

Person/brand(Replace the Person/brand with the copy you're breaking down)'s Copy Breakdown

You're ability to break down copy, like most things in life, depends on the quality of questions that you ask yourself;

Link to Copy:

1) What is the objective of this piece of copy?

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2) What is the writer doing to accomplish this objective? Why does it work? How could they do it better?

3) What mistakes is the writer making that are keeping them from achieving their objective? How could they fix these mistakes? How can I keep from making these mistakes myself?

4)What would the reader feel as they read this piece of copy?

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5)What lessons from the Bootcamp do I see at play in the copy