PERSUASIVE COPYWRITING

Persuasive Copywriting Course

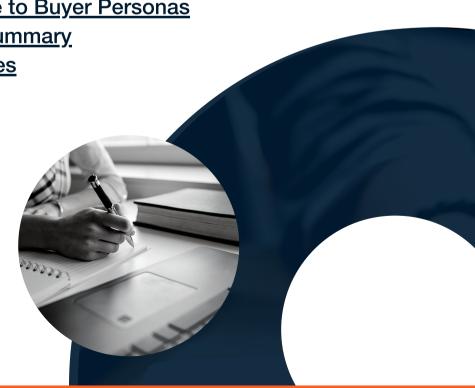Write Copy that Seizes Attention and
Persuades Audiences to *Take Action.*

Module 1 Capstone Project

Review HubSpot's "Beginner's Guide to Buyer Personas" and use HubSpot's "Make My Persona" tool to develop a buyer persona for The Goodtime Hotel. See below for a few resources and research about the hotel.

- Goodtime Hotel
- Thrillist
- Miami New Times
- Insider
- The Manual
- Tripadvisor
- Travel Land Leisure

Tools/Resources:

- <u>HubSpot Make my Persona Tool</u>
- <u>HubSpot Beginner's Guide to Buyer Personas</u>
- <u>Copywriter's Handbook Summary</u>
- <u>Good Copywriting Practices</u>
- <u>21 Copywriting Formulas</u>
- <u>Writing Frameworks</u>

Module 2 Capstone Project

Draft 10 print ad headlines that would appeal to the buyer persona you created in Assignment #1. Here are a few good resources to help you draft enticing headlines.

- Swipefile
- Headline Generator
- Headline Analyzer

Tools/Resources:

- HubSpot Simple Formula
- Winning Headlines
- Writing Headlines

Check the resources section of Module 1 for details on the Goodtime Hotel.

Feel free to conduct additional audience research by reviewing the hotel's social media pages and other online resources.

Module 3 Capstone Project

Come up with as many selling features and benefits as you can for the Goodtime Hotel. Here are a few good resources to help you make your list.

- [HubSpot Features vs. Benefits](#)
- [HubSpot Distinguishing Features from Benefits](#)
- [Boost the Relevance of Your Content with Benefits and features](#)

Tools/Resources:

- [Tips to Improve Your Writing](#)
- [101 Magic Words](#)
- [How to Improve Your Writing](#)

Module 4 Capstone Project

Start assembling the sections of the landing page to promote the Goodtime Hotel. Use the target audience, headline drafts and feature and benefits list to start pulling together the pieces of your landing page copy.

Do not start writing yet, this is merely the "assemble" piece. Your landing page framework should include a headlinepain story intro, an offer (where you include features/benefits of the solution) and a call to action.

Tools/Resources:
- [AIDA Formula](#)

Module 5 Capstone Project

Research 3-5 plausible facts from the hotel and hospitality industry that you could use to sell the idea of booking the Goodtime Hotel.

Be sure to cite your sources in the correct APA format and be ready to discuss how/why the information you uncovered complements the overall goal of the copy.

Tools/Resources:

- APA Manual of Style
- APA In-Text and Reference List Citations Guidelines
- APA Citations Generator
- Copyscape Plagiarism Checker
- The Standford-Makovsky Credibility Study
- HubSpot

Module 6 Capstone Project

It's time to put everything you've learned so far together and create a landing page for the Goodtime Hotel. Here's the existing landing page as a reference:

Goodtime Hotel

Your landing page should include a headline, subheading, body copy (highlighting features and benefits) and a call to action (to book now).

Use this template as the basis of the page layout so you can visualize where your words go on the page.

Tools/Resources:
- AP Stylebook
- Grammarly
- SlickWrite
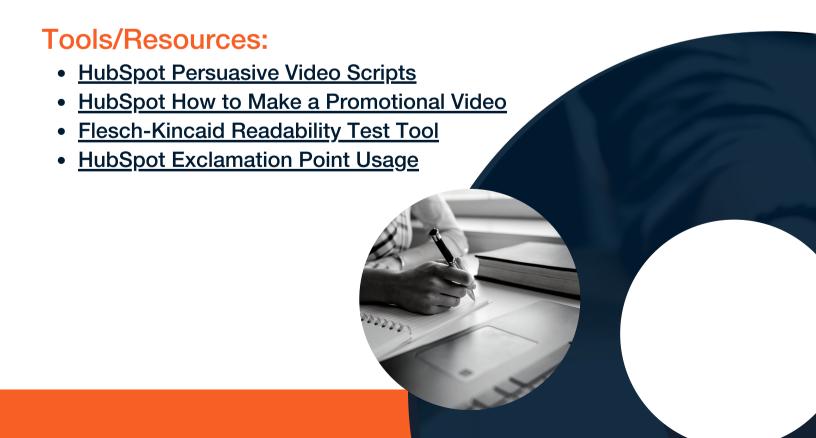- Hemingway App
- HubSpot Headlines
- HubSpot Subheadings

Module 7 Capstone Project

It's time to put everything you've learned so far together and create a brief, emotion-inducing promo video script for The Goodtime Hotel.

Your script should paint a vivid story of the benefits of staying at The Goodtime Hotel. It should start with a pain point. To do this, think about things guests have been experiencing at other hotels that they no longer want to deal with - poor customer service, mediocre rooms ...

Your script should be about 50 to 85 words. Note that we're not doing any visuals, just the script copy.

Tools/Resources:
- HubSpot Persuasive Video Scripts
- HubSpot How to Make a Promotional Video
- Flesch-Kincaid Readability Test Tool
- HubSpot Exclamation Point Usage

Module 8 Capstone Project

Use one of the story arcs discussed in Module 8 to craft a compelling Instagram social media post caption promoting The Goodtime Hotel.

Here's a look at what the hotel is currently posting on Instagram:

Goodtime Hotel

Your post should include an intriguing opener, introduce the purpose of your post, transition into the sale and end with a call to action for prospects to click the link in bio to book now.

Tools/Resources:

- Buffer Storytelling Formats to Supercharge Your Social Media Marketing
- NLP Center Future Pacing Positive Expectations
- Harvard Business Review Why Your Brain Loves Good Storytelling
- Drift Storytelling

Module 9 Capstone Project

Review the persuasion strategies discussed in this Module and use them to improve the landing page, video script and social media copy you've written in previous weeks for The Goodtime Hotel.

You should be able to specifically state which persuasion strategies you used to enhance your copy.

Tools/Resources:

- OVO Brand Archetypes
- Medium "A Content Strategist's Guide to Using Tone in Products
- Forbes "The Importance of Brand Voice and Tone"
- Example of a Style Guide Mailchimp
- Entrepreneur "The 8 Elements of Persuasive Ad Copy"

Module 10 Capstone Project

Put all of your pieces together - landing page, video script and social media post and present your final project to the class with an explanation on why you chose your specific audience, benefits, tone and sales angle to promote The Goodtime Hotel.

Tools/Resources:

- Biteable Video Making Stats
- Promo Video Examples