



Copywriting Workshop

Led by Alexandra Franzen



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About the Workshop

Join Alexandra Franzen for a Copywriting Workshop.

Strengthen your writing skills, meet terrific people, and get important projects done.

This workshop is happening online. Participate from anywhere in the world.

Learn how to write like a professional copywriter—even if you aren't one!

This workshop teaches you how to make your writing more clear, brief, and persuasive.

Perfect for anyone who wants more clients, more customers, more sales, more people saying "Yes!"

“

Words are powerful.

Words can change hearts and minds.

Words can make someone's day better than it was before, providing hope, healing, and inspiration.

And when you run a business, the right words can lead to thousands or millions in sales.

Copywriting is a must-have skill.

Once you understand how to write like a pro copywriter, it completely changes your business. You get more leads, more sales, more people saying 'Yes!' to whatever you offer.

See you at the workshop!

I'm excited to teach you the "best of" everything I've learned from 15 years as a copywriter. Get ready to learn quickly, meet wonderful people, and produce the strongest writing you've ever done.

”

—Alexandra Franzen

About the Teacher

Alexandra Franzen is a top copywriter, award-winning editor, and best-selling author.

As a copywriter, Alex's current and past clients include Inc 5000 List companies like Hello Seven and The Broadway Collective, celebrity brands like Rachel Zoe's DreamDry, and influential authors, speakers, and media personalities like Rachel Rodgers, Robert Hartwell, Susan Hyatt, and Dr. Sasha Heinz.

Over the last 15 years, she has written thousands of web pages, newsletters, email marketing campaigns, ads, keynote talks, and scripts for webinars, podcasts, and videos for her clients. Recently, she wrote a brochure for a client which resulted in \$2,750,000 in sales in one month.

She has taught copywriting workshops in 18 cities around the world. She's known for her calm, grounded teaching style and for making complex topics feel refreshingly simple.

In addition, Alex has written more than seven books, collaborating with publishers like Sourcebooks, Chronicle, and Potter Style, a division of Penguin Random House.

She has written articles for *Time*, *Forbes*, *Newsweek*, *The Huffington Post*, and *Lifehacker*.

Her work has been mentioned in *The New York Times Small Business Blog*, *The Atlantic*, *The Los Angeles Times*, *Fast Company*, *BuzzFeed, Inc.*, in *Tim Ferriss' newsletter*, and she has appeared on the Peabody Award-winning radio show, *Marketplace*.



Workshop Schedule

Thursday July 20, 2023

10am – 11am (PST) | **How to Write Like a Professional Copywriter**

Alex shares 7 ways to make your writing more clear, brief, powerful, and persuasive. Learn how to inspire people to take action immediately and say “Yes!” to whatever you’re offering.

11am – 12pm (PST) | **Break Time**

Grab a snack. Refill your coffee cup. Move your body.

12pm – 1pm (PST) | **Copy Makeover**

Want a makeover? Submit a draft that you wrote. Watch as Alex does a Copy Makeover to make it even stronger. Before-and-after magic! Alex displays the original version (Before) followed by a re-write (After). She explains, “Here are the changes I made and why.”

1pm – 2pm (PST) | **Break Time**

Get lunch. Take a walk. Enjoy some fresh air. Rest your brain.

2pm – 3pm (PST) | **Copy Q&A**

Ask your top question about writing, communication, marketing, sales, storytelling, or anything you want to know.

Friday July 21, 2023

10am – 3pm (PST) | **Coworking Time**

Choose a writing project...and get it done! Alex leads the group through a 5-hour block of calm, focused coworking time.

Use this time to write content for your website, write newsletters for your mailing list, write an exciting announcement about your new product or service, or anything else you want to do. You won’t believe how much you get done!

What Your Workshop Ticket Includes

1 Question: Answered

Ask Alex your top question about copywriting, marketing, sales, storytelling, or anything you want to know. Get a personalized, thoughtful answer.

1 Copy Makeover

Submit a draft. Alex revises your writing to make it even more clear and powerful. She explains, "Here's what I love about your original version," and, "Here are the changes I made and why."

3 Hours of Expert Education

Learn how to write like a professional copywriter...even if you aren't one.

5 Hours of Coworking Time

Pick a writing project and get it done in a quiet, focused setting.

10 Connections

Each workshop has 10 participants (or more). Meet inspiring entrepreneurs as well as writers and marketing professionals. Meet new friends, clients, and collaborators. Expand your network.

20 Copywriting Templates

Fill-in-the-blank templates that you can customize. Yours to keep forever. Use these templates during the workshop and for years in the future.

1. Website Homepage

Website homepage that motivates your reader to stick around and keep reading.

2. About Page / Bio

About Page / Bio that showcases your accomplishments, credentials, and the story behind your business.

3. **Mission Statement**

Mission Statement that expresses that greater purpose behind your business.

4. **Landing Page**

Web page that encourages your visitor to enter their email to receive a free gift, resource, bonus, or something else you want to provide.

