



## The Copy Traineeship / Oct 2026 Schedule

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### **Oct 07 / Wed / 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.

### **Oct 14 / Wed / 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.

### **Oct 21 / Wed / 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.

### **Oct 28 / Wed / 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 :)