

Postgraduate Certificate

Freelance Copywriting Techniques



Postgraduate Certificate Freelance Copywriting Techniques

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/freelance-copywriting-techniques

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01

Introduction

One of the professional profiles that were born as a result of the digital era is the *copywriter*. To develop with guarantees of success in this sector independently requires a mastery of both the functions to be performed, as well as the management and implementation of an effective model. In this way, the graduate will be able to attract new clients, achieve an excellent reputation and distinguish themselves in a competitive sector. Therefore, this 100% online program offers an academic path that goes from how to start in this field, invoicing, project presentation to the quality control guide. All this, in addition, with the best didactic materials created with specialists with experience in this field.





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*You will become a highly competitive
Freelance Copywriter thanks to this 100%
online Postgraduate Certificate"*

Beyond persuasive writing skills, the *copywriter* who wishes to launch a freelance career in this sector must have a portfolio that demonstrates their high ability, perform excellent personal promotion and maintain strong relationships with clients. All of these skills will allow the freelancer to succeed in a highly sought-after area.

Given this reality, it is essential that you master other elements necessary to properly manage your own business. Therefore, aspects such as quality control, the creation and supervision of invoices or the presentation of projects are key to their daily performance. For this reason, TECH has created this Postgraduate Certificate in Freelance Copywriting Techniques.

A program that stands out for its innovative didactic material based on video summaries, videos in detail, specialized readings and success stories. In this way, you will delve more dynamically into client acquisition, the most demanded services for this profile, budget presentation or the metrics used by all *copywriters*.

Likewise, the *Relearning* method provides a greater attractiveness to this learning. Thanks to this system, students will not have to invest long hours of study and memorization, obtaining an agile and simple teaching of the most important concepts.

Undoubtedly, a unique opportunity to achieve knowledge that allows labor progress through a unique academic option. Therefore, the graduate only needs a digital device with an Internet connection to visualize, at any time of the day, the syllabus hosted on the virtual platform. An ideal opportunity to reconcile the most demanding daily activities with quality education.

This **Postgraduate Certificate in Freelance Copywriting Techniques** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ Case studies presented by experts in digital marketing and Copywriting Communications.
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice.
- ♦ Practical exercises where self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection.



An academic proposal that you can study from the comfort of your own home and without any classes with restricted schedules. Enroll now”

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Delve into the measurement tools available to improve your services and business”

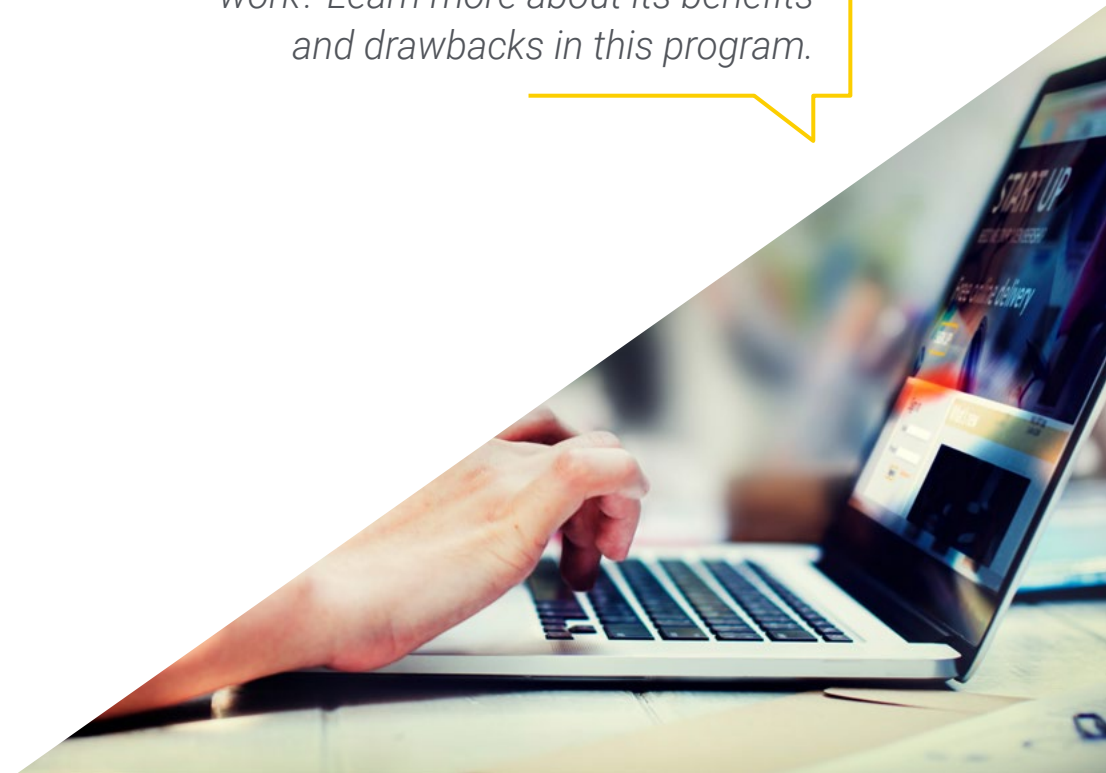
The program’s teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Get a vital lesson in budgeting and billing management to help you get the most out of your freelance work.