5. **Sales Page**

Sales page that describes your signature product or service—and tells the reader exactly what to do next.

6. **Teaser Message**

Quick teaser that tells your community, “Something new is coming soon.”

7. **Announcement**

Announce a product or service and inspire people to purchase ASAP.

8. **Share Message**

Ask a friend or colleague to share your project (book, product, service, business, etc.) with their community. Spread the word!

9. **Last Call Message**

Nudge people to purchase soon...with a deadline to motivate them to make a decision.

10. **Testimonial Request**

Circle back to a client or customer to request a glowing testimonial.

11. **Follow Up Message**

Follow up with someone who expressed interest in working with you, but hasn't officially said “Yes” yet.

12. **Big Ask**

Make a Big Ask. Ask for a favor, ask for a donation, loan, or investment, ask for an introduction to someone you want to meet, or any other Big Ask that you want to make.

13. **Cancellation Policy**

Write a clear policy for cancellations, reschedules, and refunds.

14. **Webinar Outline**

Write an inspiring webinar presentation with a call-to-action at the end.

15. **Podcast Outline**

Map out a podcast episode, including your intro, content, call-to-action, and outro.

16. **The A-B-C Email**

Alex's magical A-B-C email. Perfect when you want someone to reply quickly and purchase ASAP. Alex has used this email to generate \$100,000+ in revenue from client bookings.

17. **Story Template: Origin Story**

Share a true story about why you founded your business (or why you created your new book, product, or service) and why it matters. The origin story behind your work.

18. **Story Template: Audacious Goal**

Share a true story about an audacious goal that you pursued and what it *really* took to reach that goal.

19. **Story Template: Mistake and Lesson**

Share a true story about a mistake you made and what you learned from that experience.

20. **Story Template: Client Transformation**

Share a true story about a client or customer. Where this person used to be, where they are today, and what changed for them because of their work with you.

Who Should Attend?

This workshop is perfect for:

- ✦ People who are self-employed. All industries.
- ✦ People who work in marketing / branding / PR / sales.
- ✦ People who want more leads, more clients, more customers.

What Will I Learn?

At this workshop, you'll learn:

Brevity

How to make your writing 50% shorter and get to the point faster.

Action

How to inspire your reader, listener, or viewer to take action immediately: sign up, enroll, purchase, donate, comment, share, or whatever action step you want them to do.

Empathy

How to connect with your client or customer and write language that makes them feel appreciated, respected, and understood.

Emotion

How to write with more emotional impact, so that readers say, "This changed my whole day," "I feel so inspired!" "It's like you wrote this especially for me."

Storytelling

How to write true stories that make people laugh, think, cry, and say, "I really needed to hear this."

Speed

How to block distractions, get in the zone, write 10x faster, and get more accomplished in less time.

Questions

Q: I want to come but the dates don't work for me. I won't be able to attend the live Zoom sessions. Can I sign up anyway? Can I watch Zoom recordings later when it's convenient for my schedule?

Yes. All Zoom sessions will be recorded. All ticket-holders receive the recordings, so you can watch anytime that's convenient for you.

Q: This workshop feels so far away in the future! Is there any prep work I can do in the meantime? I want to get started right now.

Yes. After you purchase your ticket, you'll receive prep work to do before the workshop begins. Prep work is optional but recommended.

Q: I'm so excited about the 20 Copy Templates! Those look so useful. When will I receive those templates?

You'll receive the templates on July 20th, the first day of the workshop. They're yours to keep forever.

Q: I'm excited about the Copy Makeover portion of the workshop! Will every workshop participant receive a makeover? Or just a few?

Every workshop participant can have a Copy Makeover. Hooray! You'll be invited to submit a brief draft (1 page) before the workshop begins. You'll receive your Copy Makeover on July 20th, the first day of the workshop. It will be emailed to you. A few makeovers will be displayed on-screen during the live workshop, too.

Getting a Copy Makeover is optional, not required. You're welcome to submit a draft if you want—but if you'd rather skip this part, that's completely fine.

Q: I'm excited about submitting a question for Alex to answer. Will every workshop participant get their question answered? Or just a few?

Every workshop participant gets their question answered.

You'll be invited to submit a brief question (1 paragraph) before the workshop begins. Your question will be answered on July 20th, the first day of the workshop. Alex will email her response to you. A few questions will be displayed on-screen during the live workshop, too.

Q: I don't live in the US. Can I attend this workshop?

Yes. Alex has clients based all over the world. US, Canada, Europe, Australia, and beyond.

Q: Can I buy a workshop ticket for somebody else? Such as: my friend, family member, colleague, or an employee on my team.

Yes. Please go ahead and purchase a ticket as you normally would. Then, email hello@alexandrafranzen.com and say, "I'd like to transfer my ticket to someone else's name."

Q: What is the cancellation policy?

If you can't attend the workshop due to a medical emergency, you may transfer your ticket to another workshop happening later in 2023 or 2024. Alternately, you can watch the workshop recordings whenever it is convenient for your schedule.

