
Module 1: Think Like a Human

Practice Assignment

One of the best ways to learn copywriting is to study any content you see - whether good or bad. If it's good, it will help you develop your own skills. If it's not, you'll learn how not to write.

Browse through websites, direct mail, or your emails (don't forget your junk folder) and look for **3 examples of copy that grabs your attention.**

Figure out why. **What does the writer do to draw you into the content?**

Then, find **3 examples of copy you would normally skip over.** Try and determine what it is about the copy that makes it less engaging.

Finally, take the "bad" copy and see if you can do something to fix it. Make up details if you need to, but take a shot at writing it better. You haven't learned how to write copy yet, so don't put any pressure on yourself. But you know what it's like to be human. So you already have the skills to at least give it a try.

Feedback option: Once you've completed your assignment, you are invited to send the "bad" copy and your revised version to homework@readytogocopy.com.

In the subject line, please include your name and the words "homework" and "module 1". A member of our team will take a quick look and give you an assessment of your pre-copy course skills.