Postgraduate Diploma
Freelance Copywriting

tech global university

tech global university

Postgraduate Diploma

Freelance Copywriting

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Accreditation: **18 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-freelance-copywriting

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01

Introduction

Copywriting is booming and there are many communication professionals who decide to focus their careers as *freelance copywriters.* However, in any successful venture, it is always necessary to have the right techniques to perform the multiple services of content creation and the tools to generate a portfolio of clients. Taking firm steps on the right path will be much easier thanks to this program created by TECH. An advanced program that will provide the resources for persuasive writing, the development of *copywriting* skills and to undertake with guaranteed success from the hand of renowned specialists in the sector. All in a 100% online format and with a syllabus available 24 hours a day.

Looking to launch a successful career as a freelance copywriter? Then this is the right university program for you. Enroll now"

In recent years, there has been a huge growth in digital business, which, in turn, has led to the emergence of new professions. Among them is the *copywriter*, perhaps one of the most essential roles in order to achieve the objective of sales by companies.

An ideal situation for all those communicators who wish to undertake their activity as *freelancers*, given their ability to write and capture the attention of the buyer. In this line, this Postgraduate Diploma in *Freelance Copywriting*..

A 100% online program, whose academic itinerary will lead students to learn the main formulas for creating persuasive content, to delve into neuromarketing and to have numerous tools at their disposal to successfully develop their professional career as freelance *copywriters*.

It is a theoretical syllabus, but with a practical perspective in which the graduate will have numerous examples and case studies, which will allow him to develop his activity with guarantees and avoid making the mistakes of any beginner in this sector.

In this way, TECH offers an excellent opportunity to grow in the sector through a flexible and convenient Postgraduate Diploma. You only need an electronic device with an Internet connection (computer, *Tablet* or cell phone) to view the content hosted on the virtual platform. A quality program ideal for combining daily responsibilities with a university program in accordance with the current times.

This **Postgraduate Diploma in Freelance Copywriting** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- Case studies presented by experts in digital marketing and Copywriting Communications
- The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions for experts, discussion forums on controversial issues and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection

If you have a computer with an Internet connection, you can access this Diploma at any time of the day"

If you have a computer with an Internet connection, you will be able to access the syllabus of this university program at any time of the day"

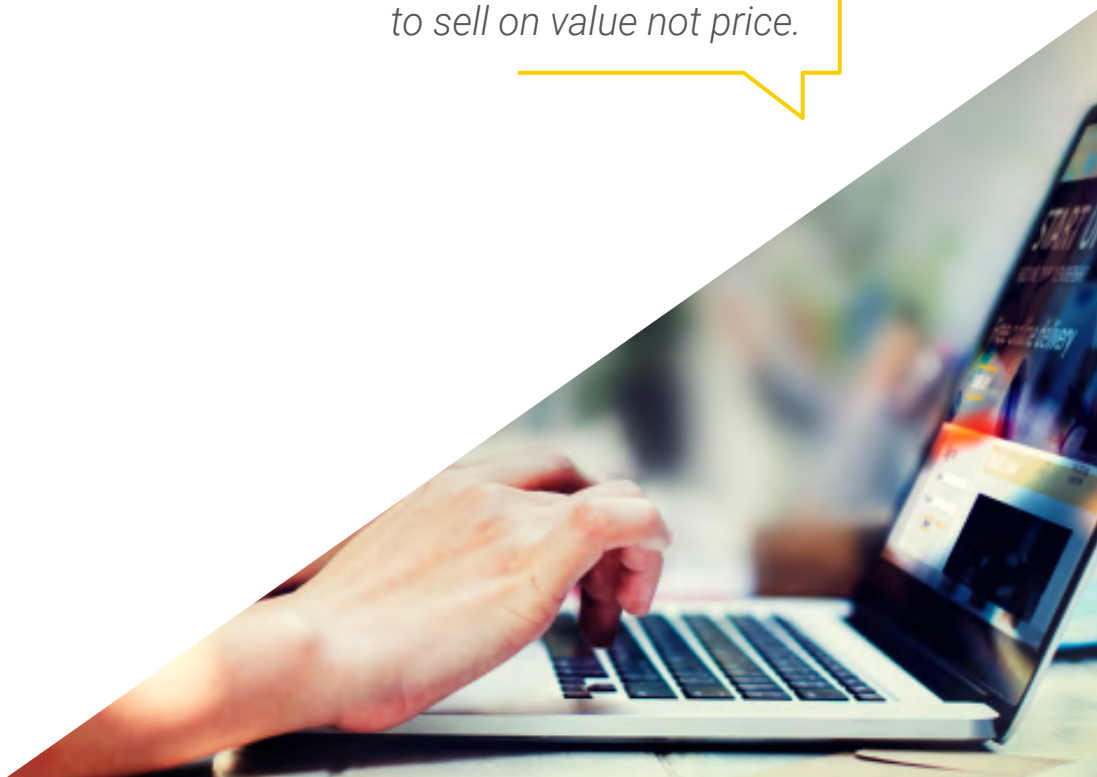
The numerous additional resources will allow you to acquire a broad knowledge of the main customer management strategies.

