

How to become a successful copywriter

Copywriting Essentials

If you're looking to become a copywriter, then Copywriting Essentials is the perfect starting point. It's our flagship course for novices, emerging and experienced writers wanting to become paid, professional copywriters.



Copy Club

Once you've completed Copywriting Essentials, you'll want to keep the momentum up and get your burning questions answered as they arise. Joining Copy Club is the best way to do that. You'll also be able to connect with other copywriters, access a host of training videos and templates, and clients and join a community of like-minded collaborators.



How to Build a Successful Freelance Copywriting Business

If you're serious about becoming a freelance copywriter, your next step is to complete the How to Build a Freelance Copywriting Business. You'll learn how to find clients, build your brand, automate your marketing and generate income.



SEO writing in the age of AI

This practical course shows you how to write content that performs in a world where people search via Google, ChatGPT and beyond. You'll learn how modern SEO really works, how to structure content for humans and AI, and how to use AI tools thoughtfully. Ideal if you want future-proof skills, stronger visibility and confident, contemporary SEO writing.

Email marketing and copywriting

For those who like long copy, and want to secure long-term clients, the Email Marketing and Copywriting course is the next port of call. This course does a deep dive into how to write email campaigns, landing pages and funnels and will set you up to become an expert.

UX writing

Learn how to craft clear, intuitive web and app copy that guides users through every step of their journey. This introductory course teaches UX writing principles, from choosing effective words for navigation to engaging customers and encouraging actions like sign-ups or purchases. It's perfect if you want practical skills that make digital experiences seamless.