



Technocation Freelancing Training Institute & Software House

Copywriting Training Certification Course Outline

MODULE 1: What is Copywriting?

- Copywriting means writing to sell or convince
 - It is different from normal writing
 - Good copy makes people take action
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MODULE 2: Know Your Audience

- Always write for the reader
 - Think: what do they want?
 - Use words that connect with them
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MODULE 3: Power of Words

- Some words grab attention fast
 - Words like “Free” or “Now” are powerful
 - Choose simple and clear words
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MODULE 4: Headlines that Attract

- Headline is the first thing people see
 - A good headline makes readers curious
 - Keep it short and catchy
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MODULE 5: Writing with Emotions

- People buy with feelings, not logic
- Use words that make them excited
- Create trust with kind words

MODULE 6: Features vs Benefits

- Features are facts about the product
 - Benefits show how it helps the reader
 - Always focus more on benefits
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MODULE 7: Storytelling in Copy

- Stories make your writing powerful
- A story helps readers imagine
- Good stories connect hearts and minds

MODULE 8: Call to Action (CTA)

- Tell readers what to do next
- Use clear action words like “Buy Now”
- Don’t leave them confused

MODULE 9: Copy for Social Media

- Write short and eye-catching posts
- Add emojis and fun words sometimes
- Always give value in your posts

MODULE 10: Copy for Ads

- Ads need quick and sharp lines
- Use curiosity to stop scrolling
- End with a strong CTA

MODULE 11: Copy for Emails

- Start with a friendly greeting
- Write like you talk to a friend
- Keep it short and helpful

MODULE 12: Certification Module

- Final project: write ad copy for a product
- Teacher checks clarity, emotion, and CTA
- Earn “Junior Copywriter” Certificate

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