
Module 17, Lesson 3 Quiz: Copywriting Crash Course

1. A great way to sell without saying, “Buy Now!” includes:
 - a. Do not be empathetic in your writing.
 - b. Do not follow the arc of a story.
 - c. Do not bother crafting a solid elevator pitch.
 - d. **Deliver in an email what you promised in a great subject line.**

2. The main elements involved in crafting a compelling story include:
 - a. **Scene, Character, Objective, Challenge**
 - b. Scene, Character, Opening, Challenge
 - c. Scene, Challenge, Opening, Closing
 - d. Scene, Challenge, Objective, Closing

3. A best practice for winning email subject lines is:
 - a. Never hint what your email is about
 - b. Mislead your readers if it will get you a sale
 - c. **Always hint what your email is about**
 - d. Be extra wordy and use exclamation points and capital letters

4. Easy tweaks to improve your writing include all but:
 - a. **Use a lot of slang**
 - b. Create FOMO
 - c. Use contractions
 - d. Lead with a story