



# SCALE-UP GENERAL MASTERCLASS (COPYWRITING)

## LESSON THREE



# Levels of Copywriting

**Objective:** In this short lesson, you will learn about the levels of copywriting



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## 1. Corporate Copywriters

These are people who write for companies. They write copies and newsletters and brochures.

## 2. Freelance Copywriter

They work for freelancing sites like Fiverr, Upwork, guru.

## 3. Agency Copywriters

Personal Copywriting agency where you write copies, manage social media pages.

## 4. Celebrity (Personal brand) Copywriters

This is the highest level where you build a name and fame. Brands like Dan Lok, Jason Capital, Frank Kern fall into this category.

At this level you have an audience you can sell to at any time. You are making an impact and helping others on the same road. You are competent.

Becoming an effective Copywriter is not something you can achieve overnight. You must keep practicing till you become an authority.

You don't need to work for longer years before you become wealthy.

Wealth can be fast-tracked if you can leverage on a high-income skill.



## 5. Copywriting as a foundational skill.

This is where you apply the principles and selling secrets of Copywriting on anything you are doing.

You must learn to become a Copywriter through training, videos, e-books, courses (Coursera, teachable, swipe files) are proven copies that converted in times past.

Watch videos by Russell Brunson, Dan Lok, Alex Cattoni, Frank Kern, Jason Capital.

**END NOTE:** These are five levels of copywriting that you must know as you proceed in this journey.

*Read on to the next lesson.*

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