



The Copy Traineeship / Feb 2025 Schedule

Feb 03 / Monday / 8 PM / WTF is copywriting?

The basics, the structures, the anatomy of an ad, how not to fuck copy up, and ending with a live writing session.

Feb 05 / Wed / 8 PM / Positioning and tagline

A tagline isn't just a bunch of words. It comes from brand positioning. Learn what that's about, and how to write the perfect tagline.

Feb 10 / Monday / 8 PM / Insight hunting

Where do ideas come from? I'm going to show you a framework that'll never have you running out of ideas. This is a long session.

Feb 12 / Wed / 8 PM / Crafting copy

Is the first thing you write the best thing you write? Sometimes, yes. But at other times, you need to craft it. Learn how.

Feb 17 / Monday / 8 PM / Guest session - design

Every month, I bring in a guest speaker. Who's it going to be this time? You'll just have to find out for yourself :)

Feb 19 / Wed / 8 PM / How to sell an idea

Okay so you have a great idea. A fantastic pitch. But how do you package it and sell it to your client? Learn from real decks.

Feb 24 / Monday / 8 PM / Mini agency presentation

You will be broken up into mini agencies. And you will be asked to pitch on a real brand. This is what it all comes down to.

Feb 26 / Wed / 8 PM / Wrap up

What happens once The Traineeship ends? Find out in this session :)