Have you thought about introducing testimonials on your website about your work? Learn more about its benefits and drawbacks in this program.



02

Objectives

This Postgraduate Certificate is designed to provide the knowledge that will lead students to realize their idea of a professional career as a freelance *copywriter*. A project that will be achievable thanks to this learning, the numerous teaching materials provided by the faculty of this program and its proximity to resolve any questions that the graduate has about the comprehensive content of this program. A unique opportunity for professional growth through the largest digital university in the world.



04



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The case studies of this program will lead you to integrate the most effective strategies in your career as a freelance copywriter”



General Objectives

- ♦ Offer a wide and deep learning of the copywriting profession in its different facets
- ♦ Show the different areas in which Copywriting can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer a deep study system for the creation of branding of a brand with the Verbal Identity Manual
- ♦ Offer a complete study about psychology, neuromarketing and neurocopywriting
- ♦ Acquire in-depth knowledge about the relationship between language and persuasion, emotion and profit
- ♦ Instruct Copywriting experts to be able to make a content plan and write for any of today's major social networks
- ♦ Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- ♦ Offer the tools to know how to run a sales funnel from start to finish
- ♦ Provide the tools to know how to develop a digital marketing campaign
- ♦ Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- ♦ Instruct copywriters to be able to write ads for major social networks
- ♦ Train to work as a freelance copywriter from minute one, or to be able to work for third parties





Specific Objectives

- ♦ Learn how to work as a freelance copywriter from the first day you start working with a client
- ♦ Know how to start a relationship with a client
- ♦ Design a service catalog
- ♦ Delve into the presentation of quotations to increase the acceptance rate of the quotation
- ♦ Learn how to create invoices
- ♦ Learn how to collect customer testimonials
- ♦ Work with a project quality control system
- ♦ Learn how to present projects in a convincing way
- ♦ Learn how to manage metrics in Copywriting



Do you know how to make a good project delivery document in the world of Copywriting? Learn it with this Postgraduate Certificate"

03

Course Management

In order to offer students a quality education, TECH carries out a thorough selection process of each and every one of the teachers that make up its programs. Therefore, the graduate who takes this Postgraduate Certificate program will have access to a program planned and developed in detail by excellent specialists in the field of *Copywriting*, Communication and Marketing. In this way, you will obtain a high level of learning in a short period of time.





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*Specialize with leading figures from the
Copywriting and Communication sector
in just 6 weeks"*

Management



Mr. Berenguer Falcó, José

- ♦ Editor in chief at PCcomponentes and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz
- ♦ SocialMedia and Copywriter at Cacahuete Comunicación
- ♦ Editor in Chief at Diego Coquillat.com
- ♦ Editor-in-Chief of 10 Restaurants He is
- ♦ Layout and copywriter at Difussion Media
- ♦ SEO copywriter for several communication agencies
- ♦ Communications Director at Eco Expansion
- ♦ Head of Press and Communication of the Bar Association of Elche
- ♦ Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- ♦ Graduate in Journalism



04

Structure and Content

TECH in its commitment to offer quality education provides all its students with the most rigorous and current material. Therefore, graduates who take this program will have at their disposal a syllabus prepared by consolidated specialists in the world of *Copywriting*, who will show them all the steps, strategies and actions necessary to develop successfully as freelancers. All this with a theoretical-practical approach and innovative didactic material.



