

## UX Copywriting Mastery and Certification – Assignment Template

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### **List of Final Components:**

(Please provide a list of the components included.)

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## PWA Homepage

### User Goal/Expectation:

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

To find out more of what had been promised in the ad/link that had landed the user here. To see if this site can really help her/him achieve success in the business of writing.

<a href="#">About us</a> <a href="#">Contact</a> <a href="#">Member Login</a>					
<b>Logo</b>	<a href="#">Inside Look</a> <a href="#">Member Benefits</a> <a href="#">Testimonials</a> <a href="#">Blog</a> <a href="#">Join us</a>				
<b>HOME PAGE COMPONENT 1 - Banner with Web Form</b>					
<p><u>Banner Visual: Group of friendly smiling writers</u></p> <p><u>Banner Headline:</u></p> <p>You are not alone!</p> <p><u>Banner Bodycopy:</u></p> <p>in your quest for business success in writing, The Professional Writers' Alliance has your back! Land better clients, make more money and run your writing business with ease. Join us today --&gt;</p>	<p><u>Web Form:</u></p> <p><u>Web form Headline:</u></p> <p>Kickstart your writing business success with this Free Report!</p> <p><u>Web form Bodycopy:</u></p> <p>Get the 'only one of its kind' report compiled painstakingly by us - "Copywriting Rates 2020 - Rates for 75 in-demand assignments". Sign up for your free report below (no spam, we promise!)</p> <table border="1"><tr><td>Your first name</td><td>Your email address</td><td>Get your Free Report</td></tr></table>		Your first name	Your email address	Get your Free Report
Your first name	Your email address	Get your Free Report			
<b>HOME PAGE COMPONENT 2 - Benefits module</b>					
<p><u>Benefits module Headline:</u></p> <p style="text-align: center;">Why join The Professional Writers' Alliance</p>					

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<u>Benefits module Bodycopy:</u>		
(icon) Get access to Tools, Templates and Training to keep abreast of the market and industry	(icon) Make industry connections and connect with a tribe of like-minded writers	(icon) Get expert guidance to build a profitable writing business
(icon) Get discounts on exclusive AWAI Copywriter training programs	(icon) Exclusive access to 'Ask the Experts' interviews with A-list writers and market leaders	(icon) A community that provides you with ongoing encouragement, feedback and support
<div style="border: 1px solid black; padding: 5px; display: inline-block;">Join us now</div>		
HOME PAGE COMPONENT 3 - Authority Display module		
<u>Authority module Headline:</u>		
Get these exclusive reports written by industry leaders when you join!		