Q: I have another question. Who should I contact?

Please email hello@alexandrafranzen.com to speak with Alex or a team member. Thank you!

What People Say

Working with Alex Significantly Improved My Writing Skills

“Since coming home from your workshop, I've been writing differently. My posts are getting shared a lot more (10x more!) and I'm receiving comments and messages of appreciation. I feel like I've tapped into a secret ingredient. Thank you.”

—*Monica Fraser*

“Alex: your workshop helped me un-clutter my mental landscape and find the words that have been waiting for me. Thank you.”

—*Jessika Hepburn*

“Alexandra over-delivered in every way. I was expecting a lot—because I know she is among the best in the world—and I still felt she went above and beyond! My experience with her was energizing, fun, and got me riled up about my own creativity. Working with her made my own voice stronger.”

—*Maggie Reyes*

“I have this re-connection to my personal writing voice that I had almost been afraid to hope I could find again. It feels so damn good to put pen to paper, fingers to keyboard and express myself for both my business and for myself. So very happy!”

—*Valerie Tookes*

“My writing has taken on a new life. Highly recommend it. You won’t regret it.”

—*Susan Wagner*

“I’ve worked with Alex for years. She has helped me to create so many things—including a podcast (135 episodes and counting!), countless blog posts and newsletters, and my book. She’s more than just a ‘writing coach’—she’s an artist who wants to unleash your inner artist, too.”

—*Susan Hyatt*

Working with Alex Got Me Moving! I Feel Braver and Got So Much Accomplished

“I had so much fun AND I got lots of work done!”

—*Laura Sprinkle*

“I finally started to actively reach out to people. It feels brave in the most satisfying way. I’ve realized my future clients aren’t different from other people (and they don’t bite!).”

—*Susa Hofmeister*

“I sent some resources to a current client, and offered a continued partnership for 3 months for their leadership team for \$9,300. They said yes! Also, just a few days later, a client applied to work with me, and booked a \$20,000 coaching agreement. I feel just being in the program opened my ability to get clear on what I want, why I want it, and receive a whole lot more.”

—*Jadah Sellner*

“I sent another round of emails to former clients, asking them to join my new online offer. 1 just signed up. Ka-ching! Thanks for your program. I’ll continue to benefit from it for a long time to come.”

—*Melissa Matson*

“I reached out to 20 potential clients! I even emailed the leader of a new political party here in New Zealand! I have received 6 responses so far, and feel better knowing I am taking inspired action.”

—*Anita Toi*

I Love Alex’s Calm, Inspiring Teaching Style

“Alex’s calm and loving energy is like a balm on the heart. And meeting the other participants has been such an inspiration.”

—*Lyvia Cairo*

“Alex, attending your workshop was a huge recalibration for me—a soul tune-up.”

—*Kim Berube*

“Alex lovingly encourages you to express yourself and all the excuses you had for not writing or why your idea is rubbish just dissolves. One of the best investments I’ve ever made in myself and my creative practice. I’d go again in a heartbeat!”

—*Fiona Jefferies*

“Alex is a gifted writer and collaborator, and a deep listener. But most of all, I love her big heart. She cares deeply about her clients. Every time we talk or exchange emails, I can feel the love. She gives me a boost that I can feel all week long.”

—*Ellen Fondiler*

“Alex has a magical way of creating a space so full of creativity, kindness, support and inspiration. I adored each moment and left feeling so expanded—my heart wide open and ready to unleash the best I have to offer.”

—*Alexa Fischer*

“FABULOUS! A life changing experience for me. Attending reignited the confidence from within me, proving that my words are meaningful! Did not want it to end!”

—*Nadine Risley*

“Alexandra not only encouraged me to keep on writing, but to also find deep joy in creating written work. This experience has changed how I will live my life.”

—*Danielle Whims*

Get Your Ticket

Invest \$1,000 to work with Alex.

Gain copywriting skills, templates, and professional connections worth 100x more.

Classic Workshop Ticket

\$1000

Classic Ticket (Pay In Full)

Pay \$1000 today.

Classic Ticket (2 Payments)

Pay \$500 today and \$500 on July 1, 2023.

First Class Workshop Ticket

\$5000

First Class Ticket (Pay In Full)

Pay \$5000 today.

First Class Ticket (2 Payments)

Pay \$2500 today and \$2500 on July 1, 2023.

Just like upgrading from economy to first class.

First Class includes the workshop plus:

1-1 MEETING (60 MIN) WITH ALEX

Meet with Alex privately to discuss anything on your mind.

“How can I explain what my business is all about in 10 words or less?”

“How can I grow my mailing list and get my work in front of more people?”

“How can I get more clients in the door? What should I be doing?”

Or anything else you want to talk about.

EXPERT COPYWRITING SERVICES

Alex writes 5 pieces of content...for you! Get a sparkling new website homepage, bio, sales page to describe your product or service, newsletters to share inspirational stories and get more sales, or anything else that you need.



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