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You will have at your disposal multimedia pills and an endless number of didactic resources to obtain the essential knowledge to develop as a Freelance Copywriter”

Module 1. The Freelance Copywriter

- 1.1. The Most Important Things to Be a *Freelance Copywriter*
 - 1.1.1. Where to Start
 - 1.1.2. Legal Issues: the Contract
 - 1.1.3. Minimum Viable Business Considerations
 - 1.1.4. Channels through which to Make Yourself Known
 - 1.1.5. How to Find a Job
 - 1.1.6. The Importance of *Networking*
- 1.2. How to Start a Relationship with a Client
 - 1.2.1. The Inquiry Form: What Is It?
 - 1.2.2. What Questions to Include in the Inquiry Forms
 - 1.2.3. Contact Forms
 - 1.2.4. Examples of Different Inquiry Forms
- 1.3. Service Catalog
 - 1.3.1. What Services Are Most in Demand
 - 1.3.2. *Copywriting* Audit
 - 1.3.3. *Copywriting* Consulting
 - 1.3.4. Web Services
 - 1.3.5. Specific Services
 - 1.3.6. General Pricing Ideas
- 1.4. How to Present Quotations to Achieve a High Percentage of Acceptance
 - 1.4.1. How to Avoid Being Told No or Disappearance
 - 1.4.2. Leave the Stone on Your Own Roof
 - 1.4.3. No Need to Be Rushed
 - 1.4.4. Listen and Get to Know the Customer Well
 - 1.4.5. Personalize by Highlighting the Benefits
 - 1.4.6. Detailing What's Included and What's Not Included
 - 1.4.7. Give a Deadline
- 1.5. Invoices
 - 1.5.1. Invoice Essentials
 - 1.5.2. Sequence of Follow-up Emails and Claim of Collections
 - 1.5.3. Rural land
 - 1.5.4. Useful Invoicing and Collection Tools



- 1.6. Testimonials
 - 1.6.1. The Benefits and Risks of Publishing a Testimonial
 - 1.6.2. How to Collect Testimonials Quickly
 - 1.6.3. How and Where to Use Social Proof
 - 1.6.4. Testimonials as a Success Strategy for Some Campaigns
- 1.7. Transcreation: Halfway between *Copy* and Translation
 - 1.7.1. What is Transcreation?
 - 1.7.2. The Origin of Transcreation
 - 1.7.3. The Transcreation Process
 - 1.7.4. Applications of Transcreation
 - 1.7.5. Smiles and Tears (Successful and Unsuccessful Application Cases)
- 1.8. The Quality Control Guide
 - 1.8.1. The Elements to Examine Before Delivering a Project
 - 1.8.2. An Attention Check
 - 1.8.3. Mathematical Filters of a Text
 - 1.8.4. Grammar and Style
- 1.9. Project Delivery
 - 1.9.1. How and Why Not to Deliver Some Texts in Word
 - 1.9.2. The Structure of a Good Project Delivery Document
 - 1.9.3. The Presentation Session
 - 1.9.4. The Presentation of the *Copy* in *Wireframes*
 - 1.9.5. What to Do if the Client Says No
- 1.10. Metrics for *Copywriters*
 - 1.10.1. Why It Is Important to Measure
 - 1.10.2. KPIs in *Copywriting*
 - 1.10.3. The Tools
 - 1.10.4. How to Sell it to the Client



*Get the cases of success and failure
in the processes of creation and
application of transcreation"*

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“ *Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



