



The Copy Traineeship / April 2026 Schedule

April 07 / Tues / 8 PM / Never run out of ideas

You know the biggest challenge copywriters face? Thinking of new ideas every day. That's where burnout happens. In this session, I show you where ideas come from. This is a long session.

April 14 / Tues / 8 PM / Never say yes to average

Everyone can write copy. It's no rocket science. But how do you take 5/10 copy to a friggin 10/10? There's a little bit of science to this, and a whole lot of practice. This is a working session.

April 21 / Tues / 8 PM / Never be scared of creating

Taking the first step is the hardest. I know that. Which is why, in this session, I'm going to show you how to create a spec ad, live. Right in front of you. And I want you to do it with me too.

April 28 / Tues / 8 PM / Never be everyone

Remember, your portfolio is your gateway into this career. How do you build one? What should it have? What should it not? I'll show you portfolios from my own life, and review yours.