KIDS & TEENS FREELANCING TRAINING

Copywriting Course Outline

MODULE 1: What is Copywriting?

- Introduction to persuasive writing
- Difference between copywriting and storytelling
- Fun examples: ads, YouTube titles, product slogans

MODULE 2: Know Your Audience

- Who are you writing for?
- Creating simple audience personas
- How to make words exciting for the right person

MODULE 3: The Power of Words

- Emotional vs logical language
- Power words, action verbs, and magic phrases
- Writing catchy hooks and headlines

MODULE 4: Writing for Products & Brands

- Describe items with creativity (e.g., toys, snacks, books)
- Write product taglines and mini-ads
- How to highlight benefits, not just features

MODULE 5: Copywriting for Social Media

- Writing short, punchy posts for platforms like Instagram & YouTube
- Creating captions, hashtags, and call-to-actions
- Keeping copy fun, clear, and safe

MODULE 6: Visual Copywriting

- How design and words work together
- Layout tips: spacing, fonts, colors
- Create poster, ad, or social banner with text

MODULE 7: AI Tools for Young Copywriters

- Using AI (like ChatGPT) to brainstorm ideas and edit text
- Prompts to improve writing or rewrite ads
- Practice with responsibility and creativity

MODULE 8: Final Copywriting Challenge

- Kids create an ad campaign or product launch (poster, slogan, social post)
- Present to class, family, or online showcase
- Feedback & celebration with certificates

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