An academic option that will lead you to learn how to sell on value not price.

The program's teaching staff includes professionals from the industry who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



02

Objectives

This Postgraduate Diploma will provide communication professionals with the essential tools to develop their own career as *freelance copywriters.* In order to achieve this goal, TECH provides video summaries of each topic, videos in detail, specialized readings and numerous case studies, which will lead you to know the multiple services offered by *Copywriting*, persuasive writing techniques, content curation and the different existing channels to create synergies in the digital world.

Do you really know how to create the best sales narrative? Check it out with this 100% online university program"

General Objectives

- Offer a wide and deep learning of the *copywriting* profession in its different facets
- Show the different areas in which *Copywriting* can be applied: web pages, advertisements, launches or content marketing
- Offer a deep study system for the creation of *branding* of a brand with the Verbal Identity Manual
- Offer a complete study about psychology, neuromarketing and *neurocopywriting*.
- Acquire in-depth knowledge about the relationship between language and persuasion, emotion and profit
- Instruct *Copywriting* experts to be able to make a content plan and write for any of today's major social networks
- Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- Offer the tools to know how to run a sales funnel from start to finish
- Provide the tools to know how to develop a digital marketing campaign
- Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- Instruct *copywriters* to be able to write ads for major social networks
- Train to work as a freelance *copywriter* from minute one, or to be able to work for third parties

Specific Objectives

Module 1. Copywriting: What It Is, How to Learn It and What Possibilities It Offers

- Know what Copywriting is
- Know what a Copywriter does
- Develop the skills a copywriter needs
- Learn the techniques to research the brand and its competition
- Define the ideal client
- Identify universal purchase motivators
- Learn about psychology, neuromarketing, generational marketing and neurocopywriting
- Discover what transcreation is and how it is done

Module 2. Copywriting *Techniques*

- Identify the principles of persuasion
- Learn more than 12 different Copywriting formulas
- Write effective headlines
- Identify what it is for and how to create storytelling
- Learn how to professionally curate content

Module 3. The Freelance *Copywriter*

- Learn how to work as a *freelance copywriter* from the first day you start working with a client
- Know how to start a relationship with a client
- Design a service catalog
- Delve into the presentation of quotations to increase the acceptance rate of the quotation
- Learn how to create invoices
- Learn how to collect customer testimonials
- Work with a project quality control system
- Learn how to present projects in a convincing way
- Learn how to manage metrics in *Copywriting*

You will master neuromarketing, generational marketing and neurocopywriting in just 6 months"

03

Structure and Content

The curriculum of this university degree has been developed by an excellent team of professionals with extensive experience in *Copywriting* and entrepreneurship. In this way, the students of this program will learn about the daily work of the *copywriter*, the multiple possibilities of services that can be offered, as well as the formulas for persuasive writing. Likewise, this syllabus will place special emphasis on the *freelance* figure and all the resources they need to be able to successfully carry out their career independently.

