



The Copy Traineeship / July 2026 Schedule

July 02 / Thurs / 8 PM / Insight Mining

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.

July 09 / Thurs / 8 PM / Copy Crafting

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.

July 16 / Thurs / 8 PM / Portfolio Making

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.

July 23 / Thurs / 8 PM / Film writing

You've seen ad films. Now learn how to actually write one. We're going to watch films together and then write some crazy films :)