

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 5 Transcript
Copywriting

Copywriting

Hey everyone and welcome.

In this video you are going to learn some best practices for copywriting.

You'll also bring together your:

- Customer theory
- Visitor vocab list
- Customer journey
- Sales framework

together to create the final copy for your new website changes. The new copy and design you will be testing against your current website to validate your customer theory and hopefully increase your conversion rate and profits.