

# SAN FRANCISCO SCHOOL OF COPYWRITING

## Copywriting To Go!

A mini course of pro tips  
with Amanda Caswell



# Pro Tip #6

## Conduct lots of research...and then do some more

---

Preparation is everything when it comes to writing well. That means you should know everything – about the product or service, the brand, the audience, the market, the competition, and public perception.





# Next Pro Tip

## #7 Have a clear Call-To-Action (CTA)

---

For More Sign Up NOW For:

**Copywriting 101**  
**&**  
**Copywriting 201 : MASTERCLASS**

[www.SanFranciscoSchoolOfCopywriting.com](http://www.SanFranciscoSchoolOfCopywriting.com)

