

# MODULE 6 – COPYWRITING FOR BEGINNERS

## Hustle Flow Academy – Module 6

### Copywriting for Beginners

Learn the Skill That Sells Anything

#### INTRODUCTION

Copywriting is one of the most valuable skills in the world.  
It's the skill of writing words that make people:

- Click
- Buy
- Sign up
- Engage
- Take action

Every business needs copy:

- Ads
- Captions
- Posters
- Websites
- Product descriptions
- Landing pages
- WhatsApp messages
- Email campaigns

This module teaches you how to write clean, persuasive, beginner-friendly copy that sells—even if you've never written anything before.

#### SECTION 1: WHAT IS COPYWRITING?

Copywriting is simply:

**“Writing that moves people to take action.”**

It is NOT about:

- Being poetic
- Being perfect
- Writing long essays

It IS about:

- Understanding the customer
- Speaking clearly
- Using the right emotions
- Solving a problem
- Offering value

## **SECTION 2: THE 3 CORE PRINCIPLES OF GOOD COPY**

### **1. Simplicity**

The best copy is simple and easy to read.

### **2. Emotion**

People buy based on emotion, not logic.

### **3. Clarity**

Your message must be clear and straightforward.

## **SECTION 3: THE “PASTOR” WRITING FORMULA**

A simple formula for beginners:

### **P – Problem**

State the problem clearly.

### **A – Amplify**

Show how the problem affects them.

### **S – Story**

Tell a short story or example.

### **T – Transformation**

Show what’s possible.

### **O – Offer**

Present your solution.

## **R – Response**

Call them to action.

# **SECTION 4: COPYWRITING FOR POSTERS**

Here's a simple formula for poster writing:

## **1. Bold Headline (big & clear)**

Example:

“NEW ARRIVALS JUST DROPPED!”

## **2. Key benefit**

“Affordable quality, designed for comfort.”

## **3. Offer or details**

“K15,000 – Limited stock.”

## **4. Call to action**

“DM to order now!”

# **SECTION 5: COPYWRITING FOR CAPTIONS**

Here's a simple caption formula:

**Hook → Value → Offer → CTA**

Example:

“Stop wasting money on low-quality perfumes.

Try our long-lasting scents, designed to last all day.

Order now and get fast delivery!”

# **SECTION 6: COPYWRITING FOR WHATSAPP**

WhatsApp messages should be:

- Short
- Clear
- Friendly

**Example:**

“Hi! I help businesses create posters and advertising videos. Want to see samples?”

**Sales message:**

“We’re offering 7 posters for K7,000 this week. Want me to design for you?”

## **SECTION 7: BEGINNER MISTAKES TO AVOID**

- ✗ Writing long paragraphs
- ✗ Using fancy words
- ✗ Talking too much about yourself
- ✗ Forgetting the call to action
- ✗ Writing for “everyone”

## **SECTION 8: 7-DAY COPYWRITING BUILDER PLAN**

**DAY 1: Study good ads**

**DAY 2: Learn basic hooks**

**DAY 3: Write 5 posters**

**DAY 4: Write 5 captions**

**DAY 5: Study emotional triggers**

**DAY 6: Rewrite old ads**

**DAY 7: Build a small portfolio**

## **SUMMARY**

Copywriting is a skill that grows quickly with practice. Once you understand emotion and simplicity, you can sell anything—from services to physical products.