



Your Needs:

"This outline is a guide to the content of a typical course. In practice, all courses can be customised to meet specific needs and can be run at a time and place to suit you."

Accelerated Learning:

"We run our events using an appropriate mix of group discussions, practical exercises and case studies, supported by short tutor-led sessions."

What You Get:

"As standard, we provide a full set of reference notes, equipment (for IT training) and ongoing support (in case you have any questions afterwards)."

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Copywriting

(1 day)

"To underplay the promotional power of creative copy is to risk obscurity."

Benefits of attending this course...

Inspired copy can ignite customer interest and lead to increased opportunities and further business deals. The ability to create this copy therefore lies at the core of any successful organisation today.

When writing copy you need to 'get creative' and this is exactly what this course aims to do! During the day attendees will explore the concept of effective copy and practice a range of powerful techniques that will add real impact to their writing.

Upon completion of the course delegates will have a thorough understanding of how to promote key themes and ideas from their own business using a sharp copywriting style.

Who is it for?

Those who want to write better copy that will enhance and promote their business.

Objectives

By the end of the training you will be able to...

- 📖 Identify the key features and benefits of your business (that make you stand out).
- 📖 Embed these features and benefits into your copy (in a way that ignites and then maintains customer interest).
- 📖 Empower staff with greater confidence when communicating via the written word.

Content

- ✓ Some essential basics – what is copy, and why does it matter?
- ✓ Core copywriting techniques...
 - Your audience and the desired response.
 - The 'headline' and using it to grab attention.
 - Pros and cons of different mediums.
 - Weaving company strategy and thinking into your copy.
- ✓ Developing effective copy for press releases, adverts, internal messages, info-mails, and social media.
- ✓ Sharing and deploying your skills throughout the team.