

UX Copywriting Mastery & Certification Assignment Template

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List of Final Components:

(Please provide a list of the components included.)

1. Digital Copywriter's Handbook Product Page
2. Digital Copywriter's Handbook Order Page
3. Digital Copywriter's Handbook Order Confirmation page
4. Digital Copywriter's Handbook Order Confirmation Email Message
5. Digital Copywriter's Handbook Welcome Series - Message 1
6. Digital Copywriter's Handbook Welcome Series - Message 2
7. Digital Copywriter's Handbook Welcome Series - Message 3
8. Digital Copywriter's Handbook Product Review Request Email

Digital Copywriter's Handbook Product Page

User Goal/Expectation:

(Briefly define the likely user goal or expectation when visiting this page. This will not appear on the page.)

1. Quickly get all the details related to the product and to get a clear understanding of the product, it's benefits and value it provides and then take a buying decision.

Page Headline:

The Digital Copywriter's Handbook - Become the 'go-to' digital copywriter for clients for any type of digital copywriting project with this instant reference and quick training program!

The master program to

Page Subhead:

the ONLY program of its kind that gives you the skills and toolsets to successfully complete any type of digital copywriting project quickly.

Price:

\$597

CTA/Order Button:

Get instant access to the Digital Copywriter's Handbook

Body Copy:

(Limit: 600 words max – include suggestions for visuals if they will help the user.)

The 'Bible' of Digital Copywriting

The Digital Copywriter's Handbook is the only 'one-of-it's-kind' comprehensive program in the entire world wide web.

It gives you instant access to training, guidelines, structures and templates to complete any type of digital copywriting project quickly and easily. It provides you with all the resources and equips you with the skills you need to become an 'in-demand' digital copywriter in this universal and most lucrative writing market.

On purchase, you will get instant access to how-to-guides and ready-reckoners to write:

1.Homepages 2. Subscription Pages 3. Information Pages 4. Landing Pages 5. Search Engine Optimization (SEO) 6. Social Media Writing 7. Blog Posts 8. Articles 9. Page Sequences 10. Promotional Emails 11. E-newsletters 12. Websites 13. Lead-Generation 14. Company Info 15. PPC Ads 16. Autoresponders 17. Video Scripts 18. Case Studies 19. News Items s 20. Advertorials 21. Insert Ads 22. Product Descriptions 23. Lead Magnets...and a whole lot more!

This new expanded edition has a whole section on digital copywriting for social media, a very easy and quickly profitable market for beginner writers.

Why the Digital Copywriter's Handbook is the only program you'll ever need

- **Ride the ecommerce and digital marketing tsunami and become a highly paid digital copywriter**

Consumers spent \$861.12 billion online with U.S. merchants in 2020, up an incredible 44.0% year over year, according to Digital Commerce 360. Also a Forrester report states that digital marketing spend will reach \$146 billion by 2023. This ecommerce and digital marketing tsunami together has exponentially increased demand for professional digital copywriting, making it one of the fastest growing, diverse and most lucrative writing markets in the world.

- **Created by a foremost industry expert as an end-all program for digital copywriting**

The Digital Copywriter's Handbook program was created by Nick Osborne, an industry renowned copywriter with 40+ years of writing experience. He has spent over 20 years in the digital space writing for Fortune 500 companies as well as SMEs. With the Digital Copywriter's Handbook program, he has helped thousands of writers launch lucrative careers in this fast-growing, "universal" market.

Another industry renowned copywriting expert, Bob Bly, has called this program "the bible of digital copywriting"!

- **Get a comprehensive library of bonus material**

- a. 'Look-over-my-shoulder' video lessons by Nick providing visual examples to take your work to the next level and help you charge higher fees.
 - b. 12 Essential Digital copywriting templates to cut down your learning curve and completion time
 - c. Special video session: "Landing Digital Copywriting clients" to start getting clients, making money and growing your income.
 - d. Triple Spec Challenges with three different project types to test yourself with a real paying client
 - e. Nick's webinar event: How to make your first \$1000 as a digital copywriter
 - f. Plus mini-bonus modules: Nick's Writing Rituals and Nick's Words of Wisdom
- **Get a lifetime of free updates when you join today**
When you join the Digital Copywriter's Handbook program today, you'll constantly get every single update and enhancement Nick makes to keep this program up to date. Every new bonus section, a new video or a new digital copywriting format, you'll get it all instantly.
 - **Zero risk**
Any time in the next year if you decide digital copywriting isn't for you, give us a call and we'll give you a full refund. You can keep the bonuses and templates, as our thanks for trying out our program.

CTA/Order Button:

Order The Digital Copywriter's Handbook now

Digital Copywriter's Handbook Order Page

User Goal/Expectation:

(Briefly define the likely user goal or expectation when visiting this page. This will not appear on the page.)

The user has come to this page with the expectation of adding the product to cart and getting instant access to the product.

Page Headline:

You're just one step away from getting instant access to the Digital Copywriter's Handbook

Visual:

A mockup image of the Digital Copywriter's Handbook on the left side of the page

Body Copy:

(Limit: 200 words max – include suggestions for visuals if they will help the user.)

You are now just one-step closer to getting the only program of its kind that covers digital copywriting in such breadth and depth.

Just add your billing and payment information in the below form and place your order. On successful payment, you'll get an email with instructions on how to get instant access to the Digital Copywriter's Handbook.

You can immediately start learning from Nick to execute any type of digital copywriting project successfully. Plus you can instantly unlock all the promised bonuses:

-

CTA/Order Button:

Get instant access to the Digital Copywriter's Handbook

Digital Copywriter's Handbook Order Confirmation Page

User Goal/Expectation:

(Briefly define the likely user goal or expectation when visiting this page. This will not appear on the page.)

Page Headline:

Body Copy:

(Limit: 200 words max.)

Digital Copywriter's Handbook Confirmation Email Message

User Goal/Expectation:

(Briefly define the likely user goal, expectation, or benefit associated with this message. This will not appear on the page.)

Page Headline:

Body Copy:

(Limit: 300 words max – include suggestions for visuals if they will help the user.)

Digital Copywriter's Handbook Welcome Series – Message 1

User Goal/Expectation:

(Briefly define the likely user goal, expectation, or benefit associated with this message. This will not appear on the page.)

Subject Line:

Message Body:

(Limit: 500 words max – include suggestions for visuals if they will help the user.)

Digital Copywriter's Handbook Welcome Series – Message 2

User Goal/Expectation:

(Briefly define the likely user goal, expectation, or benefit associated with this message. This will not appear on the page.)

Subject Line:

Message Body:

(Limit: 500 words max – include suggestions for visuals if they will help the user.)

Digital Copywriter's Handbook Welcome Series – Message 3

User Goal/Expectation:

(Briefly define the likely user goal, expectation, or benefit associated with this message. This will not appear on the page.)

Subject Line:

Message Body:

(Limit: 500 words max – include suggestions for visuals if they will help the user.)

Digital Copywriter's Handbook Product Review Request Email

User Goal/Expectation:

(Briefly define the likely user goal or expectation when visiting this page. This will not appear on the page.)

Subject

Body Copy:

(Limit: 200 words max – include suggestions for visuals if they will help the user.)