

Advertising Copywriting 101 – Course 1 – FIRST ASSIGNMENT

Headline Writing

Directions: Pick a topic and write a headline using all of the headline techniques listed. The topic could be anything from your day at work to politics.

1. Suggest The Best Way To Do Something
2. Give Advice For Improvement
3. Provide Solid Evidence To Support A Claim example
4. Share Your Experience
5. Include Numbers In List Headlines ex: Top 7 Ways to Make Money this summer
6. Experiment With Open- And Closed-Ended Questions
7. Hint At Something Interesting
8. State A Problem (And Offer A Solution)
9. Use a statistic (if applicable)

Note: Try to keep your headlines under 8 words

Types of Copywriting

Directions: Consider the many types of copywriters. Which one do you believe fits you? Which one intrigues you the most? Notice copy all around you – from product labels to direct mail advertising to any other copy you see. Find at least 5 examples for each type of copywriting position.

Goals

I am very big on goals. What are your top 5 goals? They can be anything from “Finish this course!” to “See a billboard I wrote in Times Square!” There are no wrong answers here. I’m going to ask you to write goals after every course. They can be the same throughout or change. It’s up to you.