Excite, persuade and do not forget to generate call to action with all the techniques of content creation that this university degree provides you"

Module 1. Copywriting: What It Is, How to Learn It and What Possibilities It Offers

1.1. Discovering *Copywriting*
- 1.1.1. What is and What is Not *Copywriting*
- 1.1.2. The Current *Copywriter's* Profession
- 1.1.3. Where *Copywriting* Can Be Applied
- 1.1.4. What *Copywriting* Does for a Brand

1.2. Learning to Write
- 1.2.1. Oral Language vs. Written Language
- 1.2.2. Grammar Recommendations
- 1.2.3. Expressive Resources
- 1.2.4. Orthographical Aspects

1.3. Training Yourself to Write
- 1.3.1. 10 Different Ways to Tell
- 1.3.2. The Construction of the Text
- 1.3.3. Exercises to Put the Brain in Word Mode
- 1.3.4. Triggers of Ideas
- 1.3.5. Forced Associations
- 1.3.6. Transitions

1.4. The Research Stage
- 1.4.1. Why Research Will Be Your Best Ally
- 1.4.2. Different Tools for Obtaining Information
- 1.4.3. The Art of Creating Questionnaires
- 1.4.4. Do Your Own Research
- 1.4.5. How to Organize the Information Collected

1.5. Defining the Ideal Customer
- 1.5.1. Is the Ideal Customer Everyone?
- 1.5.2. Main Characteristics
- 1.5.3. Types of Ideal Customers
- 1.5.4. Learn to Sell by Value Not by Price
- 1.5.5. Customer Awareness Levels

1.6. Universal Buying Motivators
- 1.6.1. What Are They and What Role Do They Play in *Copywriting*?
- 1.6.2. Love, Attraction, Beauty
- 1.6.3. Money, Status, Lifestyle
- 1.6.4. Moments, Personality, Health
- 1.6.5. Security, Trend, Time

1.7. Copywriting and Psychology
- 1.7.1. What Do *Copywriting* and Psychology Have to Do with Each Other?
- 1.7.2. Is the *Copywriter* a Psychologist?
- 1.7.3. Developing Empathy
- 1.7.4. Systematize Findings
- 1.7.5. Use Active Language

1.8. Neuromarketing and *Neurocopywriting*
- 1.8.1. What Is Neuromarketing?
- 1.8.2. What Neuromarketing Teaches
- 1.8.3. How Brands Use Neuromarketing
- 1.8.4. *Neurocopywriting*

1.9. Knowing Generational Marketing
- 1.9.1. What is Generational Marketing and How Does It Influence *Copywriting*?
- 1.9.2. The Silent Generation
- 1.9.3. *Baby Boomers*
- 1.9.4. *Millennials*
- 1.9.5. Generation Z
- 1.9.6. Digital Natives

1.10. The Tools
- 1.10.1. To Create Your Website
- 1.10.2. To Create Your Portfolio
- 1.10.3. To Create Project Proposals
- 1.10.4. To Communicate with Customers
- 1.10.5. For Image and Design
- 1.10.6. For Customer Management
- 1.10.7. For Proofreading
- 1.10.8. For Social Media
- 1.10.9. For Content

Module 2. Copywriting *Techniques*

2.1. Principles of Persuasion
- 2.1.1. Cialdini's 6 Principles of Persuasion
- 2.1.2. Reciprocity
- 2.1.3. Scarceness
- 2.1.4. Authority
- 2.1.5. Consistency
- 2.1.6. Sympathy
- 2.1.7. Consensus

2.2. The Most Popular *Copywriting* Formulas
- 2.1.1. AIDA Formula
- 2.2.2. The 4 Ps Formula
- 2.2.3. PAS
- 2.2.4. The 4 U's Formula
- 2.2.5. The FAB Method

2.3. Less Frequently Used Formulas in *Copy*
- 2.3.1. The Sugarman Formula
- 2.3.2. The ADP Method
- 2.3.3. The PASTOR Method
- 2.3.4. A FOREST
- 2.3.5. The BUCLE Method
- 2.3.6. The STONE Method

