

# Postgraduate Certificate Freelance Copywriting Techniques



## Postgraduate Certificate Freelance Copywriting Techniques

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: University graduates who have previously completed any of the qualifications in the fields of Social Sciences, Communication, Administrative and Business Administration.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/freelance-copywriting-techniques](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/freelance-copywriting-techniques)

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# 01 Welcome

The evolution of the Internet has led to the impulse of *ecommerce* and the digital presence of companies and professionals from different sectors. A wide field of action that has led *copywriters* to start their own persuasive content writing business. A career that requires a deep knowledge of the different existing business models, legal regulations and all those elements of management and billing control essential to succeed in this sector. For this reason, TECH launches this 100% online academic proposal that allows *copywriter* students to gain a better understanding of the environment and dynamics of the *freelancemarket*. All this, through the best multimedia didactic material and a syllabus that brings together in 6 weeks, the most current and accurate information to achieve success in this industry.



Postgraduate Certificate in Freelance Copywriting Techniques.  
TECH Technological University



“

*Lead your career as a freelance  
Copywriter to success thanks to this  
100% online Postgraduate Certificate"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The purpose of this Postgraduate Certificate is to provide the professional copywriters the necessary knowledge to thrive in a booming industry with all the guarantees. A goal that will be easier to achieve thanks to the experience of the teaching team in this area and the multitude of teaching resources that will allow you to transfer from day one such learning to your independent business project. A unique opportunity offered by TECH, the largest digital university in the world.



“

*Do you want to improve your project as a freelance copywriter? Be guided by the experience embodied in this program from the best experts"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Freelance Copywriting Techniques qualify the students to:

01

Learn how to act as a freelance copywriter from the first day you start working with a client

04

Delve into the presentation of quotations to increase the acceptance rate of the quotation

