



Copywriting

“No prior experience needed”

Bootcamp Curriculum

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Curriculum Version 1.0

Bootcamp Overview

Copywriting Curriculum

Target Audience:

- This bootcamp is designed for beginners/career switchers wanting to upskill in copywriting

Prerequisites:

- No prior experience required
- No coding experience required

Duration:

- 2 months (8 weeks)
- Monday - Friday (5pm-7pm WAT)/ (4pm-6pm UTC)

Format:

- Live classes and educative webinars including recorded sessions
- Hands-on assignments and real world projects
- One-on-one mentorship/career coaching
- Portfolio development (5 live portfolio projects)

Outcome:

By the end of the bootcamp, participants will master key copywriting skills through real-world projects and build a job-ready portfolio. They will confidently present their work in interviews and be equipped to pursue copywriting roles, with the tools and knowledge to advance in their careers.

Certification:

Upon successful completion of the bootcamp, participants will present their portfolios for review by instructors and receive a certification from U-Tech Forge (UTF)

Learning Modules

Copywriting Curriculum

The following modules have been designed to take you through the essential concepts and practices of copywriting. Each module focuses on a key area of copywriting, progressively building your skills from fundamental principles to advanced techniques. Throughout the bootcamp, you'll engage in hands-on projects and use industry-standard tools to create a strong foundation for your career in copywriting.

Module 1: Understanding the foundational blocks of copywriting

Week 1:

- Clarity call/Mindset rewiring
- A deep dive into copywriting and basic concepts
- Analyzing the different branches of copywriting
- Types of copy and what they are used for
- Different ways you can earn with copywriting

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

Week 2:

- Structure of a good copy/copy ingredients
- Headlines, leads, Offer, Call to action
- Imagery and Use of Word
- Hooks, Big ideas, Unique mechanisms, Discovery story
- Formulas and techniques for writing copy

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Copywriting Curriculum

Module 2: Psychology of writing, copy creation, & logical flow

Week 1:

- Influence and persuasion
- Storytelling/story selling
- Emotional triggers/objection handling
- Audience awareness levels
- Market sophistication levels
- Copy dissection and understanding writers thought process

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

Week 2:

- Market research/copy thinking
- Practical research session
- Copy build-up
- Email Copywriting
- Creating Marketing Ads
- Creating video scripts
- Editing and proofreading

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Copywriting Curriculum

Module 3: Marketing/funnel building

Week 1:

- AI + marketing
- Understanding Marketing numbers
- Social media marketing
- Content marketing
- Social media Ads

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

Week 2:

- What is a marketing funnel/types of funnel
- Layers of a funnel/Choosing the right marketing funnel
- Funnel building/creation
- How to spot a leaking funnel
- Funnel optimization

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

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Learning Modules

Copywriting Curriculum

Module 4: Client acquisition/portfolio building/personal branding

Week 1:

- Inbound client acquisition
- Outbound client acquisition
- Pitching techniques
- Positioning for gigs
- Branding yourself on social media

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

Week 2:

- Developing/building your work portfolio
- Practical portfolio for copywriting
- CV creation
- Pricing/designing your rate card
- Payment negotiation

Exercise

Mon-Friday (5pm-7pm WAT)/(4pm-6pm UTC)

Bonus Lessons:

- Google Tools for Copywriting
- Canva for Copywriting
- Copywriting/marketing books
- Creating your personal swipe file

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Bootcamp Deliverables and Reference Guide

Copywriting Curriculum

Bootcamp Deliverables

Bootcamp Deliverables:

- Fully developed job-ready portfolio with copywriting case studies and personal projects
- Final collaborative capstone project showcasing end-to-end copywriting skills
- UTF course certification
- Resume and LinkedIn optimized for copywriting roles
- Job interview preparation and guidance as well as networking tips (Active Tech Community)

Reference Guide

Books:

Exclusive access to carefully curated books for bootcamp members.

Online Resources:

Premium online resources are available exclusively to bootcamp members.

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