



AD CAMP VIRTUAL INTERNSHIP

COPYWRITING: LESSON 4

ACTIVITY SHEET

COPY WORKSHEET

Pick a product (maybe from a local business).

Freewrite for 10 minutes about it.

Think of 10 of the worst possible ways to sell it.

List 20 alternate uses for it.

List 20 things you could combine the product with or substitutions for it.

Turn one of those ideas into an ad to put in your portfolio.