02

Know how to start a relationship with a client

05

Learn how to create invoices

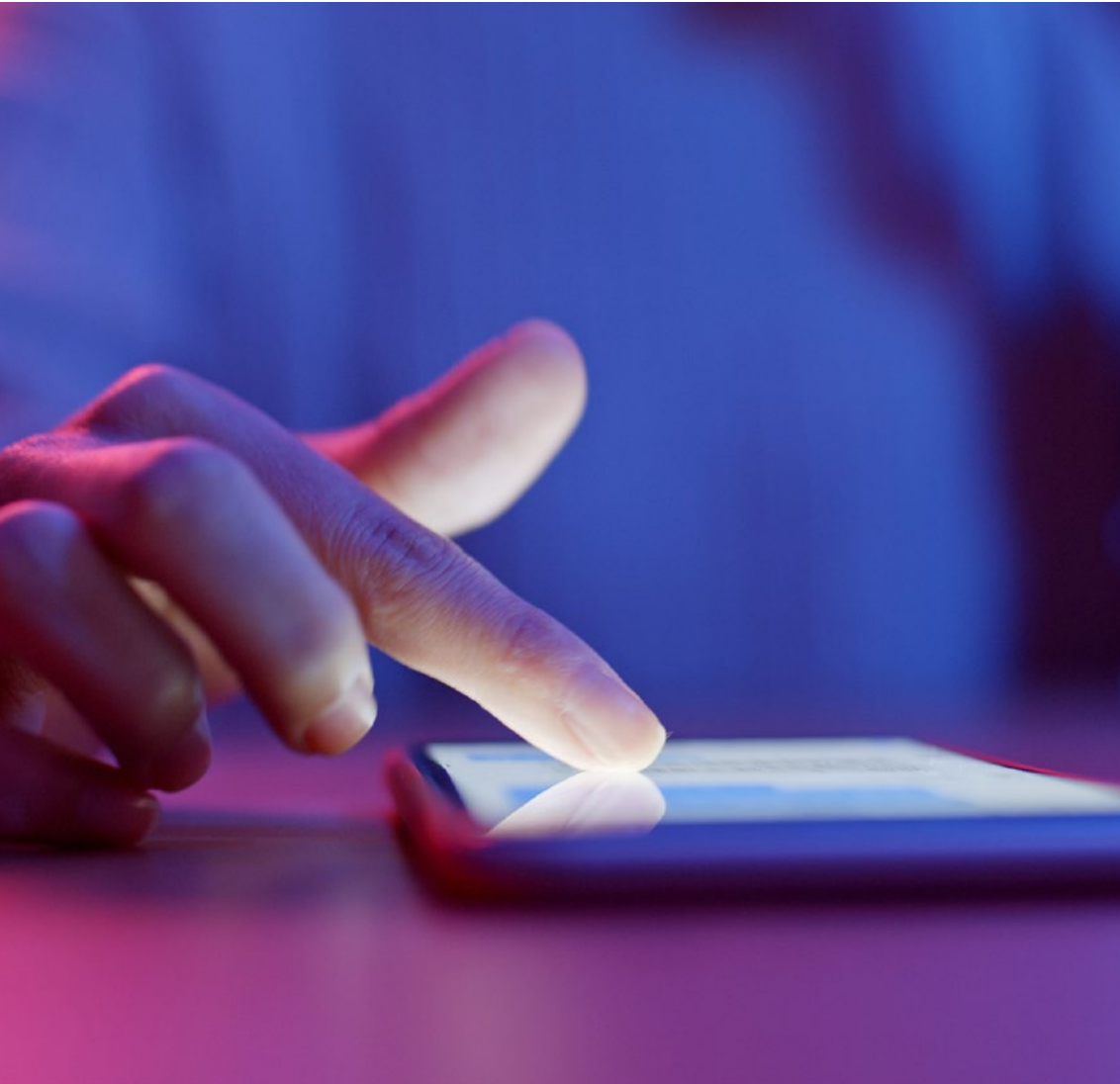
03

Design a service catalog

06

Learn how to collect client testimonials





07

Work with a quality control system for projects

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08

Learn how to present projects in a convincing way

---

09

Learn how to manage metrics in Copywriting

# 05

# Structure and Content

The syllabus of this university program consists of 150 intensive teaching hours so that the professionals can develop their freelance career in an optimal way. To do this, you will learn the main techniques of persuasive writing to expand your catalog of services and also establish strong business relationships with customers in order to maintain a successful business.



“

*A syllabus that will allow you to learn Copywriting Techniques and expand your service portfolio"*

## Syllabus

Thanks to the theoretical-practical approach of this Postgraduate Certificate, the professionals will be able to incorporate the most current Copywriting Techniques and the business model that best suits their objectives into their projects and their daily performance. An achievable goal through a syllabus prepared by experts with an accumulated experience in this sector.

This is a program that will allow students to master the minimum considerations for any business to be profitable, the formulas for attracting customers, the breadth of services that can be offered, as well as its implementation with the optimal business strategy.

For this, it has video summaries, videos in focus, specialized readings and examples that will bring students even closer to the reality of every freelance professional in a booming sector. Furthermore, thanks to the Relearning method used by TECH in all its programs, the graduates will not have to invest long hours of study and memorization. With the continuous repetition of the most important content, they will be able to focus on the key concepts and obtain a solid knowledge.

Undoubtedly, an excellent opportunity to progress through a flexible and comfortable academic option. Therefore, without presence, or classes with restricted schedules, the copywriters will be able to access this Postgraduate Certificate, whenever and wherever they want. They only need a digital device with an Internet connection to visualize, at any time of the day, the program hosted in the virtual platform.

This Postgraduate Certificate program is spread out over 6 weeks and is divided into 1 module:

### Module 1

### The Freelance Copywriter



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Freelance Copywriting Techniques completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**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 the Relationship with a Customer**

- 1.2.1. The Intake Form: What is It?
- 1.2.2. What Questions to Include in the Lead Forms
- 1.2.3. Contact Forms
- 1.2.4. Examples of Different Forms

**1.3. Service Catalog**

- 1.3.1. What are the Most Demanded Services
- 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 Close a High Acceptance Rate**

- 1.4.1. How to Avoid being Told "No" or that They Disappear
- 1.4.2. Leave the Stone on Your Own Roof
- 1.4.3. Not 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 is Included and What is Not Included
- 1.4.7. Give a Deadline

**1.5. Invoices**

- 1.5.1. Invoice Essentials
- 1.5.2. Sequence of Follow-up Mails and Collection Claims
- 1.5.3. Rural Land
- 1.5.4. Useful Tools for Invoicing and Collection

**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 Process of Transcreation
- 1.7.4. Applications of Transcreation
- 1.7.5. Smiles and Tears (Cases of Successful and Unsuccessful Applications)

**1.8. The Quality Control Guide**

- 1.8.1. The Elements to Examine before Delivering a Project
- 1.8.2. A Check on Attention
- 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. Tools
- 1.10.4. How to Sell it to the Customer



“

*Delve whenever and wherever  
you want into transcreation:  
its process and application”*

# 06

# Methodology

This program offers students a different way of learning. Our methodology follows a cyclical learning process: **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.







“

*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”*

## TECH Business School uses the 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*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



07

# Our Students' Profiles

This program is open to university graduates who have previously completed any of the following qualifications in the field of Social Sciences, Communication, Marketing and Public Relations.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

It can also be taken by professionals who, being university graduates in any area, have work experience in the field of Online Marketing.







