



2021 FastTrack to Copywriting Success BOOTCAMP

Agenda

(Subject to change)

TUESDAY | OCTOBER 12th

COS Only

10:45 am

COS Welcome to Bootcamp – Pam Foster

11:00 am - 1:00 pm

Circle of Success Master Class: [for those new to copywriting]
Three Strategies A-Level Copywriters Always Use Before They Ever Begin Writing – Will Newman & Roberta Rosenberg

- What you need to know about working in today's digital business world
- How to get your client to do most of the work for you
- The one person you need to know to become an A-level copywriter

(simultaneous sessions)

11:00 am - 1:00 pm

Circle of Success Master Class [for those with more copywriting experience]: **Hidden Gems & Secret Structures from Copy Classics That You Can Use Today – John Forde & Jen Stevens**

- How to uncover the hidden framework of million-dollar promos
- Here's what to really look for when you ask, "what worked?"
- How to hang your timely new ideas on those sturdy classic structures

Bootcamp Sessions

1:30 - 1:45 pm

Welcome to Bootcamp 2021 – Katie Yeakle & Rebecca Matter

2:00 - 3:00 pm

Keynote: Un-Marketing: Stop Marketing, Start Engaging – Scott Stratten

- The ability to build relationships and be heard by your market has never been greater – but you need to determine which tools are most effective to use today.

- A different look at online and offline methods of staying in front of your target audience, so when they have the need to buy, they choose you.
- Proven ways to connect more than ever before, with practical tools you can implement right away

3:15 - 4:00 pm

***Your Writer's Life: 7 Different Options to Shape Your Writing Career* – Pam Foster**

- See why there's no single model for freelance success (You may be surprised!)
- Meet writers who are thriving in each model – and how each one works
- Use a "Copywriting Career Matrix" for faster traction
- Explore 7 different models and see which one sparks your interest the most

4:15 - 5:00 pm

***The Mentoring Multiplier Effect: How to use the power of mentoring to 5X your skills, 10X your clients, and 100X your connections* – Marcella Allison**

- Biggest mistake people make when it comes to finding a mentor
- Ten mentoring mastery tips – based on the latest research – and why most folks have no idea what to do
- Key difference between male and female mentoring styles – and how to use this to your advantage
- How a tribe of mentors can help you thrive in a post pandemic world

5:00 - 5:15 pm

Observations & Actions: your next step

5:45 - 6:30 pm

Interactive Social Event (open to all attendees)

WEDNESDAY | OCTOBER 13th

Morning Opening Bell

9:30 - 9:50 am

Today's Jumpstart – Ted Capshaw

9:50 - 10:00 am

Member Spotlight: Rachael Kraft

Bootcamp Sessions

10:15 - 11:00 am

***Why Breaking with Tradition Is the Way to Become a Stand-out Writer Clients Can't Get Enough Of* – Terri Trespicio**

- The difference between choosing a niche and serving a need

- How to shift from employee thinking to entrepreneurial thinking (seeing beyond going just from job to job)
- How to improve and individualize the way they communicate their own value (No two people have to do it the same way.)

11:15 – 12:00 pm

The 7-Figure Freelance Writer – Brian Clark

- How to attract a steady stream of more and better clients
- The key to positioning yourself as the “go to” choice in your niche or industry
- Discover the “personal enterprise” approach to building multiple income streams
- Why the accelerating rate of disruptive change is an opportunity to embrace, not fear

12:15 - 1:00 pm

Writing for Small Company CEOs: How to Land These Loyal and Lucrative Clients – Steve Slaunwhite

- Learn why small company CEOs are a largely untapped sweet spot in today's copywriting industry.
- Find out what it's like to write for small company CEOs, including how much you can charge for projects.
- Get specific strategies for landing your first small company CEO client.

1:00 pm - 1:45 pm

Break time

Optional chat rooms open

1:45 - 2:30 pm

***The Pro's Advantage: Design Insights that Make You More Valuable to Clients (and Make Your Copy More Effective!)* – Lori Haller**

- Get the EDGE over other copywriters with these “design of copy” techniques
- What's changed with the VISUAL impact of your online copy this year
- Why READABILITY is more important than ever – and how to keep more “eyes” on your copy and guide your prospect to take action

2:45 - 3:30 pm

The Art of the Interview: How to Ask Questions that Elicit Compelling Answers for Any Piece of Content!

– Casey Hibbard

- Draw out engaging quotes and content for case studies, blog posts, sales pages, and more
- Takeaway insider tips and tricks honed over thousands of interviews
- Add to your toolkit with questions that elicit emotional, engaging responses

3:45 – 4:30 pm

Offers that Crush: How to Make an Offer So Good Your Audience Would Feel Stupid for Not Buying It – **Jason Fladlien**

- Explore Jason’s system which delivers a proven strategy where your copy will be more effective and make more money for your clients – and for yourself.
- How to consult/edit on your client’s Offer copy; you can make money on this strategy alone. If they have something that’s barely working, you’ll make it better.
- Learn how to make your own Offers (clientless) stronger so you’ll make more money (because your offer copy will be better).

