



SYLLABUS: CERTIFIED COPYWRITING SPECIALIST (CCS)– CRN 40225

Program Coordinator: Ashley Wirthlin & Theo O'Brien
Exam Dates: 1/10, 4/10, 7/10, 10/10
Email: CCS@BusinessTraining.com

Time: Self-Paced Program
Location: 100% Online
Twitter: @BusTraining

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 5-10 times 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:

Self-Management: The Certified Copywriting Specialist (CCS) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

Strategic Project completion: The strategic project for the CCS course is laid out in the study guide. This project is worth 50% of the CCS grade and must be received completed before you can schedule your examination date.

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

Examination: Examinations are offered annually on January 10th, April 10th, July 10th, and October 10th. After registering for the CCS, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

Please note that your exam date request must be received at least 3 weeks before the exam date. For example, if you would like to sit for the January 10th exam, we need to receive your request and completed project no later than December 20th. You can send your completed project and date request to the email address above.

PREREQUISITES: We require one year of work experience before candidates are accepted into the CCS program.

REQUIRED TEXTS:

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 with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

CCS GRADE BREAKDOWN:

Strategic Project: (100 pts) – Instructions provided in the CCS Study Guide.

Exam: (100 pts)

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

For more information and to register for this self-paced copywriting training and certification program, please visit our website at:

<http://businesstraining.com/Copywriting-Certification.html>