

UX-Optimized Packet for The Digital Copywriter's Handbook

Spec Assignment
Client: AWAI

Jennifer Dyer
Jennifer Dyer Graphic Design
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Components:

- [Product page](#)
- [Order page](#)
- [Confirmation page](#)
- [Confirmation email message](#)
- [Onboarding series](#)
- [Review request message](#)

Developed to support the [full promo](#).

Digital Copywriter's Handbook Product Page

Elevator Phrase for the Project:

"We give the aspiring writer everything they need to launch a successful digital copywriting career for a lifetime of dependable income... even if they don't know where to start."

User Goal/Expectation:

"Tell me about the course, so I can get an idea if it's what I need."

Page Headline:

The Digital Copywriter's Handbook: Launch your copywriting business!

Body Copy:

(Limit: 600 words.)

[On the left: image gallery:

- *large image of the cover. Alt tag: Cover of The Digital Copywriter's Handbook*
- *mockup of all materials (videos in web windows, PDFs like printed books). Alt tag: Mockup of all of the materials in The Digital Copywriter's Handbook*
- *videos (clips from the welcome video and a bonus). Transcripts and captions, if possible.]*

The Digital Copywriter's Handbook has everything you need to launch a successful digital copywriting business — for a lifetime of dependable income.

[Recommended: Include the course name, price and Add to Cart button here, so people don't have to scroll to the bottom. There's another button at the end for those who do scroll down.]

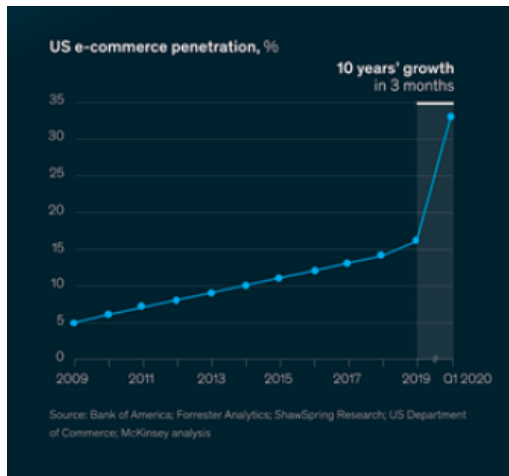
Build the lucrative business you've been dreaming of using the tools, templates, and tips in The Digital Copywriter's Handbook.

There's no better time than now

Now more than ever, companies are getting the word out about their businesses online... and customers are going online to get informed and make purchases.

In just the first quarter of 2020, digital commerce and online marketing grew 10 years worth.

[Image to accompany this section:



Alt tag: Line graph showing U.S. e-commerce penetration growing at a constant rate from 2009–2019. Then sharply increasing in the first quarter of 2020.

Caption: After 10 years of consistent growth, ecommerce skyrocketed in the first quarter of 2020.]

Forbes says, “the consumer landscape will never be the same again.”

And experts at Nasdaq predict that, based on current growth, by 2040 over 95% of ALL purchases will be made online.

Businesses can no longer survive without an online presence.

Web pages, email newsletters, social media writing, and the list goes on... someone has to write all of the copy businesses use to engage with their customers.

That someone could be you.

Because the need for copywriting is ongoing, that means a steady, reliable income for you.

[Block: maybe a different background color. Keep within the flow of the body copy:]

Learn from seasoned expert Nick Usborne

[Image: headshot of Nick. Alt tag: Headshot of Nick Usborne.]

Instructor Nick Usborne is an internationally sought-after digital copywriter, trainer, and speaker with 35+ years in marketing — including over 20 years in digital copywriting.

Nick has distilled his years of experience into The Digital Copywriter's Handbook to help build your freelance business.

[Learn more about Nick](https://www.awai.com/bio/nick-usborne) *[Link to <https://www.awai.com/bio/nick-usborne>]*

[Block: Set off, maybe with a different background color, but keep within the flow of the body copy:]

What's in The Digital Copywriter's Handbook?