4:45 - 5:15 pm

Quickfire Q&A / Your Questions Answered
Presenting Terri Trespicio & Jason Fladlien – **Hosted by Pam Foster**

5:15 - 5:30 pm

Observations & Actions: your next step

6:00 - 7:00 pm

Interactive Social Event (For COS members only)

THURSDAY | OCTOBER 14th

Morning Opening Bell

9:30 - 9:50 am

Today’s Jumpstart – **Ted Capshaw**

9:50 - 10:00 am

Member Spotlight: Keith Trimels

Bootcamp Sessions

10:15 - 11:00 am

The Insatiable Demand for Writers Who Know How Google Works – **Russ Henneberry**

- How to use Google to audit a website for SEO problems in 8 minutes or less
- Three free tools you’ll use to choose the right SEO keyword phrase to target in your writing
- How to apply SEO to any web page or blog post you write (with an “On-Page” SEO Checklist)

11:15 – 12:00 pm

Lessons from The Legendary Clayton Makepeace: 5 Things You Need to Know Before Writing Any Promotion
– **Wendy Makepeace & Marcella Allison**

- The #1 mistake ALL copywriters make.

- Learn the secrets every copywriter needs to know when working with a copy chief.
- This “Clayton” golden nugget could turn your promotion into a winner.
- How to be the ideal freelance copywriter who keeps your clients coming back for more!

12:15 - 1:00 pm

***The Future Belongs to Short Form Copywriters* – Nick Osborne**

- Clients need short copy for mobile-first marketing.
- Short copy is easier to write than traditional, long copy.
- With short form copy, you get paid more for writing less!

1:45 - 12:30 pm

***Writing for the New Health & Financial Markets* – Carline Anglade-Cole & David Deutsch (moderator Lori Haller)**

(simultaneous sessions)

1:45 - 2:30 pm

***The B2B Industry Needs Writers Now! Can You Help?* – Casey Hibbard, Steve Slaunwhite & Gordon Graham (moderator Pam Foster)**

2:30 - 2:45 pm

Break

Optional Chat Rooms open

2:45 - 3:30 pm

Getting Clients Panel: How to Land Your Perfect Client – Rebecca Matter & Guests (TBD)

3:45 – 4:30 pm

***The Ultimate Marketing Tool for Growing Your Business* – Ilise Benun**

- Where to find the best clients
- How to reach out to your ideal clients with confidence (and without sounding spammy)
- Which are the most effective marketing tools for copywriters
- Best of all, how to put the feast or famine syndrome behind you forever

Bootcamp Sessions

4:45 – 5:00 pm

Quickfire Q&A / Your Questions Answered – Presenting Russ Henneberry, Wendy Makepeace, Nick Osborne, Marcella Allison – Hosted by Pam Foster

5:15 - 5:30 pm

Observations & Actions: your next step

6:00 – 7:00 pm

Interactive Social Event (open to all attendees)

FRIDAY | OCTOBER 15th

Morning Opening Bell

8:30 - 8:50 am **Today's Jumpstart** – **Ted Capshaw**

8:50 - 9:00 am **Member Spotlight:** **Michele Peterson**

Bootcamp Sessions

9:15 - 10:00 am **5 Ways to Strengthen Your Writing Process – and Become Even More Valuable to Your Clients**
– **John Forde & Jen Stevens**

- How to “Marie Kondo” cluttered copy
- The quick and easy arms-length edit
- The only way to get rid of “the Cringe”
- Where to find words you won’t trip over

10:15 - 11:00 am **Why Copy Is the Least Important Element of Any Promotion ... Until It's Not!** – **Brian Kurtz**

- Why creative is the least important part of a promotion ... until it's not
- As a copywriter, when you think of yourself as a “vendor”, you're sunk
- How the concept of 100-0 applies to copywriting ... and everything else for that matter
- And why everything in marketing, copywriting, blogging is always a relationship event and not always a revenue event

11:15 – 12:00 pm **How to Be Adaptable in This CRAZY Copywriting Climate**
– **Carline Anglade-Cole**

- The ABCs of Copywriting that are even MORE critical than ever! Learn these time-proven rules to create consistent, winning copy!
- Now – BREAK Those Copywriting Rules! Here’s how to deliberately ignore the status quo to create killer controls!
- How to use your copywriting skills to create a KILLER “Side Hustle”! Build your community ... sell your products ... and get recognized as a leader in your industry! (I’ll reveal how I’m doing it RIGHT NOW!)
- How to SURPRISE your market – and keep ‘em wanting MORE! This is my “when everyone goes zig – you go ZAG!” strategy – and it works like GANGBUSTERS!

12:15 - 1:15 pm **Member Success Stories** – **Katie Yeakle, Rebecca Matter, & Guests (TBD)**

1:15 - 1:45 pm **Next Steps to Ensure You Achieve Your Goals**
– **Ted Capshaw**