CourseMints

GUIDE

Copywriting Fundamentals

Words That Sell Without Hype

SELF-PACED PDF COURSE

COURSEMINTS.COM

CourseMints

Copywriting Fundamentals

Words That Sell Without Hype

COPYRIGHT

© 2026 CourseMints. Published by Morvex Corporation Limited, Studio No. 28, 2 Old Brompton Road, London, England, SW7 3DQ. Registry Nr: 17034959. info@coursemints.com

All rights reserved. No part of this guide may be reproduced, stored or transmitted in any form without written permission from the publisher, except as allowed by the license below.

YOUR LICENSE

This guide is licensed to the buyer for personal use. You may download it, read it on any of your devices and print as many copies as you need for yourself. Please do not resell, share, upload or redistribute it, in whole or in part.

DISCLAIMER

This guide is for educational purposes only. Results depend on your effort and circumstances, and no particular outcome is guaranteed. If you are dealing with a medical, legal, financial or mental health concern, please consult a qualified professional.

INSIDE THIS GUIDE

Contents

	How to Use This Guide	4
CHAPTER 1	What Copy Is For	6
CHAPTER 2	Research Your Reader	10
CHAPTER 3	The Copy Brief	15
CHAPTER 4	Benefits, Specifics and Proof	19
CHAPTER 5	Headlines, Subject Lines and Hooks	24
CHAPTER 6	Clear Sentences That Get Read	29
CHAPTER 7	Persuasive Structures, Used Honestly	33
CHAPTER 8	Writing a Sales Page	38
CHAPTER 9	Emails People Open and Act On	44
CHAPTER 10	Ads, Product Descriptions and Microcopy	49
CHAPTER 11	Editing: Where Good Copy Is Made	54
CHAPTER 12	Ethics and the Rules of Honest Selling	58

How to Use This Guide

Copywriting is writing with a job to do. A sales page, a product description, an email, an ad or a button label exists to help a particular reader take a particular action: buy, book, sign up, reply, click. Good copy does that job by being clear, specific and believable. It does not need exclamation marks, fake deadlines or promises nobody can keep.

What you will learn

- How to collect your customers' own words and turn them into a message bank you can write from.
- How to write a one-page copy brief so every draft starts with a decision, not a blank page.
- How to make benefits specific and back every claim with proof.
- How to write headlines, email subject lines and ad hooks, and how to judge them.
- How to write sentences people can read at a glance, and which hype words to delete.
- When to use problem-agitate-solve, AIDA, before-after-bridge and story structures, and how each gets abused.
- How to write the words of a sales page, an email, an ad, a product description and the small labels on buttons and forms.
- A six-pass editing method and checklists you can reuse on every piece.
- The ethics of persuasion and the basic advertising rules in the US, UK and EU (plain-language orientation, not legal advice).

What this guide does not cover

This guide is about the words. Page layout, design, forms, speed and A/B testing are covered in depth in *Ultimate Landing Page Conversion Handbook*. Building an email list and turning it into income, with full welcome and launch sequences, is the subject of *Build Your Email*

Monetization System in 7 Days. Video ad scripts for one platform are in *TikTok Ad Frameworks*. You do not need any of them to use this guide.

How to get the most from it

1. **Pick one live project.** A sales page you need to write, an email you send every month, a product description that is not working. Use it as your case study in every exercise.
2. **Read Chapters 1 to 4 before you draft anything.** Most weak copy is a research problem that looks like a writing problem.
3. **Build your message bank early.** Chapter 2 shows you how. Everything later draws on it.
4. **Draft fast, then edit slowly.** A rough draft you can improve beats a perfect first sentence you are still staring at.
5. **Read everything out loud.** Your ear catches what your eye forgives.

TIP

About the examples

The people in the example boxes are fictional composites, written to show the methods in action: Nadia, a dog trainer selling a six-week online puppy course; Owen, who runs a small booking app for hair salons; Ruth, who sells a budgeting spreadsheet template; and Felix, who owns a window cleaning company in a mid-sized town. Prices and numbers in their stories are illustrations, not benchmarks or promises.

