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1. If You're Brand new to Copywriting

Fast-Track Roadmaps

Notes:

If You're Brand New to Copywriting

I will be adding a Copywriting 101 Module to The RMBC Method in the very near future and will update this roadmap accordingly.

In general though, your biggest focus should be on mastering the fundamentals of RMBC.

The more time you put into studying this stuff up front, the more success you'll have long-term.

With that being said, if you want to get started on your path to mastering copywriting, here's what I'd recommend:

Research

2.1 Research Overview

2.2 Research Example – Weight Loss

Mechanism

3.1 Mechanism Overview

3.2 Mechanism Example – Olive Oil

Brief

4.1 Brief Overview

4.2 Brief Example – Olive Oil

Copy

5.1 Copy Overview

5.3. Copy Example – Weight Loss Supplement

Fascinations

6.1 Fascinations

Leads

7.6 Lead Example – Snoring Device

Headlines

8.1 Writing Killer Headlines