have a lot of time to answer everyone and their mother who contacted him so I didn't bug him.

Just supported him whenever I could -- Likes, shares, engagement, testimonials, referrals, stuff like that -- and hoped our business relationship could grow.

**I started noticing that no matter how supportive I was, this wasn't a two-way street.**

The final straw? The last conversation we had was about a sale he was having on one of his courses. I told him I couldn't afford it but I would be able to soon. After that....

C R I C K E T S

My frustration and feelings of "Less than" were palpable. Why was it so hard for so many to extend a hand when they've excelled.

Sure, I was learning from countless hours of studying, but situations would pop up that I was clueless about. And I had very few places to turn.

Everyone was new at some point in their careers. That's why I'm left scratching my head when I think about:

1. Why some seasoned copywriters don't respond to new copywriters' fundamental questions
2. Why they say, "If you have a question, just ask me!" and then don't respond
3. Why some people choose to flat-out shame new copywriters on social media

But I decided to shake off all the bad vibes and do something about it. So I created a course that will give you a solid foundation, the fundamentals, and personal guidance and support to give you the best experience possible as you learn.

The frustrating part? It was one thing when all these things happened to me but another when I saw them happening to others. I have an "Underdog!" radar and if I see someone being bullied or ignored, I become a mama bear.

### **I was left thinking about YOU. And asking myself...**

'What can I do to help new copywriters?' The question plagued me. And then the answer came...

**I can create a course that will provide the training, support, and guidance new copywriters need to start their careers. And, I'll make it available for a fraction of the cost of other copywriting courses.**

And so I did.

**It's time to get the support you need *when you need it.***

**It's time to get the information you need to succeed  
without needing to sell your first-born to do it.**

**And it's time to realize your questions are valid  
and they deserve to be heard.**

The Copy Right Course is a comprehensive program that gives you the tools you need to become a copywriter. For ten weeks you'll get lessons and well, me! As your personal teacher and cheerleader.

**Hi! I'm Jen! I've been a writer since I was 5-years-old. I think I was born with a pen and a deadline. I wrote my first song at age ten. In my 20's and 30's I was a freelance writer and picked up proofreading and copy editing along the way. Now, I've been writing for over four decades.**

I started my copywriting business in 2020 when I saw a Facebook ad promoting an influencer. From that point until today, I was obsessed. I became a copywriting freak!

And even though I've studied almost every waking moment since that day, there were many times I had questions even Google couldn't answer (gasp).

I needed someone I could depend on to fill in the blanks when I couldn't, but I didn't want to bother colleagues every time I had a question.

So I'm proud to say I'll be available for you throughout the course. Until you get your sea legs.

### **You may ask, "Can't I just self-study to learn how to become a copywriter?"**

And the answer is a resounding "Yes!" But you won't get to your destination as fast and the Copy Right Course was made to give you a direct path to your new career. In ten weeks, you'll become a copywriter.

Although there's no set time you must train to become one, after this course you'll have done enough training to proudly carry the title.

**So let's get into this box of goodies and see what we've got.**

**In this course, you'll learn:**

- > Why you need a "Why" for your business in order to succeed.
- > The difference between content and copywriting and examples of each.
- > Reputable companies in our business who want to see you succeed.
- > If you need a niche and how to find it.
- > Why psychology is so important in sales.
- > Why having a website is crucial for your business.

- > Why your voice and your brand need to be cultivated and how to do it.
- > How to build your portfolio if you have no experience.
- > If learning SEO (Search Engine Optimization) is necessary.
- > Ways to market your business.
- > An elevator speech formula.
- > How to write copy that is conversational.
- > How to write in different formats/layouts.

And so much more.

You'll also receive 10 issues of my copywriting newsletter, "Copy Right" that shares tips and gives plenty of encouragement.

