



CERTIFIED COPYWRITING SPECIALIST (CCS)
STUDY GUIDE

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This study guide has been created for individuals who are studying for the Certified Copywriting Specialist (CCS) Certification Program. Please use this guide to assist in preparation for your examination.

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Accredited Certification Institute:

Accredited Certification Institute is the leading online program for specialized niche business certification programs. The team behind Accredited Certification Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

Accredited Certification Institute is a global training and certification organization that has provided practical industry-specific certification to over 1,000 clients from the United States, Europe, and more than 30 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

Accredited Certification Institute's Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

Accredited Certification Institute helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in 5 months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

MASTER'S CERTIFICATE PROGRAMS: Accredited Certification Institute is proud to offer several advanced Master's Certificates that require the completion of five programs.

To learn more about these Master's Certificates and how to earn one, please see our website:
<https://Certification.com/Masters>

II. CCS DETAILS AND TIMELINE:

PROGRAM DETAILS:

The **Certified Copywriting Specialist (CCS)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CCS Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CCS certification prepares individuals for successful, real-world application.

The Certified Copywriting Specialist (CCS) program is sponsored by the GTC Institute and offered by Accredited Certification Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CCS Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

4 STEP CERTIFICATION PROCESS



TIMELINE & EXAMINATION DATES:

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule.

Accredited Certification Institute exams are administered 100% online.

LEARNING OBJECTIVES OF THE CCS:

- To create effective, persuasive copy to create a better business.
- How to utilize persuasive metaphors and why they are the backbone of your sales copy.
- How experts construct sales letters from start to finish by breaking down each part and showing how to do more with less time.
- Why understanding your client's hidden beliefs can provide you with a roadmap to knowing precisely where to tap your persuasive hammer to generate maximum effect.
- How to apply best practices and proven copywriting.
- How to write sales letters that sell in less than an hour that can perform 5-10x better than sales letters that ignore our copywriting best practices.
- Why producing strong copy can leverage your time and make you one of the most valuable assets for your clients or company.
- How to profit from real world case studies and swipe files full of example sales letters, website content, emails, and advertisements.
- Instructions on how to complete a session of copywriting, start to finish, that will produce superior results. (Following a consistent process will assure you analyze and improve each piece from multiple angles.)

- Learn how to adapt our proven sales letter formulas that you will follow step-by-step. This will guide you toward creating powerful sales letters that can be used again and again.
- You'll benefit from our proven tactics as we show you where and how to push your client's secret "Buy" buttons.

III. REQUIRED READINGS:

1. Victor O. Schwab. How to Write a Good Advertisement: A Short Course in Copywriting. ISBN-13: 978-1614278863
2. Joe Sugarman. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters. ISBN-13: 9780470051245

IV. CCS EXAM PREPARATION

1. EXAM COMPOSITION:

There are a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 1 point each. Please see below for the composition and distribution of the points in-depth.

<u>Topics and Weights</u>	
Copywriting Basics (5)	Multiple Choice Questions
Components of Copywriting (6)	Multiple Choice Questions
Psychology in Copywriting (10 from Theo)	Multiple Choice Questions
Copywriting Techniques & Tactics (9)	Multiple Choice Questions

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings 2 hours will be sufficient.

2. **TERMS AND CONCEPTS TO KNOW:**

Below, please find the terms and concepts that you should be able to define after having read the required readings.

Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that authors have provided.

- The 5 Fundamentals of Writing a Good Advertisement
- Getting Attention
- Conversion
- “Hook”
- The Three Forms of “Asking for Action”
- “Do-Something” Copy
- Construction Evidence
- The 5 Ways to “Become a Keener Judge of Advertising Appeals”
- The 8 Milestones to a Sale
- Copy News Value
- Specific Knowledge
- The Perfect Buying Environment
- The Slippery Slide
- The Copy Sequence
- Psychological Triggers
- Selling Cures
- The Emotional Approach
- Seeds of Curiosity
- Traffic (in copywriting)
- Harmony
- Response Device
- Headline
- Justifying the Purchase
- Linking
- Rhythm
- Patterning

3. **SAMPLE QUESTIONS:**

1. *Which of the following is often an overlooked fundamental to writing great advertisements? a.)*

Get Attention.

b.) Show People an Advantage.

c.) Prove it.

d.) Persuade People to *Grasp* This Advantage.

2. ***True or False:*** *Proof that is emotionally appealing is more likely to be accepted and believed.*

3. **True or False:** Holding the prospect's attention is NOT an important aspect of copywriting.
4. _____ is the term Sugarman uses to describe the powerful copy element when a person or an organization endorses a product in the advertisement.
- a.) Product Rant
 - b.) Price Point
 - c.) Quality Pronouncement
 - d.) Testimonial
5. What does Sugarman say is the only exception to "selling the concept, not the product"?
- a.) When the product is sold through informercials where the audience can view it already.
 - b.) When the product is very inexpensive.
 - c.) When the product is so unique or new that the product itself becomes the concept.
 - d.) When you can't think of a good concept.
6. A company describing itself as "America's largest single source of space-age products" is an example of what psychological trigger?
- a.) Establish Authority
 - b.) Sense of Urgency
 - c.) Fear
 - d.) Simplicity
7. Why are emotion and proof together necessary for a sale to be successful?
- a.) Emotion plays a large part in the belief –shaping process; reason (proof) is not enough.
 - b.) Emotion is enough, and proof isn't really necessary.
 - c.) Proof is enough; there is no need for emotional appeal.
 - d.) Emotion cannot do much to back up reason, so the two cannot work together very well.

FAQ (FREQUENTLY ASKED QUESTIONS):

Have more questions or need more information?

Please see our consistently updated FAQ (Frequently Asked Questions) section on Accredited Certification Institute website here at <https://Certification.com/FAQ>

You can also get in touch with Accredited Certification Institute team over email at Team@Certification.com by phone, and through our ClickAndChat tool, accessible from our homepage.

Thanks for joining Accredited Certification Institute. Please let us know if you have any questions.

-Accredited Certification Institute Team & G.T.C. Institute

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VII. SAMPLE QUESTION ANSWERS:

1. *d.* The rest represent parts that are often considered, but the last is one that, more often than not, copywriters fail to consider. It is a very important component, however, because it helps to push the reader over the edge before you ask/tell them their next steps.
2. *True.* Schwab, pg 67.
3. *False.* Adweek Copywriting Handbook. Pg. 82.
4. *d.* Adweek Copywriting Handbook. Pg. 126.
5. *c.* Adweek Copywriting Handbook. Pg. 71.
6. *a.* Adweek Copywriting Handbook. Pg. 141.
7. *a.* Schwab, Chapter 3.