The course is packed with vital information about every aspect of launching and running a copywriting business:

- **What it means to be an online copywriter.** What makes digital copywriting different and how you can stand out as a GREAT digital copywriter.
- **How to write web pages that sell.** Proven strategies that can land you fees of \$1,500 to \$3,000 for writing 500 to 750 words.
- **How to write emails, e-newsletters, blogs, and social media...** ongoing projects that can turn into steady income from retainers.
- **Nick's "million-dollar" tips...** advice that will take your writing to the expert level that high-paying clients expect.
- **Twelve companion videos** that show you exactly how to do what Nick teaches.
- **Detailed templates** for 12 popular digital copywriting projects.
- **Landing Digital Copywriting Clients.** Video training on marketing your business and attracting high-paying clients.

- **Your TRIPLE Spec Opportunity!** Get feedback from a real client and develop a portfolio piece.
- **Webinar: How to Make Your First \$1,000 as a Digital Copywriter!** Learn which projects offer a low-pressure start to earning money fast.
- **Writing Rituals.** Tactics to banish writer's block and stay productive.
- **Words of Wisdom.** Insights into becoming a great writer and making yourself invaluable to clients.

It takes dedication

Building a successful copywriting business is hard work.

But with The Digital Copywriter's Handbook you'll have the skills, the tools — and the confidence — to launch your business and start charging professional rates.

[Block: This is paired with "Want to learn more?" as a choice of CTAs. But with more emphasis on the "Ready to launch" option. "Want to learn more" is the fallback for people who aren't sure yet:]

Ready to launch your digital copywriting business?

Click the button below to add The Digital Copywriter's Handbook to your cart and go to the order page.

The Digital Copywriter's Handbook: \$597

[Button:] I'm ready to launch! Add to cart

Want to learn more?

Check out Nick Osborne and Rebecca Matter's webinar on why The Digital Copywriter's Handbook is THE guide to launching your digital copywriting career.

[Read the transcript.](#) *[Link to sales page]*

[Sidebar:

Image: an official-looking badge incorporating "The AWAI Guarantee." Alt tag: The AWAI Guarantee]

The AWAI Guarantee

Take a full year to try out the program. And if you feel digital copywriting isn't for you, call us for a full refund. The templates and bonuses are yours to keep.

[Recommended: curated testimonials. A block with a carousel displaying three to six testimonials, including written, video, and social:]

The Digital Copywriter's Handbook success stories

[Recommended: block with reviews and ratings:]

Reviews of The Digital Copywriter's Handbook

We'd love your feedback on the course! You can leave a review here... post on your social with #AWAIDigitalCopywriter... or drop us an [email](#). *[Link to email address for feedback]*

[Recommended: block with two or three related courses:]

Related courses

Digital Copywriter's Handbook Order Page

User Goal/Expectation:

"I want a recap of what I'm about to buy and clear steps to make the purchase."

Page Headline:

The Digital Copywriter's Handbook — Order now for instant access

Body Copy:

(Limit: 200 words.)

[Image: mockup of all materials (videos in web windows, PDFs like printed books). Alt tag: Mockup of the materials included in The Digital Copywriter's Handbook.]

You're about to get access to The Digital Copywriter's Handbook — everything you need to launch a successful digital copywriting business — and have a lifetime of dependable income.

What you'll get:

- **The Digital Copywriter's Handbook.** Become an expert in writing web pages, emails, blogs, social media... and much more.
- **Twelve companion videos** showing how Nick does what he teaches.
- **Bonus #1: Essential Digital Copywriting Templates.** Detailed "cheat sheets" for 12 popular digital copywriting projects.
- **Bonus #2: Special Video Session: Landing Digital Copywriting Clients.** Learn to find and attract high-paying clients.
- **Bonus #3: Your TRIPLE Spec Opportunity!** Get feedback from a real client.
- **Bonus #4: Webinar: How to Make Your First \$1,000 as a Digital Copywriter!** Learn which projects offer a low-pressure start to earning money fast.
- **Writing Rituals.** Banish writer's block and stay productive.
- **Words of Wisdom.** Insights into becoming a great writer and making yourself invaluable to clients.

And AWAI's one-year full money-back guarantee gives you complete confidence in your purchase.

Within minutes after submitting your payment, you'll receive an email with access the program — so you can start learning from Nick immediately.

Order now for instant access to The Digital Copywriter's Handbook

[Recommended: testimonials. A block with a carousel displaying three to six testimonials, including written, video, and social:]

The Digital Copywriter's Handbook success stories

Digital Copywriter's Handbook Order Confirmation Page

User Goal/Expectation:

"I want to be sure my order went through, feel confident about my purchase, and know what to do next."