2.4. Other Formulas that Do Not Look Like Formulas
- 2.4.1. The 3 Why's Formula
- 2.4.2. *Copywriting* 1 - 2 - 3 - 4 Formula
- 2.4.3. So What? Formula
- 2.4.4. Nine-Point Formula
- 2.4.5. AICPBSAWN Formula

2.5. Headlines
- 2.5.1. The Importance of a Good Headline
- 2.5.2. Types of Headlines
- 2.5.3. Research to Identify Good Headlines
- 2.5.4. The Role of Subheadings

2.6. Creating Headlines
- 2.6.1. Tools for Creating Headlines
- 2.6.2. Formulas for Creating Headlines
- 2.6.3. Techniques and Tricks
- 2.6.4. Examples of Headlines

2.7. The Wonderful World of *Storytelling*
- 2.7.1. The Most Important Factors
- 2.7.2. The Type of Existing Stories
- 2.7.3. What Stories Are for
- 2.7.4. Where *Storytelling* Can Be Applied

2.8. How to Create Good Stories
- 2.8.1. *Storytelling* Formulas
- 2.8.2. Hero's Journey
- 2.8.3. Elements for Creating Good Stories
- 2.8.4. Examples of Stories with Different Objectives

2.9. Don't Leave Without a *Call to Action* (CTA)
- 2.9.1. The Call to Action is a Click
- 2.9.2. How to Create a CTA or Call to Action
- 2.9.3. Types of Calls to Action
- 2.9.4. Analysis of CTA Examples

2.10. Content Management
- 2.10.1. What is Content Curation?
- 2.10.2. What Does a *Content Curator* Do?
- 2.10.3. The 10 Steps
- 2.10.4. 4 S Methodology
- 2.10.5. Various Techniques for Curation
- 2.10.6. Tools for Curation

Module 3. The Freelance *Copywriter*

10.1. The Most Important Things to Be a *Freelance Copywriter*
- 10.1.1. Where to Start
- 10.1.2. Legal Issues: the Contract
- 10.1.3. Minimum Viable Business Considerations
- 10.1.4. Channels through which to Make Yourself Known
- 10.1.5. How to Find a Job
- 10.1.6. The Importance of *Networking*

10.2. How to Start a Relationship with a Client
- 10.2.1. The Inquiry Form: What Is It?
- 10.2.2. What Questions to Include in the Inquiry Forms
- 10.2.3. Contact Forms
- 10.2.4. Examples of Different Inquiry Forms

10.3. Service Catalog
- 10.3.1. What Services Are Most in Demand
- 10.3.2. *Copywriting* Audit
- 10.3.3. *Copywriting* Consulting
- 10.3.4. Web Services
- 10.3.5. Specific Services
- 10.3.6. General Pricing Ideas

10.4. How to Present Quotations to Achieve a High Percentage of Acceptance
- 10.4.1. How to Avoid Being Told No or Disappearance
- 10.4.2. Leave the Stone on Your Own Roof
- 10.4.3. No Need to Be Rushed
- 10.4.4. Listen and Get to Know the Customer Well
- 10.4.5. Personalize by Highlighting the Benefits
- 10.4.6. Detailing What's Included and What's Not Included
- 10.4.7. Give a Deadline

10.5. Invoices
- 10.5.1. Invoice Essentials
- 10.5.2. Sequence of Follow-up Emails and Claim of Collections
- 10.5.3. Rural land
- 10.5.4. Useful Invoicing and Collection Tools

10.6. Testimonials
- 10.6.1. The Benefits and Risks of Publishing a Testimonial
- 10.6.2. How to Collect Testimonials Quickly
- 10.6.3. How and Where to Use Social Proof
- 10.6.4. Testimonials as a Success Strategy for Some Campaigns

10.7. Transcreation: Halfway between Copy and Translation
- 10.7.1. What is Transcreation?
- 10.7.2. The Origin of Transcreation
- 10.7.3. The Transcreation Process
- 10.7.4. Applications of Transcreation
- 10.7.5. Smiles and Tears (Successful and Unsuccessful Application Cases)

