

Copywriting Course Comparison Chart

I'm frequently asked how my *Step-by-Step Copywriting Course* compares to other books and ebooks on the market. I can see how it would be confusing with so many to choose from. So, I've taken a moment to give you a brief overview of the ones I've personally seen. Each one offers something a bit different and is meant for use by writers and website owners at various skill levels. I've also added a side-by-side chart at the bottom for at-a-glance comparisons.

Step-by-Step Copywriting Course

Teaches all types of website copywriting including home pages, ecommerce copy, copy for services sites, pay-per-click copy, detailed organic SEO copywriting and more. Self-paced, self-scoring course that includes examples, lessons, practice exercises and answers about both sides of SEO copywriting: search optimization as well as effective web copywriting practices.

Best for copywriters and website owners that are new to copywriting and/or new to SEO copywriting.

214 page soft-cover, spiral-bound workbook with 2 CDs and 40-minute DVD delivered via mail. \$249

[More info or to buy](#)

[Read testimonials and reviews](#)

Michael Masterson's Accelerated Program for Six-Figure Copywriting

Focuses exclusively on writing sales letters for direct response. Self-paced. Includes exercises for you to complete on your own. You get 2 copy reviews from the experts at American Writers during the course.

Best for newbies and beginning copywriters.

500+ pages. Online access, not a download. \$197

[More info or to buy](#)

[Read review](#)

Nick Usborne's Copywriting 2.0

Gives a good introduction to several forms of online content including writing web copy, landing pages, emails, ezines, blog posts and more. Assumes you already know most of the basics of copywriting and applies those basics to the various online mediums.

Best for copywriters with experience who want to expand their skill sets to include online copywriting. Builds on your existing experience.

273-page 3-ring binder delivered via mail. \$497

[More info or to buy](#)

SEO Copywriting Success: How to Profit from Writing for Search Engines

A SEO copywriting guide that covers common myths about SEO copywriting, keyword research techniques, FAQ about SEO copywriting, applying SEO copywriting techniques to other forms of copywriting and other helpful information. Assumes you already know how to write effective web copy.

Best for experienced copywriters who want to expand their skill sets to include SEO copywriting. Builds on your existing experience.

128-page PDF ebook delivered via instant download **and** online access to 6 video sessions via the American Writers site. **\$495**

[More info or to buy](#)

Title	Book/ Course	Pages	Price	Delivery	Teaches
Step-by-Step Copywriting Course (Beginner copywriters & website owners)	Course	214	\$249	Mail	<ul style="list-style-type: none"> ✓ Complete website copywriting lessons for all types of sites ✓ Organic SEO copywriting ✓ Pay-per-click copywriting ✓ Examples ✓ Lessons with practice exercises ✓ Answers section
Michael Masterson's Six Figure Copywriting Course (Beginner writers)	Course	500+	\$197	Internet Access	<ul style="list-style-type: none"> ✓ Complete direct mail sales letter copywriting technique lessons ✓ Examples ✓ Lessons with practice exercises ✓ Two copy reviews
Nick Usborne's Online Copywriting (Experienced Writers)	Book	273	\$497	Mail	<ul style="list-style-type: none"> ✓ Web copy ✓ Landing pages ✓ Emails ✓ Ezines ✓ Blog posts ✓ Examples
SEO Copywriting Success (Experienced Writers)	Book	128	\$495	Internet Access to Videos and PDF download of book	<ul style="list-style-type: none"> ✓ History of SEO copywriting ✓ Myths about SEO copywriting ✓ Keyword research techniques ✓ FAQ about SEO copywriting ✓ Applications for SEO copywriting ✓ Setting fees ✓ Examples