

About the course **Sales copywriting formulas for beginners**

Course Presenter : Jason Whaling

This course introduces students to the most effective sales copywriting formulas used to write persuasive marketing messages, landing pages, ads, emails, product descriptions, and social media content. Students will learn how to attract attention, build interest, create desire, and encourage customers to take action using proven copywriting structures. The course explains popular formulas such as AIDA, PAS, BAB, FAB, 4Ps, and Before-After-Bridge in a simple step-by-step way, with practical examples for different business goals. By the end of this course, students will learn how to: Understand the basics of sales copywriting. Identify customer needs and pain points. Use powerful copywriting formulas correctly. Write catchy headlines and hooks. Create persuasive sales messages. Write copy for ads, emails, and landing pages. Improve conversions using clear calls to action. Jason Whaling

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business@mindluster.com