

How To Review and Breakdown Copy

Your ability to break down copy, like most things in life, depends on the quality of questions that you ask yourself

- 1) What is the objective of this piece of copy?
- 2) What is the writer doing to accomplish this objective? Why does it work? How could they do it better?
- 3) What mistakes is the writer making that is keeping them from achieving their objective? How could they fix these mistakes? How can I keep from making these mistakes myself?
- 4) What would the reader feel as they read this piece of the copy?
- 5) What lessons from the Bootcamp do I see at play in the copy?

When you comment on a piece of student submitted work, answer all 5 of these questions. It's easy to be a critic, it's harder, and more valuable to you and your fellow student, to make constructive suggestions.