10.8. The Quality Control Guide
- 10.8.1. The Elements to Examine Before Delivering a Project
- 10.8.2. An Attention Check
- 10.8.3. Mathematical Filters of a Text
- 10.8.4. Grammar and Style

10.9. Project Delivery
- 10.9.1. How and Why Not to Deliver Some Texts in Word
- 10.9.2. The Structure of a Good Project Delivery Document
- 10.9.3. The Presentation Session
- 10.9.4. The Presentation of the Copy in Wireframes
- 10.9.5. What to Do if the Client Says No

10.10. Metrics for Copywriters
- 10.10.1. Why It Is Important to Measure
- 10.10.2. KPIs in Copywriting
- 10.10.3. The Tools
- 10.10.4. How to Sell it to the Client

“This program will help you know how to sell your freelance portfolio and how to prepare really effective budgets. Enroll now”

04

Methodology

This program offers students a different way of learning. Our methodology uses a cyclical learning approach: ***Relearning***.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the ***New England Journal of Medicine*** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

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This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

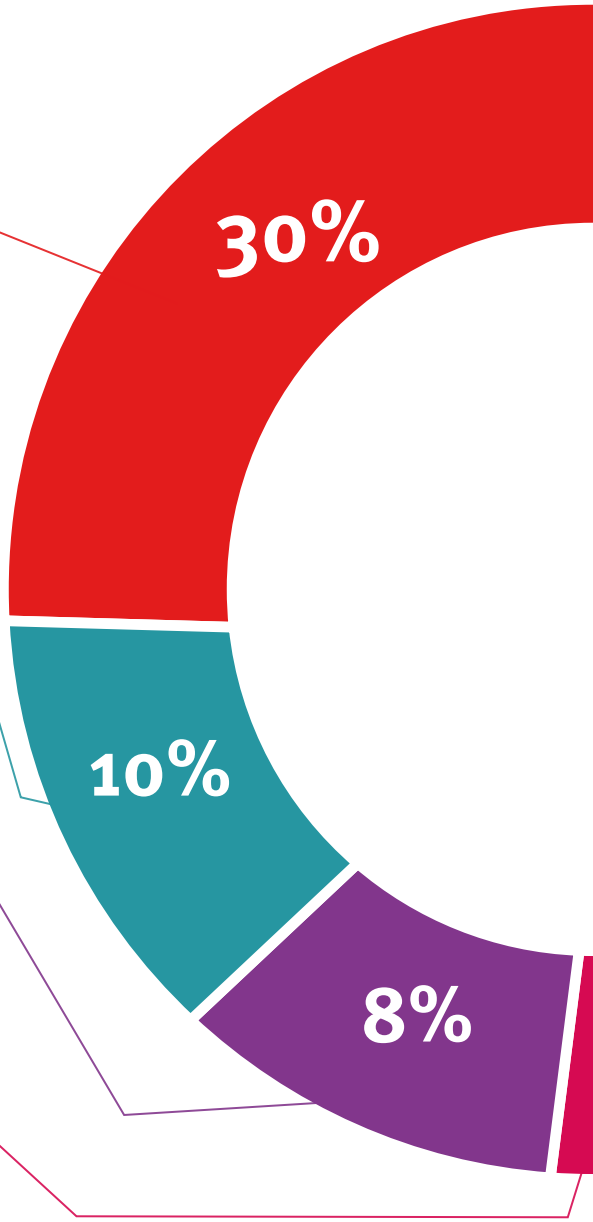
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