Page Headline:

The Digital Copywriter's Handbook — You're in!

Body Copy:

(Limit: 200 words.)

Your order is complete.

Congratulations on making an excellent investment in yourself and your digital copywriting business!

Your receipt is below.

Within a few minutes, you'll receive an email with a copy of this information and details for logging into The Digital Copywriter's Handbook.

You'll also receive your first email from Nick to show you around the program.

I'm excited to see your progress on your digital copywriting journey.

If you ever need help along the way, call AWAI at (866) 879-2924, and one of our Member Services representatives will be there to help.

To your success!

Rebecca Matter
President, AWAI

[Block with purchase information:]

Receipt

Can't wait to get started?

Click the button below to log in.

[Button:] Log into The Digital Copywriter's Handbook

[Near the login button:]

Small screenshot of the login form with "I am new to myAWAI" highlighted.

myAWAI

Sign In

My email address is:
owayq-1@yahoo.com

I am new to myAWAI.
(You'll create a password later)

My password is:

[Forgot your password? Click here.](#)

[What is myAWAI?](#) | © 2021 American Writers & Artists Institute

Alt tag: The myAWAI login highlighting "I am new to myAWAI"]

New to myAWAI? To create an account, select "I am new to myAWAI." Click the "Click to sign in" button and follow the prompts. Then you'll be redirected to The Digital Copywriter's Handbook page.

[Block with social share widgets:]

Share your digital copywriting journey! #AWAIDigitalCopywriter

[Image: an official-looking badge incorporating "The AWAI Guarantee." Alt tag: The AWAI Guarantee]

The AWAI Guarantee

Take a full year to try out the program. If digital copywriting isn't for you, call us for a full refund. The templates and bonuses are yours to keep.

Digital Copywriter's Handbook Confirmation Email Message

User Goal/Expectation:

"I want an email receipt for my records and a link to log into the course."

Subject Line:

You're in! Welcome to The Digital Copywriter's Handbook

Body Copy:

(Limit: 300 words.)

Thank you for signing up for The Digital Copywriter's Handbook!

[Image: headshot of Rebecca. Alt tag: Headshot of Rebecca Matter]

Hi, %%FIRSTNAME%%,

Congratulations on making an excellent investment in yourself and your digital copywriting business.

Please save this email as your receipt.

To log into your program, click the button below.

What's next?

In a few minutes, Nick Osborne will email you to show you around The Digital Copywriter's Handbook.

I'm excited to have you on board... and to follow your progress on your digital copywriting journey.

To your success!

Rebecca Matter
President, AWAI

[Block with purchase information:]

Receipt

[Button:] Log into The Digital Copywriter's Handbook

[Near the login button:]

Small screenshot of the login form with "I am new to myAWAI" highlighted.

myAWAI

Sign In

My email address is:
owayq-1@yahoo.com

I am new to myAWAI.
(You'll create a password later)

My password is:
[password field] **Click to sign in**

[Forgot your password? Click here.](#)

What is myAWAI? | © 2021 American Writers & Artists Institute

Alt tag: The myAWAI login highlighting "I am new to myAWAI"]

New to myAWAI? To create an account, select "I am new to myAWAI." Click the "Click to sign in" button and follow the prompts. Then you'll be redirected to The Digital Copywriter's Handbook page.

Questions? Call AWAI at (866) 879-2924, and one of our Member Services representatives will be glad to help. Or [contact us through the website](https://www.awai.com/contact). [Link: <https://www.awai.com/contact>]

[Block with social share widgets:]

Share your digital copywriting journey! #AWAIDigitalCopywriter

[Block: Less prominent than the main copy.]

Image: an official-looking badge incorporating "The AWAI Guarantee." Alt tag: The AWAI Guarantee]

The AWAI Guarantee

Take a full year to try out the program. If digital copywriting isn't for you, call us for a full refund. The templates and bonuses are yours to keep.

Digital Copywriter's Handbook Welcome Series – Message 1

User Goal/Expectation:

"I signed up! What's next?"

Subject Line:

The Digital Copywriter's Handbook: Your guided tour! [car emoji 🚗]

Message Body:

(Limit: 500 words.)

Thank you for signing up for The Digital Copywriter's Handbook!