“

*Increase your field of action in the copywriting sector with TECH”*

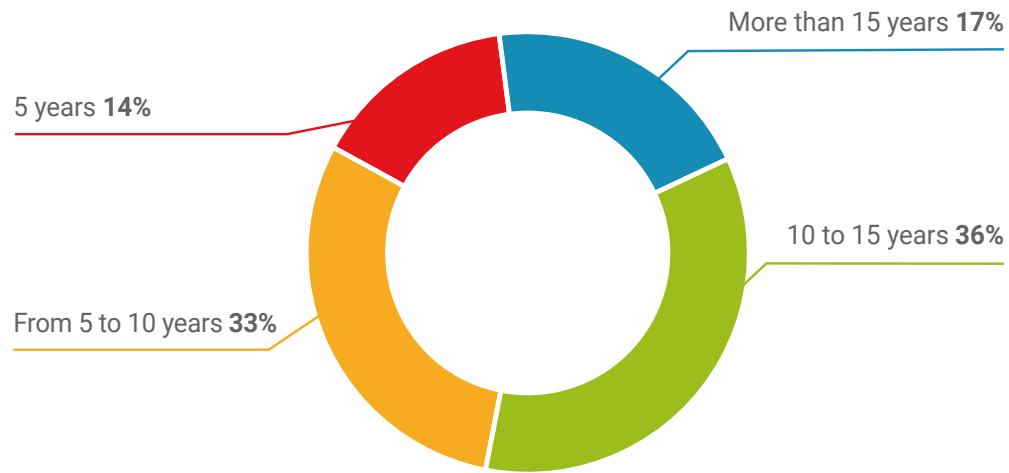
### Average Age

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Between **35** and **45** years old

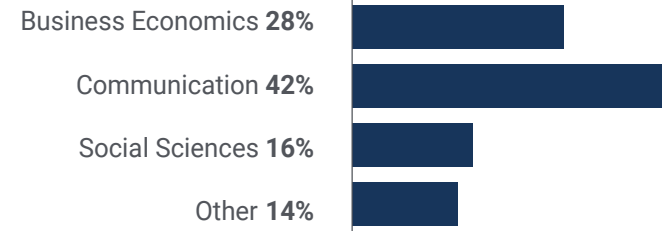
### Years of Experience

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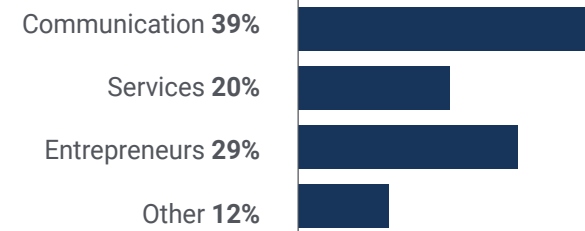
### Training

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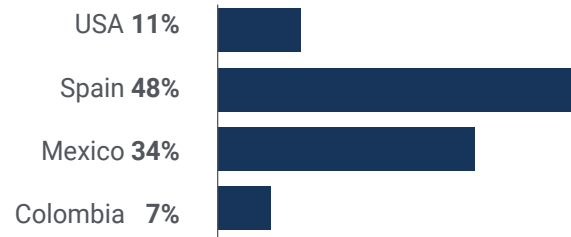
### Educational Profile

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## Geographical Distribution

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## Laura Vázquez

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### Professional Freelance

*This Postgraduate Certificate was a before and after. I was able to culminate my freelance project idea. Create a profitable business model and generate a broad and solid portfolio of clients. An idea transformed into reality"*

08

# Course Management

TECH maintains a philosophy based on providing students with a high level of education. To achieve this goal, this institution makes a careful selection of each and every one of the teachers who make up its program. In this way, the graduates of this program will have access to a syllabus developed by specialists in Copywriting in prestigious agencies and brands. An experience and deep knowledge that will allow them to grow as freelancers in this sector.



A black and white photograph showing three people from a side profile, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that covers the top right and bottom right portions of the page.

“

*The best way to consolidate your career as a freelancer is to apply the teachings of experts with outstanding trajectory in this sector. Enroll now”*

## Management



### Mr. Berenguer Falcó, José

- ♦ Editor in chief at PCcomponents 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



09

# Impact on Your Career

This Postgraduate Certificate favors the growth and development of the freelance career in the Copywriting sector. In this way, this program will generate from the first moment a great impact on students who seek to succeed with their business project in an increasingly competitive digital world. An opportunity to grow in a short time, safely and with the help of the best specialists in this growing industry.





“

*Turn your business project into reality in Copywriting. Develop your idea from start to finish thanks to the knowledge provided by this program"*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Freelance Copywriting Techniques is an intensive program that prepares you to face challenges and business decisions in the field of Copywriting. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

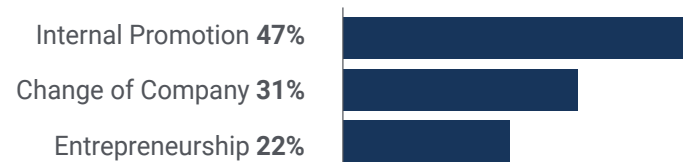
*Meet your expectations  
and distinguish  
yourself from the rest  
of the competitors  
through an unparalleled  
academic option.*

*Stand out as a freelance  
copywriter with a quality  
program that is close to  
the reality of the industry.*

#### Time of Change



#### Type of Change



### Salary Increase

---

This program represents a salary increase of more than **23.14%** for our students



10

# Benefits for Your Company

A better understanding of the sector, how it works, the techniques used in each service and the development of managerial and management skills provide students with an education that will benefit their business. These benefits will have a direct impact on the graduates, on their business model, as well as on the daily performance of their work. A unique opportunity that will be much easier to achieve with TECH and the great team of specialists who have created this program.



“

*Increase your business opportunities with an education oriented to give you everything you need to succeed as a copywriter”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11

# Certificate

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





“

*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**

Official N° of Hours: **150 h.**



\*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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