

Copywriting Made Easy

Course ref: MK8

Course aims:

- To help delegates understand how to use more effective copy
- To understand the differences between copy for advertising, direct mail, PR or web
- To provide a set of easy-to-use rules, which will develop delegates' skills in use of marketing language

Benefits of attending:

- High quality course based on experienced professional copywriter's experience
- Practical exercises to support the learning process
- Knowledge transfer, which will save money and time

Outline of programme:

On this workshop, delegates will learn:

- The purpose of copy - to get inside the ideal customer's head, and make them want the product/service
- Structure using AIDA
- How to tune in to reader's language and culture
- Dealing with writer's block
- Why empathy is important
- Layout tips to maximise your impact
- Phrasing benefits in customer terms
- Creating word pictures
- Planning and describing the offer
- Call to action, deadlines and incentives

Duration: This course normally operates as a 1 day course, with a maximum of 8 delegates to ensure individual attention. It can also be run as part of a series, together with Marketing for Success, and Dynamic Direct Mail.