**Plus, the crème de la crème of the course -- one-on-one teaching to keep you on target, motivated, and supported throughout the entire process.**

This isn't something that's usually offered anywhere else. Most businesses don't have the time to give to students on a personal level. I wanted the course to be unique and so I give you as much time as you could possibly need to pick my brain and get answers.

Just think...

With the Copy Right Course, you can feel more confident in your choices, be months ahead on your schedule, and end up feeling so proud of yourself.

**You'll walk away feeling like a million bucks.**

Here's what Shikha Sehrawat had to say about the Copy Right Course.

***"All you'll need to do is to follow Jen's breadcrumbs trail. You'll know exactly what to do and all extra resources you might need will be provided to you with each lesson.***

***You also get to talk to her 1-on-1 every week to help you with any doubts (or to appreciate her humor). The best thing about it is that this course doesn't spoon feed you and let's you take control of your learning process.***

***I highly recommend it to anyone who wants to master the art of copy."***

***Shikha Sehrawat -- Social media manager, content writer, and content strategist***

**Okay I can't wait. I have something I'm bursting to tell you...**

**I'm bound and determined to get this course in your hot little hands so you can go be wildly successful. AND, at the best rate I can possibly give you. These are the things that motivate me.**

So I knew I had to have a price point that was not only inexpensive, but rather mind-blowing. Here's what I did: The cost of one conversation with me is in the same ballpark as my copywriting hourly rate.

When you see the rates below, you can see how the numbers add up. What does this mean for you?

**You're getting all communications with me for FREE.**

(Am I nuts?)

Yes, but my concern was that as a new copywriter you're buying courses, industry books, a website, and the like plus you're just starting out so the income generally hasn't started yet.

There was no way I was going to introduce a course that was less than giving you over-the-top value. I wanted to make it impossible to pass up.

With that in mind, I started off and ended with a bang and am offering:

**Bundle 1 -- At ½ (that's HALF) off.**

**Bundle 2 -- At 75% off(!)**

**Bundle 3 -- You're practically getting it for free.**

**Bundle 4 -- The value becomes insane.**

Since it really is a passion project, I wouldn't have it any other way.

So here are the four bundles available and what they include:

**BUNDLE 1 --**

10 lessons, one sent weekly  
5 1-hour scheduled Zooms/calls with me  
\$100.00

**BUNDLE 2 --**

10 lessons, one sent weekly  
10 1-hour scheduled Zooms/calls with me  
\$150.00

**BUNDLE 3 --**

10 lessons, one sent weekly  
15 1-hour scheduled Zooms/calls with me  
\$200.00

**BUNDLE 4 --**

10 lessons, one sent weekly  
20 (2 a week) 1-hour scheduled Zooms/calls with me  
\$250.00

You also receive the "Instant Access" which is me being available to talk to you spontaneously via phone or email.

MY TWO-HOUR PROMISE...

I will always respond to you within two hours.

So now you know what you'll get from the Copy Right Course. Now here are some things you'll *never* get from it:

**Anyone saying "Someone will get back to you."**

**Indifference**

**The cold shoulder**

**Avoidance**

**Negativity**

**Unnecessary information**

Now's the time to invest in yourself. To think about your choice of either walking alone through this maze or having someone beside you showing you the best way to make it out.

-- Do you want to be able to say you're a copywriter and believe it? (No imposter syndrome.)

-- Do you want an edge as you learn and grow?

-- Do you want fast results?

**Then this is your course. You won't be disappointed and you'll be surprised at the amount of information and access you'll receive.**

**You don't want to miss out so contact me at:**

**[jenflattosborn@writeawaycreations.com](mailto:jenflattosborn@writeawaycreations.com)**

**...to join and we'll get this party started! You can do this. I believe in you. It's time to believe in yourself...**

**P.S. You'll receive a complimentary 1-hour Zoom call (worth \$50.00) initially to discuss where you are in your process and to make a plan to move forward. We'll talk about what you've done so far, what you're doing now, and where you want to go.**

**P.S.S. Now go. You have an email to write.**

