

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.