KEY TAKEAWAYS

- ✓ Copy is writing with a job: helping a specific reader take a specific action.
- ✓ Clear, specific and believable beats loud, vague and exaggerated.
- ✓ Work on one real project while you read, and research before you write.

CHAPTER 1

What Copy Is For

01

Before you can write good copy, you need to know what it is supposed to do. Most bad copy fails not because the writer lacks talent but because the writer is trying to do the wrong job: impress the boss, sound like a big brand, say everything at once, or simply fill the space on the page.

One reader, one action

Every piece of copy has one reader in one situation and one action you want that reader to take next. Not five actions. One.

- A product page wants the right visitor to add the product to the cart.
- A welcome email wants the new subscriber to open the thing they signed up for.
- A search ad wants the searcher to click, and wants the wrong searcher not to.
- A button label wants the person to press it with a clear idea of what happens next.

When you are unsure what to write, return to that pair: who is reading, and what should they do after reading? Anything that does not help that reader take that step is a candidate for cutting.

Your reader, honestly described

Picture the real person on the other side of the screen. They are:

1. **Busy.** They are skimming between other tasks, often on a phone. They will give you a second or two, then decide whether to give you more.
2. **Skeptical.** They have been sold to thousands of times. Big claims set off alarms, not excitement.

3. **Self-interested.** They read everything through one question: what does this mean for me? That is not selfishness. It is how attention works.
4. **Not stupid.** They can spot padding, flattery and tricks. Respect their intelligence and they will respect your message.

Writing for this reader leads to a simple rule: say clearly what it is, who it is for and what it does for them, as early as you can, and support it with evidence.

What “without hype” means

Hype is a gap between the words and the reality. It shows up in three ways:

- **Claims bigger than the evidence:** “the ultimate”, “guaranteed results”, “life-changing”.
- **Emotions bigger than the problem:** treating a messy inbox like a personal tragedy.
- **Urgency bigger than the deadline:** “act now” when nothing changes if they wait.

Copy without hype is not flat or timid. It can be warm, vivid, funny and urgent. The difference is that every claim is true, every emotion fits the situation and every deadline is real. That is not only more ethical. It is usually more persuasive, because skeptical readers believe it.

The copywriting process

Professional copywriters rarely sit down and write. They work through stages, and the writing itself is a smaller part than most people expect.

1. **Research:** collect what your readers want, fear and say, in their words (Chapter 2).
2. **Brief:** decide on one page who it is for, what they should do and what the main message is (Chapter 3).
3. **Draft:** write quickly, using a structure (Chapter 7), without editing as you go.
4. **Edit:** improve the draft in separate passes for purpose, structure, proof, clarity and voice (Chapter 11).
5. **Publish and learn:** read the replies, the questions and the numbers, then feed what you learn back into your research.

EXAMPLE

Felix's flyer

Felix's first door-drop flyer said: "Sparkling Results! The Best Window Cleaning in Town! Call Now!" It brought in a handful of calls, mostly from people asking the price.

His second version said: "Clean windows, inside and out, for most three-bedroom homes in about two hours. We give you a two-hour arrival window and text you when we are on the way. From $120. Book online or call [number]." It answered the three things callers had always asked (what is included, how long, how much) before they had to ask. More of the calls that came in turned into bookings, because people who called had already decided the price suited them.

Common mistakes

- **Writing for yourself or your team.** Insider language and company history interest you, not the reader.
- **Trying to say everything.** A page that lists every feature with equal weight gives the reader no reason to care about any of them.
- **Starting at the blank page.** Without research and a brief, you end up writing generic sentences that could belong to any business.

EXERCISE

Define your project

1. What are you writing, and where will it be read (phone, inbox, search results, a printed flyer)?

2. Who is the one reader, in one sentence? Describe their situation, not their demographics.