[Image: small headshot of Nick. Alt tag: Headshot of Nick Osborne]

Welcome, %%FIRSTNAME%%,

Nick Osborne here. I'm glad to have you on board.

You've made a great decision by signing up.

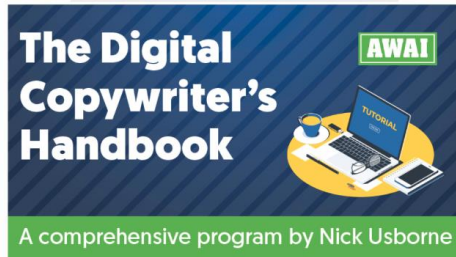
Let's get started and keep the momentum going!

Today we'll explore the handbook and videos. Click the login button to get started.

[Button:] Log into The Digital Copywriter's Handbook

When you login, you'll land on The Digital Copywriter's Handbook home page.

[Screenshot:



Welcome to the world of Digital Copywriting – and congratulations on unlocking an unlimited source of writing income for LIFE!

Digital copywriting is not only one of the most dependable and lucrative markets for you to tap into as a writer ... It's also growing into a *universal* market that's changing the way businesses of every size and subject matter operate.

Which means no matter what types of projects you like to write ... no matter what topics you want to write about ... there's an almost infinite demand for your writing skills!

With digital copywriting pioneer and expert, Nick Usborne, as your guide – you now have everything you need to transform yourself into a professional, in-demand digital copywriter ... able to present yourself to any client, big or small, with total confidence ... and ready to knock digital copywriting projects of all shapes and sizes out of the park.

• Handbook
• Program Companion Videos (V1-V12)

Alt tag: The Digital Copywriter's Handbook home page]

There's a panel for each section of the handbook.

Click on a panel to expand it. Each section includes a video introduction. Along with an audio file and transcript.

To save a PDF of that section of the handbook, right-click (Control-click on Mac) on the image of The Digital Copywriter's Handbook.

What's in the handbook:

- **Section 1: What It Means to Be an Online Copywriter**
This is the foundation for your digital copywriting career. You'll learn how to stand out as a GREAT digital copywriter.
- **Sections 2 and 3: Writing Web Pages That Sell**
You'll master the most in-demand types of web pages. And learn strategies that can land you fees of \$1,500 to \$3,000 for writing 500 to 750 words.

- **Section 4: Supplement Your Skills: Writing Emails, E-newsletters, and Blogs**
You'll learn to write the major types of emails... secrets like the one thing that makes or breaks an e-newsletter... and the essentials for a great blog.

All of these projects can turn into steady income from retainers.

- **Section 5: Writing for Social Media**
We'll explore the principles of writing for social media... how to build engagement and keep it conversational.

This is another huge opportunity for ongoing income.

- **Section 6: Million-Dollar Copywriting Tips for Online Copywriters**
I'll share my tips to take your writing to the expert level that high-paying clients expect.

- **Program Companion Videos**
These videos will show you exactly how I do what I'm teaching.

When you see a note like this in the handbook:

[Screenshot:



Alt tag: The notice to watch Video #1 in The Digital Copywriter's Handbook.]

... watch the corresponding video here. Each section of the handbook has its own sub-panel, and each video is in its own numbered tab.

Every video has an audio file and transcript.

- **Up next: I'll email you tomorrow about the Bonuses.**

This wraps up the first part of the tour. Thanks for joining me!

Nick Osborne
Instructor, The Digital Copywriter's Handbook

[Button:] Log into The Digital Copywriter's Handbook

[Near the login button:

Small screenshot of the login form with "I am new to myAWAI" highlighted.

myAWAI

Sign In

My email address is:
owayq-1@yahoo.com

I am new to myAWAI.
(You'll create a password later)

My password is:
[Empty password field]

Click to sign in

[Forgot your password? Click here.](#)

[What is myAWAI?](#) | © 2021 American Writers & Artists Institute

Alt tag: The myAWAI login highlighting "I am new to myAWAI"]

New to myAWAI? To create an account, select "I am new to myAWAI." Click the "Click to sign in" button and follow the prompts. Then you'll be redirected to The Digital Copywriter's Handbook page.

To ensure these emails come to your inbox... please add this email address to your contacts. If you use Gmail, drag this message from the Promotions tab to your Primary tab.

