

Syllabus: Certified Copywriting Specialist (CCS)- CRN# 40225

Program Coordinators: Theo O'Brien & Ashley Wirthlin

Time: Self-Paced Program

Location: 100% Online

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Program Aim: To create effective, persuasive copy to create a better business. To better understand best practices and guidelines to remain an industry-leading copywriting expert and professional.

Learning Objectives of the CCS:

1. How to utilize persuasive metaphors and why they serve as the backbone of your sales copy.
2. How experts construct sales letters from start to finish by breaking down each part and showing how to do more with less time.
3. Why understanding your client's hidden beliefs can provide you with a roadmap to knowing precisely where to tap your persuasive hammer to generate maximum effect.
4. How to apply best practices and proven copywriting.
5. How to write sale letters that sell in less than an hour that can perform 5-10x better than sales letters that ignore our copywriting best practices.
6. Why producing strong copy can leverage your time and make you one of the most valuable assets for your clients or company.
7. How to profit from real world case studies and swipe files full of example sales letters, website content, emails, and advertisements.
8. Instructions on how to complete a session of copywriting, start to finish, that will produce superior results. (Following a consistent process will assure you analyze and improve each piece from multiple angles.)
9. Learn how to adapt our proven sales letter formulas that you will follow step-by-step. This will guide you toward creating powerful sales letters that can be used again and again.
10. You'll benefit from our proven tactics as we show you where and how to push your client's secret "Buy" buttons.

Program Requirements:

Completion of the online CCS examination and the creation of a Strategic Copywriting Plan as described in the CCS Study Guide.

- **Examination:** The examination is 80 questions long and includes two short essay questions within a timed and secure online testing environment.
- **Strategic Copywriting Plan:** Members of the Certified Copywriting Specialist (CCS) program must complete this strategic project which requires a practical application of the program material to a real-life business management challenge that will be provided by our team within the program study guide

Self-Management: The Certified Copywriting Specialist (CCS) is a self-study certification program. Though we want to see you succeed, your success depends on and directly corresponds to the

amount of effort and time you put into learning the material. We have implemented the necessary tools to assist you in studying, such as a study guide with defined and in-depth topics and terms to know, as well as a 40 questions mock/practice exam to help you gauge your grasp of the information in the texts. We have also created videos on business management to supplement the reading material.

Time-Management: Being that the CCS is a self-study program, it is your responsibility to make time to read the required texts and to ask questions as they arise.

Exam time: Examinations are offered four times a year on January 15th, April 15th, July 15th, and October 15th each year. Please email us once you are ready to schedule your examination. You will have two hours to complete your examination through our online testing environment.

Required Texts: All of these books are available online and in most bookstores. Amazon.com carries all of the required texts below:

1. Victor O. Schwab. How to Write a Good Advertisement: A Short Course in Copywriting.
ISBN-10: 0-87980-397-7
2. Joe Sugarman. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters. **ISBN-13:** 978-0470051245

Required Tools: Internet access and an Internet browser are required to take the online exam. (Internet Explorer and Firefox work best, though most browsers should suffice.)

Strategic Project: (100 pts) – Instructions Provided in Study Guide.

Exam: (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

For more information, study tips, and topics, please see the CCS study guide.