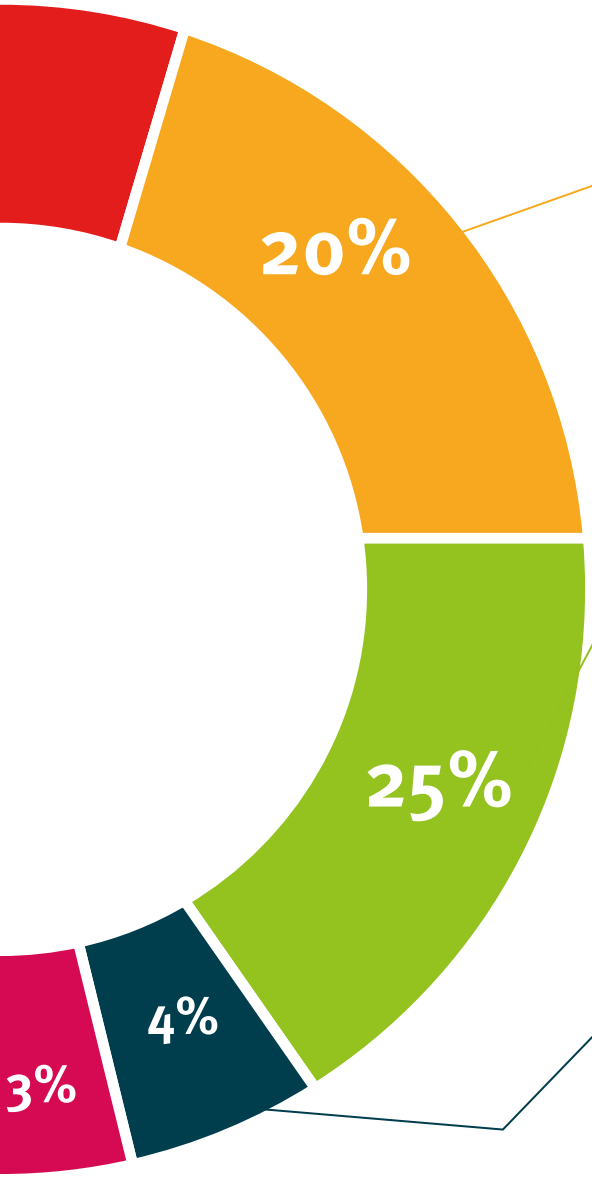
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

05

Certificate

The Postgraduate Diploma in Freelance Copywriting guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This program will allow you to obtain a **Postgraduate Diploma in Freelance Copywriting** endorsed by TECH Global University, the world's largest online university.

Tech Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

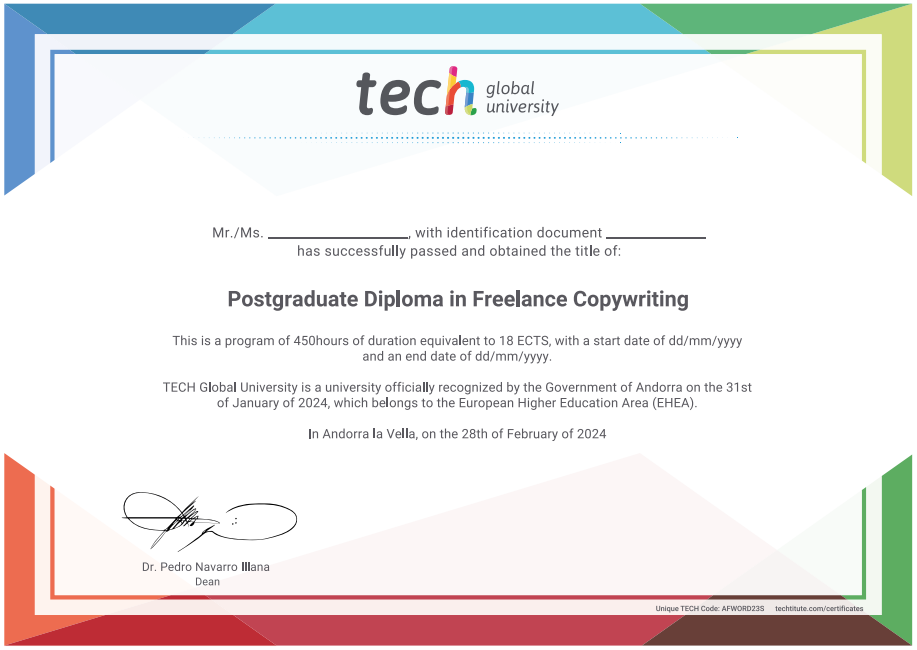
This **Tech Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Freelance Copywriting**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**


tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Freelance Copywriting

This is a program of 450hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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