Questions? Call AWAI at (866) 879-2924, and one of our Member Services representatives will be glad to help. Or [contact us through the website](https://www.awai.com/contact). [Link: <https://www.awai.com/contact>]

[Block with social share widgets:]

Share your digital copywriting journey! #AWAIDigitalCopywriter

Digital Copywriter's Handbook Welcome Series – Message 2

User Goal/Expectation:

"I want to learn what else is in the program."

Subject Line:

The Digital Copywriter's Handbook: Here are your bonuses! [gift emoji 🎁]

Message Body:

(Limit: 500 words.)

Hi, %%FIRSTNAME%%,

[Image: small headshot of Nick. Alt tag: Headshot of Nick Usborne]

Nick here to wrap up your tour of The Digital Copywriter's Handbook.

If you haven't logged into the program yet, you might want to check yesterday's email for the tour of the handbook and companion videos.

Today I'm going to tell you about the bonuses in The Digital Copywriter's Handbook.

They'll help you take your writing to the next level. And guide you in establishing your business and landing great clients.

You'll find them by clicking on the Bonuses panel:

[Screenshot:



Alt tag: The Bonuses panel with the first panel expanded]

- **Bonus #1: 12 Essential Digital Copywriting Templates.**
These are “cheat sheets” for the most popular digital copywriting projects... including detailed instructions.
- **Bonus #2: Special Video Session: Landing Digital Copywriting Clients.**
This training from my coaching program will guide you on finding and attracting high-paying clients.
- **Bonus #3: Your TRIPLE Spec Opportunity!**
You’ll write a project for a real client... get feedback from them... and develop a portfolio piece.

The link to submit your assignment is in this panel.

- **Bonus #4: Webinar: How to Make Your First \$1,000 as a Digital Copywriter!**
I’ll walk you through your first steps as a digital copywriter... and share which projects offer a low-pressure start to earning money fast.
- **Writing Rituals.**
You’ll learn about my rituals for banishing writer’s block and staying productive.

- **Words of Wisdom.**

I'll share insights into how to become a great writer and make yourself invaluable to clients.

You can download and print the PDFs. You can also download audio, slides, and transcripts for the videos.

That wraps up our tour. Thank you joining me. And best wishes for the program!

I'd enjoy hearing about your progress. You can use the social links below.

Here's to your digital copywriting journey!

Nick

What's next?

[This hints that the next email is about Bootcamp. If it's going to be about something else, this teaser line should be changed.]

In a few days, Rebecca Matter will email you about how your copywriting career can really take off.

[Button:] Log into The Digital Copywriter's Handbook

[Near the login button:

Small screenshot of the login form with "I am new to myAWAI" highlighted.

myAWAI

Sign In

My email address is:
owayq-1@yahoo.com

I am new to myAWAI.
(You'll create a password later)

My password is:
[input field]

Click to sign in

[Forgot your password? Click here.](#)

[What is myAWAI?](#) | © 2021 American Writers & Artists Institute

Alt tag: The myAWAI login highlighting "I am new to myAWAI"]

New to myAWAI? To create an account, select "I am new to myAWAI." Click the "Click to sign in" button and follow the prompts. Then you'll be redirected to The Digital Copywriter's Handbook page.

To ensure these emails come to your inbox... please add this email address to your contacts. If you use Gmail, drag this message from the Promotions tab to your Primary tab.

Questions? Call AWAI at (866) 879-2924, and one of our Member Services representatives will be glad to help. Or [contact us through the website](https://www.awai.com/contact). [Link: <https://www.awai.com/contact>]

[Block with social share widgets:]

Share your digital copywriting journey! #AWAIDigitalCopywriter

Digital Copywriter's Handbook Welcome Series – Message 3

User Goal/Expectation:

“Where do I go from here?”

Subject Line:

The Digital Copywriter's Handbook: Rocket fuel for your career! [rocket emoji



Message Body:

(Limit: 500 words.)

Hi, %%FIRSTNAME%%,

[Image: small headshot of Rebecca. Alt tag: Headshot of Rebecca Matter]

Rebecca Matter here!

I'm so glad you joined us for The Digital Copywriter's Handbook.

By now, Nick has emailed you to show you around the course and bonuses.

