

Perspicacity walk

Problem to solve:

Writing Effective Copy

Question:

How do I write an effective copy?

Influential Factors:

- Not that good at copywriting
 - Since I'm new to copywriting I am not good at writing and persuasion, during curiosity, etc.
- Not fully understanding and taking in the information
 - I have noticed as I went back through level 1 there was so much information I didn't take notes for or the notes were minimal, therefore, I didn't have a great understanding.
- I get to distracted
 - I notice as i'm trying to learn I am constantly fidgeting and losing concentration.

Possible Solutions:

1. Rewatch the course material and pay attention and write notes constantly, re-read them and really focus on understanding what is being said.
2. When I create an avatar, use an AI app to create a look for the avatar to increase my relatability and be able to feel like i'm writing to that person.