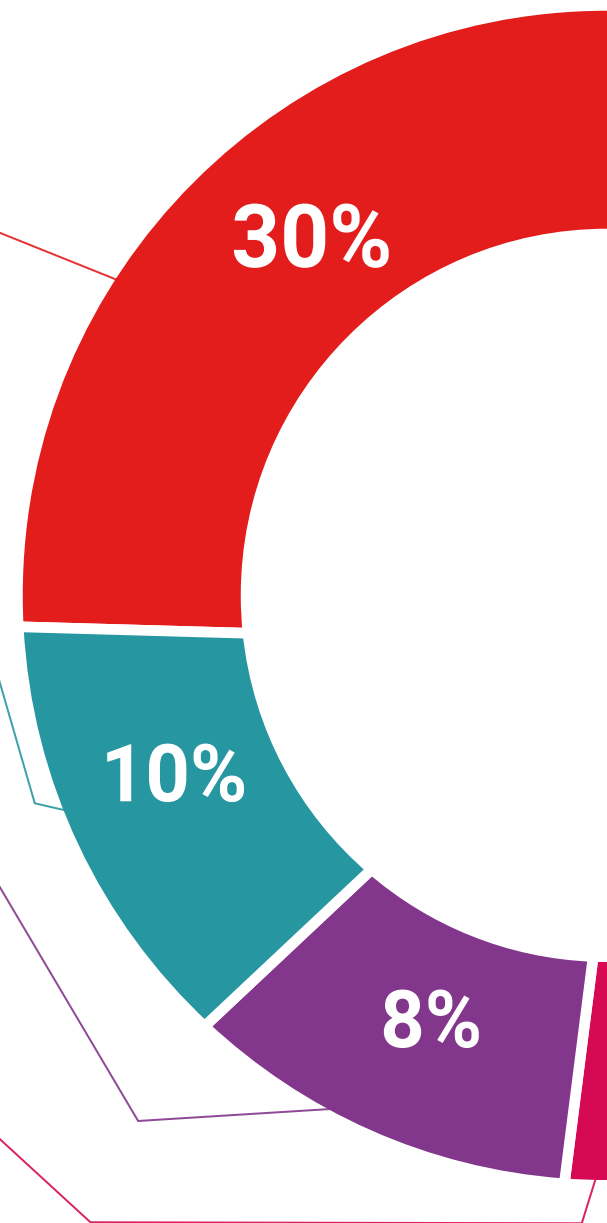
Practising Skills and Abilities

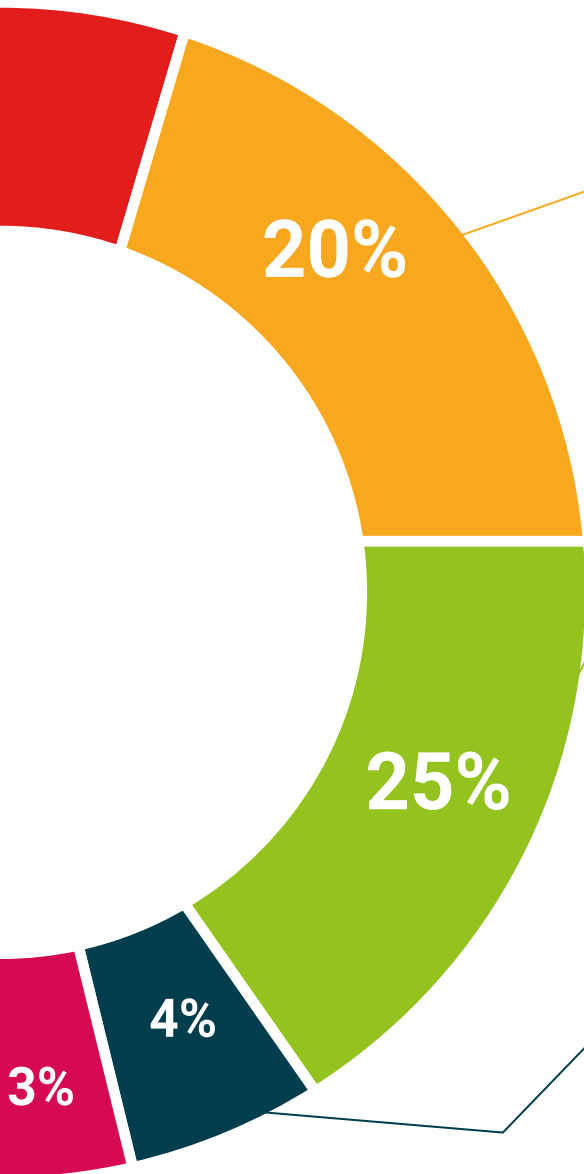
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

The Postgraduate Certificate in Freelance Copywriting Techniques guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork"*

This **Postgraduate Certificate in Freelance Copywriting Techniques** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding Postgraduate Certificate issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Freelance Copywriting Techniques**

Modality: **online**

Duration: **6 weeks**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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Freelance Copywriting
Techniques

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