[Depending on when the email goes out, replace with the next upcoming live training event:]

And I'm here today to share two EPIC copywriting opportunities! They're perfect as you embark on your digital copywriting career.

[An image like this with the dates added:]

Image links to <https://www.awaibootcamp.com/>



Alt tag: Announcement for AWAI FastTrack to Copywriting Success Bootcamp 2021, October 12–15, and AWAI FastTrack to Copywriting Clients, October 20–22]

[AWAI's FastTrack to Copywriting Success Bootcamp](https://www.awaibootcamp.com) [links to <https://www.awaibootcamp.com>] is right around the corner. And you will not want to miss it.

This year — for the first time — you'll get access to TWO events. And it's all virtual!

Copywriters worldwide call Bootcamp the “rocket fuel” that launched their writing careers.

At Bootcamp, writers from all age groups... backgrounds... experience levels... industries... and niches come together to:

- hear the latest writing secrets from top experts
- learn up-to-the-minute industry trends
- discover the hottest writing opportunities
- and make life-long connections with marketers and insiders.

When you sign up, you'll also get access to AWAI's new [FastTrack to Copywriting CLIENTS Bootcamp](https://www.awaibootcamp.com). [Link to <https://www.awaibootcamp.com>]

You'll be able to meet clients looking to hire writers NOW.

Bootcamp will immerse you into the exciting and lucrative world of copywriting.

I hope to see you there!

Rebecca

P.S. I'll follow up with you in a few weeks to ask for your feedback on The Digital Copywriter's Handbook.

[Big button:] Learn more about Bootcamp [Links to <https://www.awaibootcamp.com>]

[Less prominent button:] Log into The Digital Copywriter's Handbook

[Near the login button:

Small screenshot of the login form with "I am new to myAWAI" highlighted.

myAWAI

Sign In

My email address is:
owayq-1@yahoo.com

I am new to myAWAI.
(You'll create a password later)

My password is:
[input field]

Click to sign in

[Forgot your password? Click here.](#)

What is myAWAI? | © 2021 American Writers & Artists Institute

Alt tag: The myAWAI login highlighting "I am new to myAWAI"]

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Questions? Call AWAI at (866) 879-2924, and one of our Member Services representatives will be glad to help. Or [contact us through the website](https://www.awai.com/contact). [Link: <https://www.awai.com/contact>]

[Block with social share widgets:]

Share your digital copywriting journey! #AWAIDigitalCopywriter

Digital Copywriter's Handbook Product Review Request Email

User Goal/Expectation:

"How can I give feedback on the course?"

Subject:

The Digital Copywriter's Handbook: What did you think? [star emoji 🌟]

Body Copy:

(Limit: 200 words.)

Hi, %%FIRSTNAME%%,

Rebecca Matter here! Now that you've had time to study The Digital Copywriter's Handbook, I'd love to know what you think.

Plus, your feedback will help other aspiring writers decide if The Digital Copywriter's Handbook is right for them.

[Use this version if ratings and reviews are added to the catalog:]

To leave feedback, you can reply to this email... [go to the AWAI website](https://www.awai.com/web-copywriting/p/) *[link to the catalog page, https://www.awai.com/web-copywriting/p/]*... or post using the social links below.

*[Use this version instead of the previous paragraph if ratings and reviews are **not** added to the catalog: "To leave feedback, reply to this email or post using the social links below."]*

Thanks for taking The Digital Copywriter's Handbook — and for sharing your thoughts!

To your success,

Rebecca

P.S. Ready for your next training opportunity? Check out the [AWAI Catalog](#) *[Link to the catalog]* for our latest courses.

[Button:] Log into The Digital Copywriter's Handbook

[Near the login button:

Small screenshot of the login form with "I am new to myAWAI" highlighted.

myAWAI

Sign In

My email address is:
owayq-1@yahoo.com

I am new to myAWAI.
(You'll create a password later)

My password is:
[input field]

Click to sign in

[Forgot your password? Click here.](#)

[What is myAWAI?](#) | © 2021 American Writers & Artists Institute

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Questions? Call AWAI at (866) 879-2924, and one of our Member Services representatives will be glad to help. Or [contact us through the website](https://www.awai.com/contact). [Link: <https://www.awai.com/contact>]

[Block with social share widgets:]

Share your digital copywriting journey! #AWAIDigitalCopywriter